

## MUNICIPAL WEB SITES

# To Outsource or Not A Cost Benefit Model

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## Municipal Web Sites: To Outsource or Not

### *Initial Factors to Consider*

- **Available Staff**
- **Existing Skills**
- **Hardware / Software**
- **Continuity Plans**
- **Commitment to Training**
- **Vendor Cost**

## Municipal Web Sites: To Outsource or Not

**Are there staff available  
who can give up 7%  
(~141 hrs) or more of  
their time?**

**What is the cost of the  
person who will do their  
work?**

**Domino Effect can result in  
new staff requests.**

## Municipal Web Sites: To Outsource or Not

### *What skills will be needed?*

- **Programming**
- **Graphic Design**
- **Communications**
- **Internet**

**Be aware of Civil Service/Union issues – May result in higher staff cost**

## Municipal Web Sites: To Outsource or Not

### *Hardware / Software*

- **May need to upgrade PC**
- **Scanner & OCR software**
- **Web Development**
- **Graphics Manipulation**
- **PDF creation**

## Municipal Web Sites: To Outsource or Not

### *Continuity Plans*

**What will you do when the person is on vacation or out sick?**

**What is your plan in the event of staff turn-over?**

## Municipal Web Sites: To Outsource or Not

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### *Training*

**Use turnkey training to minimize training costs and establish contingency plans.**

## Municipal Web Sites: To Outsource or Not

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### Annual Costs – In-House

Staff Cost (7% of person)	\$4,118
Software Upgrades	\$750
Training	\$1,500
Web Hosting	\$400
<b>Total</b>	<b>\$6,768</b>

### Plus Initial Costs – In-House

Software	\$1,901
Hardware	\$2,199
<b>Total</b>	<b>\$4,100</b>

## Municipal Web Sites: To Outsource or Not

### *Vendor Considerations*

- **Charge by the hour or page?**
- **Provide contingency plans?**
- **Include web hosting?**
- **Charge for scanning or OCR?**
- **Holidays – do they match yours?**
- **Forms creation**
- **Separate charges**

## Municipal Web Sites: To Outsource or Not

### *Typical Vendor Costs*

**Costs vary widely  
\$800 – 10,000 or more**

## Municipal Web Sites: To Outsource or Not

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### **Benefits of In-House**

- **Possible Cost Savings**
- **May be able to post important announcements faster**
- **May be able to leverage existing staff knowledge**
- **In-house Control**

## Municipal Web Sites: To Outsource or Not

### ***Benefits of Outsourcing***

- **Cost Savings**
- **Keep up with technology**
- **Save on Training**
- **Leverage other municipal web site work by vendor**
- **Insulated from staff turn-over**
- **Avoid cost of chasing technology**

## Municipal Web Sites: To Outsource or Not

**Remember!**

**The League has a free Web  
Advisory service to help  
you with these and other  
internet issues.**

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### *Staff Cost*

**52 Weeks x 40hrs = 2080 total hours**

**Annual Salary \$45,000 + 35% tax & Benefits = \$60,750**

**Total staff cost per hour = \$29**

**Less Vacation, Sick/Personal, Holidays- subtract 5 weeks**

**Available work weeks = 47**

**Hours/Week spent on Web Site = 3 (includes training)**

**Annual hours for Web Site - 47x3=141**

**Total Staff Cost = \$4,118**

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### *Software Cost*

#### Initial Cost

<b>Dreamweaver</b>	<b>\$299</b>	<b>\$199</b>
<b>Adobe Acrobat</b>	<b>\$299</b>	<b>\$199</b>
<b>Omni Pro OCR</b>	<b>\$599</b>	<b>\$179</b>
<b>WS FTP</b>	<b>\$ 55</b>	
<b>Adobe Photoshop</b>	<b>\$649</b>	<b>\$169</b>

## Municipal Web Sites: To Outsource or Not

### *Training Cost*

#### **Initial Cost**

**Commercial training \$800 / course**

### *Web Hosting Cost*

**Avoid free or very low cost to make sure they do not add advertising and they will be in business tomorrow**

## Municipal Web Sites: To Outsource or Not

### *Hardware Cost*

**Desktop computer may need to be upgraded. \$1,800**

**Scanner for images and OCR \$400**