



City of Santa Ana
20 Civic Center Plaza, Santa Ana, CA 92701
Staff Report
May 20, 2025

TOPIC: ProudCity Website Content Management System

AGENDA TITLE

Agreement with ProudCity for the Licensing of a Website Content Management System (CMS) and Services

RECOMMENDED ACTION

Authorize the City Manager to execute an agreement with ProudCity, Inc. for website content management system (CMS) software subscriptions and professional services, for a three-year term beginning July 1, 2025 and ending June 30, 2028, for an annual amount not to exceed \$103,827, for a total aggregate amount not to exceed \$311,481 over the life of the agreement (Agreement No. A-2025-XXX).

GOVERNMENT CODE §84308 APPLIES: Yes

DISCUSSION

On June 21, 2022, the City Council approved a three-year agreement with ProudCity to provide a hosted, web content management system (CMS) to be used for the City's internet website. The City decentralized internet content management by training staff from each department on the new website so that content can be kept current by each department.

The ProudCity CMS has been very reliable over the past three years and continues to be an efficient communication tool for City staff to use to provide information to the public. The City is subscribing to the ProudCity Standard Plan, plus the file upload increase feature. City staff is requesting City Council approval to extend use of the tool for an additional three-year period.

The City is conducting a proof-of-concept (POC) to utilize ProudCity's intranet module to replace the City's current intranet site. The current site is a static website that requires centralized administration and doesn't provide advanced features of a CMS, such as having an easy to use editor, search functionality, templates, forms, user security, and more. Since each department already has staff trained on the usage of the ProudCity

CMS, the City would be able to decentralize the content editing of the intranet site, as it does with the City internet site. The agreement allows for the City to purchase the intranet module on a monthly basis while conducting the POC and then either fully purchase the annual subscription or cancel use of the module.

Included in the agreement with ProudCity is an allocation with a not-to-exceed annual amount of \$50,000 for optional, as-needed professional services by ProudCity. These services would be used on an as-needed basis to assist with any website consulting needed for the City's website, the intranet site, or by assisting the City to meet new Americans with Disabilities Act (ADA) guidelines that have been mandated by the Department of Justice. These new guidelines mandate that state and local governments, must meet the Web Content Accessibility Guidelines (WCAG) Version 2.1, Level AA technical standard. For state and local governments with a population of more than 50,000 persons, the compliance date is April 24, 2026.

ENVIRONMENTAL IMPACT

There is no environmental impact associated with this action.

FISCAL IMPACT

Funding is available in the FY 2025-26 Contract Services Professional account (62300) and Computer Software Subscriptions (66511). Future fiscal year funding will be included in proposed budgets for City Council consideration. The table below provides an estimate of the account distribution by fiscal year; however, actual amounts may vary based on the timing of the system implementation.

Account Unit – Account #	Account Description	FY 25-26	FY 26-27	FY 27-28	Total
10920141-62300	Contract Services Professional	\$50,000	\$50,000	\$50,000	\$150,000
10920141-66511	Computer Software Subscriptions	\$53,827	\$53,827	\$53,827	\$161,481
Total		\$103,827	\$103,827	\$103,827	\$311,481

EXHIBIT(S)

1. Agreement with ProudCity, Inc.

Submitted By: Jack Ciulla, Chief Technology Innovations Officer

Approved By: Alvaro Nuñez, City Manager