



Midpeninsula Regional  
Open Space District

R-14-124  
Meeting 14-35  
December 17, 2014

## AGENDA ITEM 2

### AGENDA ITEM

Award of Contract for the Web Migration and Development Project

#### GENERAL MANAGER'S RECOMMENDATION

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Authorize the General Manager to enter into a contract with Rootid, of El Cerrito, CA, for an amount not-to-exceed \$54,410, which includes the project proposal price of \$49,410, and a 10% contingency amount of \$5,000 to provide migration and development services for the District web site.

#### SUMMARY

The Midpeninsula Regional Open Space District's website is currently operating on a backend platform system written in 2000 and should be updated to enhance reliability and performance, and allow for design edits. The General Manager recommends the selection of the web development firm Rootid to conduct the content migration and web development contract services for a not-to-exceed amount of \$54,410. Completion of a website migration is part of the Public Affairs Fiscal Year 2014-15 Action Plan and Budget, which includes sufficient funds to cover the recommended award of contract.

#### DISCUSSION

The District's website is the primary communication tool to provide important up-to-date information and resources to District constituents, visitors, contractors, job seekers and other agencies. The platform on which the website is based was developed in 2000, and is nearly fifteen years old. The current platform makes it difficult to update the site and add functionality. In addition, the current format of the website does not display well on mobile devices, which account for over 35% of site visitation. The percentage of visits on mobile devices has increased nearly 40% in the past year, a trend which is expected to continue.

The Web Migration and Development Project will update the backend system and move the content so that it is easier to use, less expensive to maintain and takes advantage of features such as mobile device compatibility. This update will also improve database functionality, include an events registration system and allow for a refresh of the overall site without substantially changing the look and feel that the public and Board have come to enjoy.

#### Selection Process

An RFP was released on October 3, 2014. Eleven firms submitted proposals by the October 27 deadline that ranged in cost from \$31,750 to \$77,205. In accordance with the Board and

Administrative policies regarding selection of professional consultants, the District evaluated the eleven proposals and identified four that best fit the requested criteria according to their qualifications. Cost cannot be the primary criterion for selecting professional services consultants. These firms were C4 Tech & Design (New Orleans), Chapter Three (San Francisco), Confluence (Washington, DC), and Rootid (El Cerrito). All four firms were interviewed by teleconference or in person by the Public Affairs Manager, Public Affairs Specialist and Website Administrator.

The team unanimously selected Rootid, an award-winning firm that provides web development services across the country, focusing on clients in the environmental community, non-profit and socially responsible business industries. Rootid offers over 35 years of experience in custom web development, marketing and communications for corporate and non-profit organizations. In both the RFP and interview process, Rootid demonstrated an understanding of the District and its website needs and proposed thoughtful and innovative solutions for web development. Rootid was also the lowest bidder among the top four firms.

### **BOARD COMMITTEE REVIEW**

This agenda item was not previously reviewed by a Committee.

### **FISCAL IMPACT**

The FY2014-15 Public Affairs Budget includes \$50,000 for the Web Migration and Development Project. The total cost of this contract is for a not-to-exceed amount of \$54,410. Any additional funds above the \$50,000 will be reassigned from within the Special Projects budget with no change to the overall Public Affairs budget.

### **PUBLIC NOTICE**

Public notice of this Agenda Item was provided per the Brown Act. No additional notice is required.

### **CEQA COMPLIANCE**

This item is not a project subject to the California Environmental Quality Act.

### **NEXT STEPS**

Upon Board authorization, the General Manager will enter into a contract with Rootid to perform web migration and development services. Project kick-off is scheduled to begin in January 2015. Completion of the project and launch of the updated website is scheduled for May 2015.

Responsible Department Head:  
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