



City of Austin

Recommendation for Action

File #: 24-5929, **Agenda Item #:** 16.

11/7/2024

Posting Language

Authorize negotiation and execution of a contract for web redesign of the City of Austin's austintexas.gov web site with TW Lrw Holdings, LLC d/b/a Material Holdings, LLC, for up to six years for a total contract amount not to exceed \$5,550,000.

Lead Department

Financial Services Department.

Client Department(s)

Communications and Technology Management.

Fiscal Note

Funding in the amount of \$1,746,478 is available in the Fiscal Year 2024-2025 Operating Budget of Communications and Technology Management.

Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

The Financial Services Department issued a Request for Proposals solicitation RFP 5600 PLS3006 for these services. The solicitation was issued on August 14, 2023, and closed on October 12, 2023. Of the fourteen offers received, the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's website. This information can currently be found at

https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=138577.

MBE/WBE:

This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9 B (Minority-Owned and Women-Owned Business Enterprise Procurement Program). For the services required for this solicitation, there were insufficient subcontracting opportunities; therefore, no subcontracting goals were established.

For More Information:

Direct questions regarding this Recommendation for Council Action to the Financial Services Department - Central Procurement at FSDCentralProcurementRCAs@austintexas.gov or 512-974-2500. Respondents to the solicitation and their Agents should direct all questions to the Authorized Contact Person identified in the solicitation.

Additional Backup Information:

This contract is for the redesign the City's website, Austintexas.gov and will provide a digital platform that is well-integrated and cohesive and designed to allow staff to create, manage, and deliver an optimized digital experience for multiple devices for users of the City's website.

This is a new contract with a new contractor that can provide an improved digital solution for the City's principal public-facing website.

An evaluation team with expertise in this area evaluated the offers and scored TW Lrw Holdings, LLC d/b/a Material Holdings, LLC, as the best to provide these services based on project concept and solution, demonstrated applicable experience and personnel qualifications, pricing, local business presence, and service-disabled veteran business enterprise.

A delay in contract approval would impact the City's ability to deliver much needed improvements to the City's website.