



City Council Staff Report

Subject: Website Redesign and Hosting Services

Date: December 9, 2025

Submitted By: Haley Reid, Management Analyst
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Department: City Manager's Office

Recommendation:

Adopt a Resolution of the City Council of the City of Rocklin Authorizing the City Manager to Execute a Contract with CivicPlus, LLC for Website Redesign, Hosting, and Ongoing Support Services.

Background:

The City of Rocklin website serves as the primary medium for residents, businesses, and visitors to access City services, information, and resources. The current website design is outdated and requires an update to improve accessibility, transparency, and usability, and to provide an intuitive, user-friendly administrative interface for ease of update ensuring ongoing timely and accurate content. Updating the website is a priority project of the 2025-2027 Strategic Plan.

Modern website design emphasizes mobile-first functionality, intuitive navigation, and accessibility. The existing website's technology and content management system limit departmental control, require significant staff coordination and specialized skills for simple updates, and do not fully meet public expectations for online service delivery.

To select a new platform, the City issued a Request for Proposals (RFP) on July 7, 2025. The City received thirty-six responses, which were reviewed by an internal selection panel. The panel narrowed the list to the five most qualified firms who were then invited to interview and demonstrate their product. Based on the evaluation, CivicPlus ranked highest in meeting the City's technical, operational, and service requirements. CivicPlus was selected for its ability to:

- Improve site navigation and user experience, making information easier to access.
- Offer intuitive administration and department-level control, allowing departments to manage their own pages.
- Ensure ADA compliance across all website content.
- Provide secure website hosting and maintenance.
- Implement an AI chatbot to assist residents in quickly finding information.

The proposed contract with CivicPlus includes:

1. **Website Redesign:** Modern, mobile-responsive design to improve usability and resident engagement.
2. **ADA Compliance:** Ensuring all website content meets accessibility standards.
3. **Hosting Services:** CivicPlus will host the City's website, including security, backups, and technical support.
4. **Chatbot Implementation:** AI-assisted chatbot providing 24/7 access to Rocklin specific information and resources.
5. **Department Control:** Departments will be able to update and manage content directly, enhancing transparency and responsiveness.

The CivicPlus platform requires annual hosting and support fees, both of which are included in the proposed contract. This consolidated service reduces reliance on multiple vendors and streamlines operations. Department-level content management will reduce staff coordination time, increase operational efficiency and improve service delivery to residents.

The contract includes a one-time purchase and implementation fee of \$99,676.29. This cost covers domain hosting setup, website content development, agendas and minutes migration, on-site training, and content consulting. A total of \$100,000 has been set-aside in the General Fund (Fund 100) fund balance for this purpose and will need to be appropriated into the Fiscal Year (FY) 2025-2027 Operating Budget. The contract includes annual recurring services totaling \$31,817.50. Beginning in Year 2, any annual increase is capped at 5%. This cap is not a guaranteed increase but provides a protections mechanism so that, if rising technology, hosting, or security costs occur, the City will not see an increase above 5%. Recurring services include website hosting and security, Cloudflare security protection, Acquia web governance, and a CivicPlus chatbot subscription.

While this represents an increase from the City's current website-related expenses, the new platform provides a greatly enhanced level of service, accessibility, and functionality for residents and staff. The total investment for the initial 12-month term is \$99,676.29, with recurring services of \$31,817.50. The agreement provides for automatic one-year renewal terms, unless either party provides 60 days' notice prior to the renewal date. Although the cost exceeds initial projections in the FY 2025–2027 Operating Budget, staff anticipates the additional expense can be absorbed within existing appropriations. Total costs for the life of the contract, reflecting the potential maximum 5% annual uplift, are \$243,670.30 as shown in Table 1 below.

Table 1. Total Contract Costs

Fiscal Year	Implementation Cost	Recurring Services	Total Annual Cost
2026	\$ 99,676.00	-	\$99,676.00
2027	-	\$33,408.38	\$33,408.38
2028	-	\$35,078.80	\$35,078.80
2029	-	\$36,832.74	\$36,832.74
2030	-	\$38,674.38	\$38,674.38
Total Cost – Life of the Contract			\$ 243,670.30

Benefits

- **Improved Accessibility:** ADA-compliant website ensures access for all residents.
- **Increased Transparency:** Departments can update information in real-time, providing residents with the latest news and updates.
- **Enhanced User Experience:** Modern design, easier navigation, and a chatbot improve engagement and satisfaction.
- **Operational Efficiency:** Centralized hosting and departmental control reduce administrative burden.

Entering into a contract with CivicPlus will provide the City of Rocklin with a modern, ADA-compliant, and user-friendly website. The platform will enhance transparency, improve resident engagement, and give departments the tools needed to maintain accurate and timely information.

Staff recommends the City Council authorize the City Manager to execute the contract with CivicPlus, LLC and related budget appropriations.

Fiscal Impact:

Sufficient funds are available in the General Fund (Fund 100) committed fund balance to support the recommended \$100,000 appropriation to the Website Redesign Project (Project No. 18000). The ongoing service costs will be incorporated into future year budgets, subject to funding availability.

ATTACHMENTS:

1. [Resolution](#)
2. [Resolution Exhibit A - Agreement](#)