CITY OF Tacoma

Resolution No.: _____

Meeting Date: June 9, 2026

Contract and Award Letter
Purchase Resolution – Exhibit "A"

TO: Board of Contracts and Awards
FROM: Daniel Eugene Key, Director, IT Department
James Osundwa, Division Manager, IT Web & Information Services
COPY: City Council, City Manager, City Clerk, EIC Coordinator, LEAP Coordinator, and Brittany Riolo, Senior Buyer, Finance/Procurement
SUBJECT: City Website Modernization and Redesign
Request For Proposals (RFP) Specification No. IT23-0239F, Contract No. CW2263610 – June 9, 2026 City Council
DATE: May 11, 2026

RECOMMENDATION SUMMARY:
The Information Technology Department requests approval to increase Contract Number CW2263610, to SiteCrafting Inc. (SiteCrafting), Tacoma, WA, by $500,000, plus applicable taxes, budgeted in part from the Information Systems Fund 5800, for the City's Website Support Plan and Employee Retirement Fund 6100, for the Member Self-Service Portal project with additional project to be determined. This increase will bring the contract to a projected total of $965,374, plus applicable taxes.

STRATEGIC POLICY PRIORITY:
- Encourage and promote an efficient and effective government, which is fiscally sustainable and guided by engaged residents.

BACKGROUND:
In November 2023, the City issued an RFP to seek proposals from vendors to build, deploy, and support a new website. The then-current website had been in operation since 2013 with content authored by over 130 web stewards across 15 City departments. The City was looking for a website redesign that would have a modern and accessible web interface, be engaging to users and encourage increased usability. The RFP required vendors to provide technical support for one year with the possibility of extending their services.

ISSUE: In order to keep the City's website current and relevant, SiteCrafting has reviewed and recommended a support plan for technical support and monitoring, consulting, updates, and training in the amount of $3,700 per month ($44,400 per year). Additionally, SiteCrafting will develop a low-fidelity prototype for the TERS Member Self-Service Portal initiative that can be reviewed by TERS stakeholders and City IT for a cost of $25,970. SiteCrafting will conduct a focused requirements confirmation and prototype development effort to support the initial phase of the project.

If the prototype is approved for full deployment, the City would engage SiteCrafting on this contract for that work. There are additional website development projects that would benefit from this contract if the increase is approved, which is why the request is for a $500,000 increase in authority. Any additional dollars, beyond the $44,400 per year for support and $25,970 for prototyping, would only be spent if projects are approved.

ALTERNATIVES: While alternatives exist, each alternative introduces significant delays, higher costs, and/or technical risks. Because SiteCrafting was the vendor chosen for the City's website

modernization project, they are uniquely positioned to offer efficient delivery of future enhancements and support.

Bringing in a new vendor, at this time, would require them to reverse-engineer SiteCrafting's codebase, increasing risk and cost. A third-party developer may inadvertently introduce compatibility issues or break existing functionality, leading to downtime for the City's website, increased inefficiencies and long-term maintenance complexity.

Using City staff would result in slower delivery and higher technical risk as staff are fully allocated to operational responsibilities and would not have access to any proprietary knowledge that may exist in the SiteCrafting framework.

Deferring support and updates to services reduces the City's ability to meet accessibility, usability and content modernization goals. It would also increase future costs if deferred work must be completed under compressed timelines.

COMPETITIVE SOLICITATION:
RFP Specification No. IT23-0239F was opened November 14, 2023. One hundred companies were invited to bid in addition to normal advertising of the project. Eleven submittals were received. SiteCrafting, Inc. received the highest total score and was awarded the contract.

Respondent (RFP)	Location	Score
SiteCrafting, Inc.	**Tacoma, WA**	**73.10**
Aten Design Group	Denver, CO	70.89
Cogent Infotech Corp.	Pittsburgh, PA	30.77
Disrupt Co.	Austin, TX	58.94
Exemplifi LLC	Palo Alto, CA	67.91
Forum One Communications Corp.	Arlington, VA	71.06
Gravity Switch Holdings LLC	Kalamazoo, MI	53.52
Motiv Studio Ltd.	Calgary, Alberta, Canada	52.56
Northern Commerce	London, Ontario, Canada	61.23
Exygy Inc.	San Francisco, CA	53.39
Planeteria Media	Santa Rosa, CA	66.38

CONTRACT HISTORY: This contract was originally awarded to SiteCrafting as a result of RFP Specification No. IT23-0239F in April 2024. The initial contract value was $440,000 with a contract term ending December 31, 2026.

In October of 2024, Amendment 1 to the Contract added a search application and management dashboard in the amount of $3,564, and the term of the contract was extended to December 31, 2027.

In July of 2025, Amendment 2 to the Contract added additional services and deliverables consisting of post-launch enhancements and modifications to the website for a cost of $21,810, bringing the projected total contract amount to $465,374.

SUSTAINABILITY: SiteCrafting has a sustainability plan that is reviewed, updated and shared with employees annually, which includes greenhouse gas emission reduction, energy and water conservation, waste reduction, toxics use reduction, and pollution reduction targets.

EQUITY IN CONTRACTING (EIC) COMPLIANCE: Not applicable - Service contract - EIC Regulations are not yet established

While EIC compliance is not required, SiteCrafting is certified as a Small Business Enterprise (SBE) in the State of Washington.

LOCAL EMPLOYMENT AND APPRENTICESHIP TRAINING PROGRAM (LEAP) COMPLIANCE: Not applicable.

FISCAL IMPACT:

EXPENDITURES:

FUND NUMBER & FUND NAME *	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
5800 – Information Systems	593500	5310100	$44,400
6100 – Employee Retirement	850000	5310100	$25,970
TBD – as approved			$429,630
TOTAL			**Up to $500,000**

REVENUES:

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
5800 – Information Systems	593500	5950455	($44,400)
6100 – Employee Retirement	850000	4342920 & 4342960	($25,970)
TBD – as approved			($429,630)
TOTAL			**Up to ($500,000)**

FISCAL IMPACT TO CURRENT BIENNIAL BUDGET: $ 70,370

ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? Yes

IF EXPENSE IS NOT BUDGETED, PLEASE EXPLAIN HOW THEY ARE TO BE COVERED. NA