

  
**REQUEST FOR COUNCIL ACTION**

Date: November 19, 2012  
Item No.: 12.h

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Department Approval

City Manager Approval



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Item Description: Authorize issuing a Request For Proposals to Redesign the City's Website

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1 **BACKGROUND**

2 This spring the Council adopted a Community Aspiration to be Engaged in Our Community's  
3 Success As Citizens, Neighbors, Volunteers, Leaders, and Businesspeople and specifically to  
4 Improve Communications with Residents. The Council also identified electronic  
5 communications as one of those avenues of communications to be improved.

6 At the August 20, 2012 meeting the Council directed staff to seek input from department heads  
7 on an RFP for a website redesign. Department heads filled out a needs assessment and reviewed  
8 it. They have agreed that it is complete. That needs assessment was then incorporated into an  
9 RFP which is attachment A.

10 **POLICY OBJECTIVE**

11 The Council approved a Community Aspiration to improve communications with residents. An  
12 enhanced and easier to use website will facilitate improved communications.

13 **BUDGET IMPLICATIONS**

14 There is money in the Communications budget for 2013 for website redesign. Communications  
15 is an enterprize fund, and the primary source of funding is cable television franchise fees. This  
16 project would not affect property taxes.

17 **STAFF RECOMMENDATION**

18 Authorize staff to issue a Request For Proposals for redesigning the City's website.

19 **REQUESTED COUNCIL ACTION**

20 A motion authorizing staff to issue a Request For Proposals for redesigning the City's website.

Prepared by: Tim Pratt, Communications Specialist  
Attachments: A: Request For Proposals



**Specifications and Request For Proposal  
for  
Evaluation, Redesign and Hosting of the  
City of Roseville's Website**

**November 21, 2012**

Proposal accepted until 4:00 p.m.  
Friday, December 21, 2012

Roseville City Hall  
2660 Civic Center Drive  
Roseville, MN 55113

## **I. SCOPE OF PROJECT**

The City of Roseville, Minnesota, is seeking proposals from qualified consultants to improve the usability and effectiveness of the city's external website by conducting usability testing of the current site, develop a new website that includes website analytics, enhance civic engagement through electronic communications, develop a mobile-optimized site using responsive design, and improve the ease of use for staff posting material to the website. Consultant will:

- Determine what aspects of the current website are effective in communicating City information to residents.
- Develop a plan for creating and implementing a redesigned website.
- Upon approval of the plan – implementation.
- Provide a content management system (CMS) that allows City staff to easily manage content using PCs.
- Provide an email notification system which includes graphic design functionality similar to desktop publishing – preferable system includes analytics.
- Provide training session(s) for City staff on using the CMS and the website analytics program.
- Develop a website architecture that can be expanded to include interactive content including, but not limited to online reservations, online payments and mobile requests for service.
- Conduct user testing on the redesigned website.
- Work with staff to develop a website style guide.
- Develop a mobile version of the website using responsive design.
- Offer website hosting services.

## **II. PROJECT BACKGROUND**

The main portions of the City of Roseville's website at [www.ci.roseville.mn.us](http://www.ci.roseville.mn.us) were redesigned in 2007. Content management is divided between seven departments and each assigned staff person has a varying degree of computer experience.

The website contains abundant information. However, information is often difficult for users to find.

Information is presented on static web pages with downloadable forms, applications and PDF documents. The site is hosted externally.

## **III. GOALS**

The City of Roseville has established the following goals for this project:

- To simplify the content design of the website and increase the usability of the main site and a mobile site.
- Integrate request for service program with existing asset management software from Pub Works.
- To increase the ease of site administration by staff, including making it easy to load and place appropriately sized graphics, photos, etc.
- To use the website as effectively as possible as part of the City's wider communications plan.
- To incorporated interactivity and develop website architecture that can be expanded to add new modules and interactive features.
- Integrate third-party sites such as NeoGov and ActiveNet into the City's website.
- Meet as many staff desires that are expressed in the attached Needs Assessment developed by City staff.

#### **IV. REQUIREMENTS**

- A. A description of your company and its qualifications for conducting website redesigns.
- B. A description of specific experience with local government websites.
- C. A description of your company's abilities and experience in website evaluation and design.
- D. A description of how your company plans to assess the effectiveness of the city's current website and the redesigned website, including measuring how effectively the needs and wants of users are being met.
- E. A description of your content management system (CMS) including all modules.
- F. A description of your e-commerce, online reservation and mobile request for service programs.
- G. A description of how your site search and analytics programs function.
- H. A project timetable and a detailed description of the process proposed for this project.

- I. Designation of a principal of the firm who would be in charge of the project including all contact information, and the amount of time that person is expected to be involved. Please include resumes of all personnel who would be significantly involved in the project.
- J. Identification of any outside contractors that would be used on the project and a description of their qualifications.
- K. Names and contact information for references at other governmental organizations for which your firm has provided website services.
- L. Estimate the cost of providing the city with recommendations for its website, as described in Section III, Goals. Estimate shall delineate the cost for each of these individual services:
  - Usability testing
  - Website redesign
  - Staff training and style manual development
  - Mobile site design
  - Website hosting and other on-going fees
  - Refresher training

The City may choose to select individual services without selecting the entire proposal.

## **V. SELECTION**

Proposals will be evaluated on a number of criteria, including but not limited to the following:

- A. Quality and thoroughness of the proposal.
- B. Past experience, expertise, and demonstrated ability to work with websites and government entities.
- C. References or recommendations from past clients.
- D. Cost estimate.
- E. Proposed project timetable.
- F. Online demonstration of your services including a question and answer session. Only finalists will be invited to give demonstrations.

The City of Roseville reserves the right to reject any and all proposals, and waive all technicalities. Further the City reserves the right to accept or reject portions of any proposal selected.

The company chosen will be required to enter into a Standard Professional Services Agreement with the city substantially similar to the draft copy attached to this Request for Proposals.

## **VI. SUBMITTAL DEADLINE**

The submittal deadline is Friday, December 21, 2012 at 4:00 p.m. Proposals may be mailed or dropped off at:

City of Roseville  
Attn: Tim Pratt  
2660 Civic Center Drive  
Roseville, MN 55113

Six written, hard copies of the proposal and all attachments shall be submitted. An electronic copy of the proposal in Word or converted PDF (not scanned) must also be submitted on a compact disc (or suitable alternative disc format) or emailed. Proposers are solely responsible for delivery of their proposals to the City before the deadline. Any proposal received after the deadline will not be considered. For more information, call Tim Pratt, Communications Specialist, at (651) 792-7027 or email [tim.pratt@ci.roseville.mn.us](mailto:tim.pratt@ci.roseville.mn.us).



## Standard Agreement for Professional Services

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This Agreement (“Agreement”) is made on the \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_, between the City of Roseville, a municipal corporation (hereinafter “City”), and \_\_\_\_\_, a \_\_\_\_\_ (hereinafter “Consultant”).

### Preliminary Statement

The City has adopted a policy regarding the selection and hiring of consultants to provide a variety of professional services for City projects. That policy requires that persons, firms or corporations providing such services enter into written agreements with the City. The purpose of this Agreement is to set forth the terms and conditions for the performance of professional services by the Consultant.

The City and Consultant agree as follows:

1. **Scope of Work Proposal.** The Consultant agrees to provide the professional services shown in Exhibit “A” attached hereto (“Work”) in consideration for the compensation set forth in Provision 3 below. The terms of this Agreement shall take precedence over and supersede any provisions and/or conditions in any proposal submitted by the Consultant.
2. **Term.** The term of this Agreement shall be from \_\_\_\_\_, \_\_\_\_\_, through \_\_\_\_\_, \_\_\_\_\_, the date of signature by the parties notwithstanding.
3. **Compensation for Services.** The City agrees to pay the Consultant the compensation described in Exhibit B attached hereto for the Work, subject to the following:
  - A. Any changes in the Work which may result in an increase to the compensation due the Consultant shall require prior written approval of the City. The City will not pay additional compensation for Work that does not have such prior written approval.
  - B. Third party independent contractors and/or subcontractors may be retained by the Consultant when required by the complex or specialized nature of the Work when authorized in writing by the City. The Consultant shall be responsible for and shall pay all costs and expenses payable to such third party contractors unless otherwise agreed to by the parties in writing.

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4. **City Assistance.** The City agrees to provide the Consultant with the following assistance concerning the Work to be performed hereunder:
- A. Depending on the nature of the Work, Consultant may from time to time require access to public and private lands or property. To the extent the City is legally and reasonably able, the City shall provide access to and make provisions to enable the Consultant to enter upon public and private land and property as required for the Consultant to perform and complete the Work.
  - B. The City shall furnish the Consultant with a copy of any special standards or criteria promulgated by the City relating to the Work, including but not limited to design and construction standards, that is needed by the Consultant in order to prepare for the performance of the Work.
  - C. A person shall be appointed to act as the City’s representative with respect to the Work to be performed under this Agreement. Such representative shall have authority to transmit instructions, receive information, interpret, and define the City’s policy and decisions with respect to the Work to be performed under this Agreement, but shall not have the right to enter into contracts or make binding agreements on behalf of the City with respect to the Work or this Agreement.
5. **Method of Payment.** The Consultant shall submit to the City, on a monthly basis, an itemized invoice for Work performed under this Agreement. Invoices submitted shall be paid in the same manner as other claims made to the City. Invoices shall contain the following:
- A. For Work reimbursed on an hourly basis, the Consultant shall indicate for each employee, his or her name, job title, the number of hours worked, rate of pay for each employee, a computation of amounts due for each employee, and the total amount due for each project task. The Consultant shall verify all statements submitted for payment in compliance with Minnesota Statutes Sections 471.38 and 471.391. For reimbursable expenses, if provided for in Exhibit A, the Consultant shall provide an itemized listing and such documentation of such expenses as is reasonably required by the City. Each invoice shall contain the City’s project number and a progress summary showing the original (or amended) amount of the Agreement, current billing, past payments and unexpended balance due under the Agreement.
  - B. To receive any payment pursuant to this Agreement, the invoice must include the following statement dated and signed by the Consultant: “I declare under penalty of perjury that this account, claim, or demand is just and correct and that no part of it has been paid.”

The payment of invoices shall be subject to the following provisions:



- 91 A. The City shall have the right to suspend the Work to be performed by the  
92 Consultant under this Agreement when it deems necessary to protect the City,  
93 residents of the City or others who are affected by the Work. If any Work to be  
94 performed by the Consultant is suspended in whole or in part by the City, the  
95 Consultant shall be paid for any services performed prior to the delivery upon  
96 Consultant of written notice from the City of such suspension.  
97
- 98 B. The Consultant shall be reimbursed for services performed by any third party  
99 independent contractors and/or subcontractors only if the City has authorized the  
100 retention of and has agreed to pay such persons or entities pursuant to Section 3B  
101 above.  
102
- 103 6. **Project Manager and Staffing.** The Consultant has designated  
104 \_\_\_\_\_ and \_\_\_\_\_ (“Project Contacts”) to perform and  
105 /or supervise the Work, and as the persons for the City to contact and communicate with  
106 regarding the performance of the Work. The Project Contacts shall be assisted by other  
107 employees of the Consultant as necessary to facilitate the completion of the Work in  
108 accordance with the terms and conditions of this Agreement. Consultant may not remove  
109 or replace Project Contracts without the prior approval of the City.  
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- 111 7. **Standard of Care.** All Work performed by the Consultant under this Agreement shall be  
112 in accordance with the normal standard of care in Ramsey County, Minnesota, for  
113 professional services of like kind.  
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- 115 8. **Audit Disclosure.** Any reports, information, data and other written documents given to,  
116 or prepared or assembled by the Consultant under this Agreement which the City requests  
117 to be kept confidential shall not be made available by the Consultant to any individual or  
118 organization without the City’s prior written approval. The books, records, documents  
119 and accounting procedures and practices of the Consultant or other parties relevant to this  
120 Agreement are subject to examination by the City and either the Legislative Auditor or  
121 the State Auditor for a period of six (6) years after the effective date of this Agreement.  
122 The Consultant shall at all times abide by Minn. Stat. § 13.01 et seq. and the Minnesota  
123 Government Data Practices Act, to the extent the Act is applicable to data, documents,  
124 and other information in the possession of the Consultant.  
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- 126 9. **Termination.** This Agreement may be terminated at any time by the City, with or  
127 without cause, by delivering to the Consultant at the address of the Consultant set forth  
128 on page 1, a written notice at least seven (7) days prior to the date of such termination.  
129 The date of termination shall be stated in the notice. Upon termination the Consultant  
130 shall be paid for services rendered (and reimbursable expenses incurred if required to be  
131 paid by the City under this Agreement) by the Consultant through and until the date of  
132 termination so long as the Consultant is not in default under this Agreement. If however,  
133 the City terminates the Agreement because the Consultant is in default of its obligations  
134 under this Agreement, no further payment shall be payable or due to the Consultant  
135 following the delivery of the termination notice, and the City may, in addition to any

136 other rights or remedies it may have, retain another consultant to undertake or complete  
137 the Work to be performed hereunder.  
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139 10. **Subcontractor.** The Consultant shall not enter into subcontracts for services provided  
140 under this Agreement without the express written consent of the City. The Consultant  
141 shall promptly pay any subcontractor involved in the performance of this Agreement as  
142 required by the State Prompt Payment Act.  
143

144 11. **Independent Consultant.** At all times and for all purposes herein, the Consultant is an  
145 independent contractor and not an employee of the City. No statement herein shall be  
146 construed so as to find the Consultant an employee of the City.  
147

148 12. **Non-Discrimination.** During the performance of this Agreement, the Consultant shall  
149 not discriminate against any person, contractor, vendor, employee or applicant for  
150 employment because of race, color, creed, religion, national origin, sex, marital status,  
151 status with regard to public assistance, disability, sexual orientation or age. The  
152 Consultant shall post in places available to employees and applicants for employment,  
153 notices setting forth the provision of this non-discrimination clause and stating that all  
154 qualified applicants will receive consideration for employment. The Consultant shall  
155 incorporate the foregoing requirements of this Provision 12 in all of its subcontracts for  
156 Work done under this Agreement, and will require all of its subcontractors performing  
157 such Work to incorporate such requirements in all subcontracts for the performance of  
158 the Work. The Consultant further agrees to comply with all aspects of the Minnesota  
159 Human Rights Act, Minnesota Statutes 363.01, et. seq., Title VI of the Civil Rights Act  
160 of 1964, and the Americans with Disabilities Act of 1990.  
161

162 13. **Assignment.** The Consultant shall not assign this Agreement, nor its rights and/or  
163 obligations hereunder, without the prior written consent of the City.  
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165 14. **Services Not Provided For.** No claim for services furnished by the Consultant not  
166 specifically provided for herein shall be paid by the City.  
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168 15. **Compliance with Laws and Regulations.** The Consultant shall abide with all federal,  
169 state and local laws, statutes, ordinances, rules and regulations in the performance of the  
170 Work. The Consultant and City, together with their respective agents and employees,  
171 agree to abide by the provisions of the Minnesota Data Practices Act, Minnesota Statutes  
172 Section 13, as amended, and Minnesota Rules promulgated pursuant to Chapter 13. Any  
173 violation by the Consultant of statutes, ordinances, rules and regulations pertaining to the  
174 Work to be performed shall constitute a material breach of this Agreement and entitle the  
175 City to immediately terminate this Agreement.  
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177 16. **Waiver.** Any waiver by either party of a breach of any provisions of this Agreement shall  
178 not affect, in any respect, the validity of the remainder of this Agreement.  
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180 17. **Indemnification.** The Consultant agrees to defend, indemnify and hold the City, its  
181 Council, officers, agents and employees harmless from any liability, claims, damages,

182 costs, judgments, or expenses, including reasonable attorney's fees, resulting directly or  
 183 indirectly from a negligent act or omission (including without limitation professional  
 184 errors or omissions) of the Consultant, its agents, employees, and/or subcontractors  
 185 pertaining to the performance of the Work provided pursuant to this Agreement and  
 186 against all losses by reason of the failure of said Consultant to fully perform, in any  
 187 respect, all of the Consultant's obligations under this Agreement.

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 189 **18. Insurance.**

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 191 A. General Liability. Prior to starting the Work, the Consultant shall procure, maintain  
 192 and pay for such insurance as will protect against claims for bodily injury or death,  
 193 and for damage to property, including loss of use, which may arise out of operations  
 194 by the Consultant or by any subcontractor of the Consultant, or by anyone employed  
 195 by any of them, or by anyone for whose acts any of them may be liable. Such  
 196 insurance shall include, but not be limited to, minimum coverages and limits of  
 197 liability specified in this Provision 18 or required by law. Except as otherwise stated  
 198 below, the policies shall name the City as an additional insured for the Work provided  
 199 under this Agreement and shall provide that the Consultant's coverage shall be  
 200 primary and noncontributory in the event of a loss.

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 202 B. The Consultant shall procure and maintain the following minimum insurance  
 203 coverages and limits of liability with respect to the Work:

204	Worker's Compensation:	Statutory Limits
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206	Employer's Liability	\$500,000 each accident
207	(Not needed for	\$500,000 disease policy limit
208	Minnesota based	\$500,000 disease each employee
209	Consultant):	
210		
211	Commercial General Liability:	\$1,000,000 per occurrence
212		\$2,000,000 general aggregate
213		\$2,000,000 Products – Completed Operations
214		Aggregate
215		\$100,000 fire legal liability each occurrence
216		\$5,000 medical expense
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218	Comprehensive Automobile	
219	Liability:	\$1,000,000 combined single limit (shall include
220		coverage for all owned, hired and non-owned
221		vehicles.
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 224 C. The Commercial General Liability policy(ies) shall be equivalent in coverage to ISO  
 225 form CG 0001, and shall include the following:

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 227 a. Personal injury with Employment Exclusion (if any) deleted;

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- b. Broad Form Contractual Liability coverage; and
- c. Broad Form Property Damage coverage, including Completed Operations.

D. Professional Liability Insurance. The Consultant agrees to provide to the City a certificate evidencing that it has in effect, with an insurance company in good standing and authorized to do business in Minnesota, a professional liability insurance policy. Said policy shall insure payment of damage for liability arising out of the performance of professional services for the City, in the insured’s capacity as the Consultant, if such liability is caused by an error, omission, or negligent act of the insured or any person or organization for whom the insured is liable. Said policy shall provide an aggregate limit of \$\_\_\_\_\_. Said policy shall not name the City as an additional insured.

E. Consultant shall maintain in effect all insurance coverages required under this Provision 18 at Consultant’s sole expense and with insurance companies licensed to do business in the state in Minnesota and having a current A.M. Best rating of no less than A-, unless otherwise agreed to by the City in writing. In addition to the requirements stated above, the following applies to the insurance policies required under this Provision:

- a. All policies, except the Professional Liability Insurance policy, shall be written on an “occurrence” form (“claims made” and “modified occurrence” forms are not acceptable);
- b. All policies, except the Professional Liability Insurance and Worker’s Compensation Policies, shall contain a waiver of subrogation naming “the City of Roseville”;
- c. All policies, except the Professional Liability Insurance and Worker’s Compensation Policies, shall name “the City of Roseville” as an additional insured;
- d. All policies, except the Professional Liability Insurance and Worker’s Compensation Policies, shall insure the defense and indemnify obligations assumed by Consultant under this Agreement; and
- e. All policies shall contain a provision that coverages afforded thereunder shall not be canceled or non-renewed or restrictive modifications added, without thirty (30) days prior written notice to the City.

A copy of the Consultant’s insurance declaration page, Rider and/or Endorsement, as applicable, which evidences the compliance with this Paragraph 18, must be filed with City prior to the start of Consultant’s Work. Such documents evidencing

274 insurance shall be in a form acceptable to City and shall provide satisfactory evidence  
275 that Consultant has complied with all insurance requirements. Renewal certificates  
276 shall be provided to City prior to the expiration date of any of the required policies.  
277 City will not be obligated, however, to review such declaration page, Rider,  
278 Endorsement or certificates or other evidence of insurance, or to advise Consultant of  
279 any deficiencies in such documents and receipt thereof shall not relieve Consultant  
280 from, nor be deemed a waiver of, City's right to enforce the terms of Consultant's  
281 obligations hereunder. City reserves the right to examine any policy provided for  
282 under this Provision 18.

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284 F. If Consultant fails to provide the insurance coverage specified herein, the Consultant  
285 will defend, indemnify and hold harmless the City, the City's officials, agents and  
286 employees from any loss, claim, liability and expense (including reasonable  
287 attorney's fees and expenses of litigation) to the extent necessary to afford the same  
288 protection as would have been provided by the specified insurance. Except to the  
289 extent prohibited by law, this indemnity applies regardless of any strict liability or  
290 negligence attributable to the City (including sole negligence) and regardless of the  
291 extent to which the underlying occurrence (i.e., the event giving rise to a claim which  
292 would have been covered by the specified insurance) is attributable to the negligent or  
293 otherwise wrongful act or omission (including breach of contract) of Consultant, its  
294 contractors, subcontractors, agents, employees or delegates. Consultant agrees that  
295 this indemnity shall be construed and applied in favor of indemnification. Consultant  
296 also agrees that if applicable law limits or precludes any aspect of this indemnity,  
297 then the indemnity will be considered limited only to the extent necessary to comply  
298 with that applicable law. The stated indemnity continues until all applicable statutes  
299 of limitation have run.

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301 If a claim arises within the scope of the stated indemnity, the City may require  
302 Consultant to:

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304 a. Furnish and pay for a surety bond, satisfactory to the City, guaranteeing  
305 performance of the indemnity obligation; or  
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307 b. Furnish a written acceptance of tender of defense and indemnity from  
308 Consultant's insurance company.

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310 Consultant will take the action required by the City within fifteen (15) days of  
311 receiving notice from the City.

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313 19. **Ownership of Documents.** All plans, diagrams, analysis, reports and information  
314 generated in connection with the performance of this Agreement ("Information") shall  
315 become the property of the City, but the Consultant may retain copies of such documents  
316 as records of the services provided. The City may use the Information for any reasons it  
317 deems appropriate without being liable to the Consultant for such use. The Consultant  
318 shall not use or disclose the Information for purposes other than performing the Work  
319 contemplated by this Agreement without the prior consent of the City.

- 320  
321 20. **Dispute Resolution/Mediation.** Each dispute, claim or controversy arising from or  
322 related to this Agreement or the relationships which result from this Agreement shall be  
323 subject to mediation as a condition precedent to initiating arbitration or legal or equitable  
324 actions by either party. Unless the parties agree otherwise, the mediation shall be in  
325 accordance with the Commercial Mediation Procedures of the American Arbitration  
326 Association then currently in effect. A request for mediation shall be filed in writing with  
327 the American Arbitration Association and the other party. No arbitration or legal or  
328 equitable action may be instituted for a period of 90 days from the filing of the request  
329 for mediation unless a longer period of time is provided by agreement of the parties.  
330 Cost of mediation shall be shared equally between the parties. Mediation shall be held in  
331 the City of Roseville unless another location is mutually agreed upon by the parties. The  
332 parties shall memorialize any agreement resulting from the mediation in a Mediated  
333 Settlement Agreement, which Agreement shall be enforceable as a settlement in any  
334 court having jurisdiction thereof.  
335
- 336 21. **Annual Review.** Prior to each anniversary of the date of this Agreement, the City shall  
337 have the right to conduct a review of the performance of the Work performed by the  
338 Consultant under this Agreement. The Consultant agrees to cooperate in such review and  
339 to provide such information as the City may reasonably request. Following each  
340 performance review the parties shall, if requested by the City, meet and discuss the  
341 performance of the Consultant relative to the remaining Work to be performed by the  
342 Consultant under this Agreement.  
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- 344 22. **Conflicts.** No salaried officer or employee of the City and no member of the Board of the  
345 City shall have a financial interest, direct or indirect, in this Agreement. The violation of  
346 this provision shall render this Agreement void.  
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- 348 23. **Governing Law.** This Agreement shall be controlled by the laws of the State of  
349 Minnesota.  
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- 351 24. **Counterparts.** This Agreement may be executed in multiple counterparts, each of which  
352 shall be considered an original.  
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- 354 25. **Severability.** The provisions of this Agreement are severable. If any portion hereof is,  
355 for any reason, held by a court of competent jurisdiction to be contrary to law, such  
356 decision shall not affect the remaining provisions of this Agreement.  
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- 358 26. **Entire Agreement.** Unless stated otherwise in this Provision 26, the entire agreement of  
359 the parties is contained in this Agreement. This Agreement supersedes all prior oral  
360 agreements and negotiations between the parties relating to the subject matter hereof as  
361 well as any previous agreements presently in effect between the parties relating to the  
362 subject matter hereof. Any alterations, amendments, deletions, or waivers of the  
363 provisions of this Agreement shall be valid only when expressed in writing and duly  
364 signed by the parties, unless otherwise provided herein. The following agreements  
365 supplement and are a part of this Agreement: None.  
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367 IN WITNESS WHEREOF, the undersigned parties have entered into this Agreement as  
368 of the date set forth above.

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CITY OF ROSEVILLE

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
City Manager

(CONSULTANT)

By: \_\_\_\_\_

Its: \_\_\_\_\_

# City of Roseville Website Needs Assessment

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## 1. Who are your target audiences?

1. Residents
2. Property owners
3. Potential residents/homeowners
4. Business owners and employees
5. Potential businesses/developers
6. Facility users
7. License Center customers
8. Job seekers/Internship seekers
9. Event participants
10. Researchers (students, historians, reporters, other units of government, educational institutions)
11. Contractors
12. City employees
13. Rental property owners
14. Recreation program participants
15. Community guests
16. Sponsors/volunteers

## 2. What do you want them to know?

1. Actions of Council and Commissions
2. How to contact Council and Commission members
3. How to apply for Commission
4. How to apply for a job
5. What services city departments offer/ other resources available
6. What's going on there – road work, re/development, projects
7. What's going on in their neighborhood - projects (road, park), public safety, development
8. Why and how to register a rental property
9. How to apply for a business license – requirements, process
10. How to get a license at the License Center
11. How to apply for a passport
12. How to apply for a permit
13. How to pay utility bill online
14. How to find information about their water bill
15. How to find information about their property taxes
16. How to request a service or a fix for a problem
17. Which city staff members to contact when and how to contact them
18. Information on various facilities – where, tours, rentals, amenities, hours
19. What's in the City Code
20. Rules and regulations – code compliance, snow plowing, police & fire
21. Safety information – crime/fire prevention, emergency preparedness, recreational fire rules
22. News about the City of Roseville
23. How to find records and reports
24. Resources they can use to improve the quality of their lives
25. Events - dates, times, locations, registration
26. Classes/Activities - dates, times, locations, registration
27. Outside resources – links to schools, community resources, other levels of government
28. Department functions and staff
29. Why/how to sponsor or exhibit at an event



30. How to donate
31. How to volunteer
32. Why Roseville is a great place to live
33. Recreational sports league information
34. Vision of where City is headed and why

35. Bids/RFPs available
36. About the City – location, history
37. Elections information
38. Where to find information on utilities:  
garbage, recycling, electric, gas

### **3.What do you want them to do?**

1. Residents – live fulfilling lives engaged in their community
2. Businesses – locate/expand in Roseville and provide services
3. Find the information about the City they need
4. Find links to other resources
5. Conduct all of their business online, including submitting plans, filling out forms, and paying for the permit/application
6. Contact staff for more information or with questions or concerns
7. Access their utility billing account information and make online payments
8. Let us know when they are moving in and/or out along with a forwarding address
9. Apply for a business license
10. Find information quickly using an effective search engine
11. Use an effective site search tool
12. Sign up – events, activities, classes, leagues, email notifications, tours, rentals
13. Pay fees online
14. Request services such as filling in a pothole through regular website and mobile website and/or mobile app
15. Report problems such as graffiti or code violation through regular website and mobile website and/or mobile app
16. Sponsor/donate/volunteer
17. Watch videos – meetings as well as feature videos
18. View photos
19. Find information about our facilities – amenities, rental info, hours, locations, photos and videos
20. Use our facilities – golf course, skating center, pathways, nature center, leaf compost site, etc.
21. Link to interactive elements – RCF, Facebook, Twitter, YouTube, crime mapping, blogs, online mapping
22. Provide feedback/input
23. Read Council/Commission agendas/minutes and packets – view meetings

### **4.How will you provide information to them?**

1. Webpages
2. PDF documents
3. Fillable PDFs
4. Online forms
5. Videos
6. Podcasts
7. Photographs/slideshows, illustrations
8. Links to brochures/fact sheets
9. Links to other websites
10. Links to social media sites
11. Blogs
12. Email/SMS notifications
13. RSS feeds

## **5.How much staff time do you want to budget for your web work?**

Varies by department from 1 hour a week to 25 hours a week.

## **6.What do you need to integrate your web work with your other promotional work?**

1. Communications plans for every project that include key messages to be used across platforms
2. Having a payment gateway that easily connects with the online form used to register; being able to send e-mail confirmations
3. Make sure the website can integrate with other third parties such as our utility billing online payment system
4. Integration with sites such as Facebook & Twitter
5. Links for downloading of newsletters & documents (monthly reports, etc.)
6. On-line Scheduling assistant for scheduling tours and events
7. Knowledge of how to integrate the promotional work
8. Survey of users so we know who's coming to the site, why, and if they can easily find what they're looking for
9. Usability testing
10. Easy to use analytics program
11. Online donations portal
12. Integrate online program evaluation
13. Training on the use of social media to promote our department and share information with the public
14. Blogging filters
15. Easy to use e-newsletter function
16. Ability to add web coupons
17. More time in a day!

## **7.What additional web-related training would be helpful for your staff?**

1. Quick steps to posting to website
2. Best practices/latest trends for web page layout
3. Teach and empower more staff people in each department to update the webpage themselves
4. Basic education regarding how to change the webpage to add/delete information
5. Whatever is needed to fully utilize the Web site's features and capabilities
6. More flexibility in templates
7. Better integration of multi-media and social networking
8. An annual refresher
9. Regular, hands-on training
10. How to use the style manual
11. How to use statistical analytics
12. Content style writing and webpage construction

## **8.What do you need to be able to evaluate the effectiveness of your web communications work?**

1. Usability study
2. Resident survey
3. Track number of actions taken as a result of web posting

4. Where people are accessing from – referral sites and types of devices
5. What pages generate the most traffic – hit counts
6. How many people use the online access to complete their registrations
7. How many people use paper methods of registration because they cannot/will not use online function
8. Quantification of cost savings (in time and materials) using online registrations compared to the “old fashioned” way
9. Focus groups
10. A ‘feedback’ button where users can provide comments on the webpages they visited
11. Ability to track on-line event scheduling
12. It would be great to have something like Google Analytics to track things like the daily visits and to see how long people are spending on the different areas of the site
13. Survey on how often they use the internet for Roseville functions
14. Track data on functions such as online registration and conversely if there is a drop in phone calls
15. Click throughs from webpages to registration sites
16. A way to track use of website and correlate to participation numbers
17. Analytics that track email notifications that get opened.

## 9. What examples do you have (share a link) to a feature or function on a website that you would like to have on Roseville’s site?

1. I like “What People Read Most” as found at Woodbury  
<http://www.ci.woodbury.mn.us/>
2. [www.livingsmarter.org](http://www.livingsmarter.org)
3. [www.edinamn.gov](http://www.edinamn.gov)
4. I like a lot graphics. Too many words doesn’t look good.
5. We like the abilities of the Eden Prairie city/Fire department site  
<http://www.edenprairie.org/index.aspx?page=128>
6. Tampa FL-  
<http://www.tampagov.net/index.asp>
7. City of Austin-  
<http://www.austintexas.gov/>
8. Lakewood CO-  
<http://www.lakewood.org/#feature=news>
9. Los Angeles PD-  
<http://www.lapdonline.org/>
10. Service request portal
11. Eden Prairie’s site-  
<http://www.edenprairie.org/index.aspx?page=264>
12. Ability to add web coupons
13. Wide screen display
14. Mega menus
15. More videos – especially ones featuring our facilities
16. <http://www.applewoodhillsgolf.com/>
17. <http://Edinamn.gov>
18. [www.ci.plymouth.mn.us/](http://www.ci.plymouth.mn.us/)
19. <http://www.stlouispark.org/>
20. <http://www.ci.chanhassen.mn.us/>
21. <http://www.pueblo.us/>
22. Our users like using  
[www.skatetheoval.com](http://www.skatetheoval.com)
23. [www.wildricefestival.org](http://www.wildricefestival.org)
24. Could have rolling pictures/movie clips of featured events going on in the city similar to sidebar ads you see on sites such as for the daily newspaper