

**CITY COUNCIL AGENDA MEMORANDUM**

**SUBJECT:**

Resolution No. 7934 authorizing execution of Amendment #2 to the Professional Services Agreement with GovDelivery, Inc., for email subscription services, maintenance, and reporting for the City of Bellevue internet site.

**FISCAL IMPACT:**

This action obligates the City to pay \$14,520 for annual professional maintenance and reporting services to GovDelivery, Inc., for continued internet email subscription services to citizen customers. This would bring the total contract costs, including the original contract, first annual amendment and this amendment to \$55,140.

Sufficient funding exists within the City Manager's 2009-2010 Biennial Budget to fully fund this contract.

**STAFF CONTACT:**

Tim Waters, Director of Communications	452-4090
Rose Running, Sr. Administrative Assistant	452-2726
<i>City Manager's office</i>	

**POLICY CONSIDERATION:**

The policies that guide internet usage is consistent with the email subscription service.

**BACKGROUND:**

With GovDelivery, the city now has more than 10,200 subscribers receiving updates or e-mails about more than 100 topics. Residents learn about city news, jobs, traffic delays, Council and Board agendas and other public information items as soon as new postings become available. For example, people following certain planning projects can find out about the next workshop without having to monitor the city's site regularly.

The most popular E-Mail Alerts pages are jobs and emergency information (for which messages go as text messages to cell phones as well as e-mails). About 1,400 subscribers are signed up for each. Other popular items include:

- News releases
- Bids and RFPs
- Weekly Permit Bulletin
- Traffic Advisories
- Extreme Weather Response
- Aquatic Center
- Neighborhood News
- Planning Initiatives.

E-Mail Alerts is a success because it prompts people to view our website, the primary purpose for purchasing the service. In 2007, before E-Mail Alerts, 3.4 million user sessions were recorded on the city site with an average of 182,000 visits a day. In 2008, there were more than 3.8 million user sessions and an average of 221,000 visits a day. While the rise in usage probably can't be attributed solely to E-Mail Alerts, the service surely was a big contributor.

While this service is successful at bringing citizens to the City's website, the City does not currently have the capability to provide these alerts in-house. A significant amount of software infrastructure would have to be invested in to offer an equivalent service.

Following is a table showing the contract history.

### Contract History

Original Contract – GovDelivery Email Subscription Management and Setup (paid \$26,100.00)	\$26,100.00
Amendment #1 – Professional services agreement, 12-month continued email subscription management and reporting (paid \$14,520.00)	14,520.00
<b>Amendment #2 – Professional services agreement, 12-month continued email subscription management and reporting</b>	<b><u>14,520.00</u></b>
New Contract Total Amount	\$55,140.00

Key reasons for amending the existing contract are these:

- Avoids interruption of services to more than 10,200 subscribers receiving updates or emails on public information involving more than a 100 topics of significance.
- Retains current technical configurations customarily set up for the city's server, current processes and internet systems already in place.

**EFFECTIVE DATE:**

If approved, this Resolution becomes effective immediately.

**OPTIONS:**

1. Adopt Resolution No. 7934 authorizing execution of Amendment #2 to the Professional Services Agreement with GovDelivery, Inc., in the amount of \$14,520, for email subscription services, maintenance, and reporting for the City of Bellevue internet site.
2. Do not adopt the Resolution and provide alternative direction to staff. This option would stop email subscription service to 10,200 citizen subscribers to Bellevue's internet website.

**RECOMMENDATION:**

Adopt Resolution No. 7934 authorizing execution of Amendment #2 to the Professional Services Agreement with GovDelivery, Inc., in the amount of \$14,520, for email subscription services, maintenance, and reporting for the City of Bellevue internet site.

**MOTION:**

Move to adopt Resolution No. 7934 authorizing execution of Amendment #2 to the Professional Services Agreement with GovDelivery, Inc., in the amount of \$14,520, for email subscription services, maintenance, and reporting for the City of Bellevue internet site.

**ATTACHMENTS:**

Proposed Resolution No. 7934.

**AVAILABLE IN COUNCIL OFFICE**

1. Amendment #2 – Professional Services Agreement
2. Amendment #1 – Professional Services Agreement, dated July 3, 2008.
3. Original Professional Services Agreement.

CITY OF BELLEVUE, WASHINGTON

RESOLUTION NO. 7934

A RESOLUTION authorizing execution of Amendment #2 to the Professional Services Agreement with GovDelivery, Inc., in an amount not to exceed \$14,520.00, plus any applicable taxes, for email subscription services, maintenance, and reporting for the City of Bellevue internet site.

THE CITY COUNCIL OF THE CITY OF BELLEVUE, WASHINGTON, DOES RESOLVE AS FOLLOWS:

Section 1. The City Manager or his designee is hereby authorized to execute an Amendment #2 to the Professional Services Agreement with GovDelivery, Inc., in an amount not to exceed \$14,520.00, plus any applicable taxes, for email subscription services, maintenance, and reporting for the City of Bellevue internet site, a copy of which Amendment #2 to the Professional Services Agreement has been given Clerk's Receiving No. \_\_\_\_\_.

Passed by the City Council this \_\_\_\_\_ day of \_\_\_\_\_, 2009, and signed in authentication of its passage this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

(SEAL)

\_\_\_\_\_  
Grant S. Degginger, Mayor

Attest:

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Myrna L. Basich, City Clerk