TO:	CHAIR AND MEMBERS FINANCE AND ADMINISTRATIVE SERVICES COMMITTEE MEETING ON MONDAY, JUNE 18, 2012
FROM:	JOSEPH EDWARD CHIEF TECHNOLOGY OFFICER TECHNOLOGY SERVICES DIVISION AND ELAINE GAMBLE MANAGING DIRECTOR, CORPORATE COMMUNICATIONS
SUBJECT:	CITY OF LONDON WEBSITE MODERNIZATION SINGLE SOURCE

RECOMMENDATION

That, on the recommendation of the Managing Director, Corporate Communications and the Chief Technology Officer, the following actions **BE TAKEN** related to the City of London Website Modernization project:

a) the Civic Administration **BE AUTHORIZED** to enter into negotiations for a consulting services contract with Infusion Inc. of 276 King Street West, 4th Floor, Toronto, ON, M5V 1J2 to build and implement a SharePoint platform that will result in a new, modern City of London website;

b) The financing for this project **BE APPROVED** as set out in the Sources of Financing Report attached hereto as Appendix "C";

c) the Civic Administration **BE AUTHORIZED** to undertake all the necessary administrative acts in connection with this matter, including the execution of an Agreement; and

d) the approval of clause (b) above **BE CONDITIONAL** upon the Corporation negotiating prices, terms and conditions with Infusion Inc. to the satisfaction of the Chief Technology Officer and the Manager of Purchasing and Supply.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

Information Technology Strategy, Finance and Administration Committee – January 16, 2012, Item 4.
Service London Report, Finance and Administration Committee – May 18, 2011, Item 1

BACKGROUND

Purpose:
The purpose of this report is to request approval to single source consulting services for modernizing City of London website. The single source vendor has recently worked with other North American municipalities in building SharePoint based websites and the City can gain efficiencies and effectiveness based on the company's experience and knowledge gained through these projects. This single source contract meets the requirements of the Procurement of Goods and Services Policy, sections 14.4 and 14.5.

Website Modernization as a Necessity:
The City of London's website needs to be redesigned and rebuilt. The software we currently use (FrontPage) is outdated and is no longer supported by the manufacturer. If the website were to crash, we run the risk of being unable to restore it. Additionally, FrontPage does not support many features that we need to comply with international accessibility standards as required under the new Accessibility for Ontarians with Disabilities Act (AODA), to make the website more interactive and to make the site compatible with mobile use.

Website Modernization as an Opportunity:
This is also an opportunity to change the look and feel of the website to reflect our vision as **the City of Opportunity**, as stated in the City of London's 2011-2014 Strategic Plan. Our website is the portal through which many people see us and interact with us, not just locally but globally.

This is an opportune time to revamp it with updated content and features that will best serve our community going forward.

A modern website is more than just "nice to have" – it is a critical tool that governments need to deliver services and information in an effective, efficient and timely manner. Modern websites are much more than pictures and videos. Website users expect to find up-to-date information, an interactive medium, and the capability to conduct business and receive customer service.

Project Objectives:
- Improve access to information and services through the City of London website, including further development and availability of e-services. Having an effective website would be very critical for the successful implementation of "Service London"
- This will build the foundation to ensure compliance with the website accessibility requirements under the Accessibility for Ontarians with Disabilities Act (AODA-Information and Communication Standard) when required
- Enhance the City's image to residents, businesses and visitors through an online presence that is effective, efficient and timely, as well as visually attractive, interactive and easy to use.

Expected Results:
The City of London website must deliver information and services that are:
- Simple – easy to find and navigate, and accessible to people of all abilities and on a variety of electronic devices;
- Seamless – effectively organized and presented in a way the public can understand;
- Personalized – available 24/7 with relevant, up-to-date information about situations that are important to citizens of London.

Technology:
Due to the high cost of implementing, managing and maintain technology solutions, Technology Services Division has adopted a platform strategy for developing future business solutions. JD Edwards, Class, Amanda, Kronos, GIS, etc. are some of the existing platforms identified by TSD to be leveraged fully in developing business solutions. As part of this strategy, TSD has identified SharePoint technology as a platform for developing business solutions such as web portal, online services, electronic content management system, electronic record management system, Workflow, Business Intelligence, etc. SharePoint was chosen for the following reasons:

1. Gartner group has identified Microsoft, especially SharePoint technology as a leader among several other technologies for addressing business solutions such as those mentioned above;

2. Microsoft has been developing citizen centric service platforms using SharePoint technology and other related technology for enabling governments to deliver services to its Citizens effectively and efficiently;

3. Most of the municipalities have adopted the SharePoint technology platform for their web modernization projects. This enables knowledge sharing among municipalities and reduces cost;

4. Like several other municipalities, City of London has standardized with Microsoft based technologies for many business solutions from productivity software such as Microsoft office to database engines;

5. Sharepoint is the only technology which could integrate with all other technologies we currently have;

6. The enterprise agreement with Microsoft allows the City of London access to SharePoint software licenses at no additional cost. This alone reduces the software and maintenance cost by hundreds of thousands of dollars.

Project Implementation Partner:
Following research on website development expertise in SharePoint, TSD has identified Infusion Inc. as the preferred implementation partner and is recommended for a single source purchase as allowed under the Procurement of Goods and Services Policy, sections 14.4 (d) and 14.5 (e) for the following reasons:

1. Technical expertise, experience and knowledge about municipalities including development of other modern municipal websites using the same technology platform. Infusion Inc. has worked with several municipalities in Canada and around the world, developing municipal websites using SharePoint technology. Clients include the City of Brampton, City of Windsor, City of London England, City of Calgary and City of Lethbridge, Alberta. Please see Appendix "A" for the partial list of municipal websites developed by Infusion.

2. Cost efficiencies. Infusion's experience in working with other municipalities gives the City the potential to share work that Infusion Inc. has performed for other municipalities, with permission from those clients. We will explore using some of their already developed technologies in our website to reduce costs.

3. Expertise and willingness to guide and mentor an internal team to support skills development. This approach will result in a win-win outcome.

4. Concrete results and strong recommendations from other municipalities. Staff in other municipalities cite the high level of professionalism and service satisfaction in their dealings with Infusion Inc. Because the work has been done already, we are able to visit those websites to pick and choose the features that will work best for the City of London. We are continuing to consult with those municipalities to gain knowledge, to learn from their experiences and avoid any pitfalls.

5. Potential for partnerships and knowledge sharing. This approach will result in a true partnership which will benefit both the City of London and other municipalities that are involved.

Additional Potential:
The website will be designed as a shared model so that Boards and Commissions and potentially other municipalities can take advantage of our development work. This approach will enable the City of London to leverage the technology and knowledge to explore revenue opportunities in the future.

Project Team:
The actual development work will be done mainly by existing staff from Technology Services Division (TSD) and the Corporate Communications Division. Staff from other business divisions will also be involved to ensure that content for the new site is up-to-date and relevant. Infusion will provide project management and other expert services as needed to complete the project on time, on budget and to achieve the goals and objectives of the project.

Source of Funding:
The consulting phase began in February 2012 when Infusion Inc. was hired under the Procurement of Goods and Services section 15.3 (a) (i) to provide professional consulting support.

The cost to the vendor for the design and construction phase would be $353,953 exclusive of all taxes. Please see Appendix "B" for high level project cost breakdown. This phase of the project will be funded from the technology reserve fund. Please see Appendix "C" for source funding.

The training costs and the additional annual operating costs associated with this project will be accommodated within the existing operating budget for the Technology Services Division.

Conclusion
Corporate Communications and the Technology Services Division, working collaboratively with other business divisions and with Infusion Inc. as our implementation partner, will transform **london.ca** into a modern and effective website. This initiative will be very critical to the successful implementation of "Service London. Our target for launching the new website is the end of 2012.

RECOMMENDED BY:	RECOMMENDED BY:
JOSEPH EDWARD **CHIEF TECHNOLOGY OFFICER**	**ELAINE GAMBLE** **MANAGING DIRECTOR, CORPORATE COMMUNICATIONS**
CONCURRED BY:	
MIKE TURNER **DEPUTY CITY TREASURER**	