

18 April 2013

Matt Lane
 FYI.org.nz

By email to: fyi-request-800-c58357f4@requests.fyi.org.nz

Dear Mr Lane

Thank you for your information request, received by the Council on 26 March 2013, requesting information about the cost breakdown for the redevelopment of the Council's website. I have been asked to provide you with a response.

Specifically, you asked the following:

"It was reported in Computer World that the recent redevelopment of the Wellington City Council website cost NZ\$1.7M.

Could you please provide whatever documents you can on the breakdown of costs of the project (both expected costs at the start and actual costs at the end) and any project documentation?

I would like to see whether that was the intended budget, and how the money was spent."

At the outset of the project, the expected cost of the website redevelopment, and the amount originally budgeted by the Council was \$1,500,000 (One million five hundred thousand dollars). This included labour costs and all capital expenditure.

The final cost of the website redevelopment project was \$1,698,000. This was broken down as detailed in the following table.

Breakdown of Costs	Total
Business Analysis	\$144,000
Development	\$998,000
Testing	\$80,000
Content Management	\$195,000
Project Governance/Management	\$273,000
Reviews (Legal, Accessibility)	\$7,000
Total	\$1,697,000



As you advised in your original communication, the Council reported the cost of the website redevelopment on www.computerworld.co.nz on 26 March 2013. Further detailed information was provided by Richard MacLean, Principal Media Advisor, as a comment on the article. In his comment, Richard advised the following:

“The Council's old website was designed and built in 2004 - it was largely a static site with a mix of different web applications on different platforms using different technologies. This very large project involved a complete redesign and rebuild of Wellington.govt.nz.

With the public wanting to access more information and services online, we have invested in a new website to respond to this demand (use of the website has increased from 70,000 visits per month in 2003 to an average of 200,000 per month in 2012).

The new site enables us to do more online, including developing online transactions. It is a major part of providing better services for ratepayers. It has been designed and built from customers' perspective (eg the home page features the most 'popular' or accessed links).

What are the improvements?

#People can find information faster and more easily - with a simplified site structure, better navigation and more powerful search function.

#It is easier for people to complete services online.

#As mentioned in the story, the site can be easily accessed on mobile devices such as Smartphones and tablets.

#A new CMS means:

o it is easier to update and add new content

o we can be more responsive with immediate online information eg, for emergency communications such as major weather events, civil defence emergencies, slips, burst water mains etc

o more efficient use of staff time and reduced costs.

Robust servers hosting the site mean that it can handle high internet traffic eg, during local emergencies or events.

The new website will meet e-Government guidelines for accessibility.

More online services and transactions can be added in future.

How much did it cost?

The project has an estimated cost of \$1.7m. This includes project management, website design, development, software licensing, testing, content development and migration, hardware and support.

Who are the vendors?

*#*DNA - website design and front-end development*

*#*Datacom - website development and build of CMS*

*#*Fronde - Google search function*

*#*Empathy - development of user personas*

*#*Insomnia - security testing*

*#*QualIT - performance testing*

Scale of the project

*All content on the old website was 'migrated' to the new CMS, having been reviewed, updated and rewritten during the previous year (977 static pages were involved, plus migration of several different databases).
Every online service had to be rebuilt, along with every page, table and form. All images were reviewed - new ones found and larger images created.*

Techie stuff

The CMS used is Sitecore.

A more powerful search engine - Google Search Appliance - replaces Google Mini.

Deeper and broader web analytics will be available from the new site - showing usage trends, most popular content, identifying problems etc.

Usability testing was conducted in line with industry best practice, meeting the recommended Government Web Guidelines 2.0.

Survey Gizmo will be used to create complex forms and reports.

The project was run using Agile methodology (the first time the Council has successfully used it for a project of this size)."

Please contact me if you have any questions.

Yours sincerely



Chris Brown

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