INDIAN RIVER COUNTY, FLORIDA

MEMORANDUM

TO: Jason E. Brown, County Administrator

FROM: Dan Russell, Information Technology Director

SUBJECT: Continuation **-** County Websites, Domains, and Internet-Based Services.

DATE: March 18, 2022

BACKGROUND:

On April 20, 2021 the Indian River County Board of County Commissioners had discussion regarding the County websites, domains, and internet-based services. The Board directed staff to:

- Consolidate the 14 County websites into a single website

- Apply for a .gov domain name with the necessary exemptions to achieve the shortest domain name without a state or county origin designation (.fl.co) and with indianriver.gov as the preferred choice

- Develop requirements for a project to upgrade and redesign the County website, move to a Content Management System (CMS) to allow for departmental staff updates of web content, evaluate the cost and time implementation for a new website, and return to the Board for further consideration of the findings

The following is a staff update of the items discussed the April 20, 2021 meeting.

UPDATES

Domain Consolidation Project

In July 2021, the Indian River County (IRC) Information Technology (IT) Department launched the IRC Domain Consolidation Plan, a 6-month project to consolidate all county websites to one website under ircgov.com. The goals of the project were to:

- Inform departments of domain consolidation
- Define new web addresses for those sites slated for consolidation
- Rebrand all published material for those Departments with sites to be consolidated
- Publicly announce the upcoming domain consolidation on those sites
- Physically move all sites to the ircgov.com domain and redirect visitors from old website locations to the new web address

The IRC IT Department completed the domain consolidation project on January 1, 2022.

New Domain Name

On May 4, 2021, the County applied for the domain indianriver.gov with an exemption request to eliminate the state and county origin based on the uniqueness of the name. The domain request for indianriver.gov was approved, with exemption, on June 7, 2021. As a result, IRC IT Staff is preparing to move from ircgov.com to indianriver.gov for the County website and staff email.

CMS AND WEBSITE REDESIGN ANALYSIS

In April 2021, the IRC IT Department began an evaluation of County web services and a detailed review of specifications and features of current CMS systems. IT staff considered Board and departmental stakeholder input, current web design trends, accessibility standards, usability best practices, and an evaluation of other Florida county websites. The research data was used to create a comprehensive Website Requirements Specification document that could support the production of the County website in a CMS website redesign project. Staff has prepared and will present an overview of features and functions derived from the Website Requirements document.

Project Costs

On March 2, 2022, the County Purchasing Division posted a Request for Information (RFI), which included the Website Requirements Specification document, to assess the costs of a project to redesign the County website and convert to a CMS. Notice of the RFI was sent to a distribution list of companies identified which have produced CMS websites for Florida Counties, have the style of website identified as preferable in design by stakeholders, and appear to offer the features and functionality specified in the Website Requirements Specification document. The RFI was open until March 18, 2022.

Eleven companies responded to the RFI, including the response questionnaire. Staff ranked the top five which most closely matched the project requirements and types of websites desired for a CMS redesign project. The proposed initial project cost range is $84,796 to $147,936 and the median estimated annual recurring cost is $9,700.

Timeline

An estimated project timeline to redesign and convert the website to a CMS is 6 to 8 months from time the supplier has been given the authority to proceed.

Funding

There is currently no funding budgeted for a CMS website redesign project. If directed by the Board of County Commissioners, the Information Technology Department could include the funding required in the 2022/23 fiscal year budget for a CMS website redesign project.

RECOMMENDATION

Staff recommends that the Board of County Commissioners direct staff to include required funding in the 2022/23 fiscal year budget and issue an RFP in fiscal year 2022/23 to begin a

CMS web redesign project using the requirements outlined in the Website Requirements Specification document.

ATTACHMENTS

Attachment 1 – Website Features and Functions Executive Summary
Attachment 2 – Website Requirements Specification