

COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION

Date: May 11, 2016

To: Supervisor Theodore Lipscomb, Sr., Chairman, County Board of Supervisors

From: Laurie Panella, Chief Information Officer, DAS - Information Management Services Division
Prepared by Laura Bahr, IMSD Project Manager

Subject: Report from the Chief Information Officer, Information Management Services Division (IMSD), on a professional service contract with Northwoods Software for the rebranding and rebuilding of the County's internet and intranet (WO632 –Milwaukee County Inter/Intranet Redesign Rebuild)

Request

The Department of Administrative Services – Information Management Services Division (DAS-IMSD) respectfully requests the referral of this Professional Service Agreement to the Committee on Finance, Personnel and Audit. The contract is for a total of \$194,155 with Northwoods Software.

Background

As part of the approved 2016 capital budget, the County Board of Supervisors and the County Executive approved the capital improvement project WO632 – Milwaukee County Internet/Intranet Redesign Rebuild –for a total cost of \$450,000. The scope of work includes assessment and requirements review for a redesign and rebuild the inter/intranet web sites.

Milwaukee County's websites are outdated and require updated branding, search optimization, content clean-up and improved information architecture and taxonomy. Known issues include:

- A. Lack of integrated Internet and Intranets sites that project a consolidated and consistent image of the County
- B. Lack of visual design and branding consistency
- C. Lack of alignment against both County goals across departmental sites
- D. Lack of modern design, usability and functionality
- E. Inadequate search-ability and associated impact on employee productivity
- F. Outdated content
- G. Reliance on departmental administrators for content updates and effective search results

- H. Content deemed to be internal housed on Internet, e.g. employee related content
- I. Ineffective content delivery
- J. Lack of responsive design and ability to access on mobile devices
- K. Lack of adherence to ADA accessibility requirements
- L. Lack of e-commerce capabilities
- M. Lack of social media capabilities

In the fall of 2015, DAS-IMSD documented the County high level requirements for the redesign and rebuilding the internet and intranet. In cooperation with Procurement and Community Development Business Partners (CDBP), DAS-IMSD issued an RFP to meet the County's needs. The RFP was published in December 2015 which resulted in seven (7) vendor respondents. Procurement, DAS-IMSD and the RFP Committee vetted all proposals. Upon thorough review of each proposal as well as completion of vendor demonstrations, it was determined Northwoods Software was best positioned to meet the County's needs at a cost effective price.

In addition, it is important to note that Milwaukee County and the City of Milwaukee currently share the "Go Milwaukee" portal so County citizens can access content from both. The "Go Milwaukee" portal is the primary unified tool to disseminate information regarding the County and the City. A contract with Northwoods Software will ensure that this valuable tool for the community not only remains intact but will be optimized to provide better search capability.

DAS-IMSD, in conjunction with DAS, CDBP, Risk Management, and Corporation Counsel, has negotiated a contract with Northwoods Software for the branding, design, development, and Search Engine Optimization (SEO) of Milwaukee County and County owned inter/intranet web sites. The contract with Northwoods Software is for the cost of \$194,155 and includes a Disadvantage Business Enterprise commitment of 17% with Prism Technical Marketing Services, LLC. The project is expected to be completed within eight (8) months from the date of project kick-off. Project WO632 – Milwaukee County Internet/Intranet Redesign Rebuild will consist of the Northwoods PSA, project management services, security, optimization, and 20% contingency allocation for a total project cost of \$450,000.

Recommendation

The Chief Information Officer of the Department of Administrative Services – Information Management Services Division respectfully requests authority to enter into a Professional Service Agreement with Northwoods Software for the redesign and rebuild of the County inter/intranet websites.

Fiscal Impact

A fiscal note form is attached.

Approved by:

Laurie Panella, DAS-IMSD
Chief Information Officer

cc: County Executive Chris Abele
Raisa Koltun, Chief of Staff
Supervisor Peggy West, Chair, Finance and Audit Committee
Supervisor Sheldon Wasserman, Vice-Chair, Finance and Audit Committee
Kelly Bablitch, Chief of Staff, County Board of Supervisors
Teig Whaley-Smith, Director, Department of Administrative Services
Steve Kreklow, Policy, Strategy and Budget Administrator, DAS
Steve Cady, Research & Policy Director, Comptroller's Office
Lara Lukasik, Fiscal Analyst, Policy, Strategy and Budget Office
Janelle Jensen, Committee Clerk, Finance and Audit Committee