![Midpeninsula Regional Open Space District logo] Midpeninsula Regional
Open Space District

R-20-51
Meeting 20-11
May 27, 2020

AGENDA ITEM

Award of Contract for Web Design and Development Services

GENERAL MANAGER'S RECOMMENDATION

Authorize the General Manager to enter into a four-year contract with Rootid for an amount not to exceed $138,218 for website design and development, content migration, and four years of ongoing maintenance and strategic support.

SUMMARY

The Midpeninsula Regional Open Space District's (District) website software must be upgraded due to the upcoming end-of-life of the existing version. Significant development is required on the back-end structure and site code of the existing website to prepare for the upgraded software. Based on the results of a Request for Proposals and Qualifications (RFPQ) issued on March 2, 2020, the General Manager recommends entering into a four-year contract with Rootid for an amount not to exceed $138,218, which includes web design and development ($78,525), a 10% contingency ($7,853) and four years of site maintenance and strategic support ($51,840). Funds will be requested in future fiscal year budgets as part of the annual Budget and Action Plan process to cover the cost of the recommended action. The current design, functionality, and user-friendly platform (look and feel) of the website, which many have complimented and appreciate, will largely remain with a refreshed and improved user interface using existing brand guidelines as part of this software upgrade – this upgrade will improve upon ongoing functionality and web support.

DISCUSSION

The District's website is built on Drupal open source content management software. The website is currently running on Drupal 7, which will not be supported after end-of-life in November 2021. The updated version, Drupal 8, incorporates major changes and new technology that provides improved features for both site visitors and back-end users.

The existing District website requires changes to back-end structure and site code before it can run on Drupal 8. Before implementing these changes, District staff will evaluate the current website navigation, layout, functionality, and design and develop an improved framework to refresh and improve the "look and feel" of the current website while taking advantage of new features and reflecting state-of-the-art best practices. These site updates will allow staff to:

- Easily create and edit a library of content blocks that can be displayed on multiple pages of the website and display directly in Google search results;

- Filter and present preserve, program/activity and project information based on user interests;
- Build flexible page layouts that enhance integration of content and utilize storytelling techniques to highlight the multiple pillars of the mission;
- Leverage responsive design that displays webpages based on a user's device;
- Integrate with digital marketing technology and other business applications; and
- Develop and maintain content that adheres to Web Content Accessibility Guidelines.

The District launched the current website version in June 2014. No major updates or upgrades to the design or functionality of the site have been implemented since then. Visits to *openspace.org* have increased 29% since 2014 from 392,000 to 553,000 per year. Over 50% of visitors now view the website on a mobile device, an increase of 40% since 2014.

Consultant Selection
A Request for Proposals and Qualifications (RFPQ) was issued on March 2, 2020 and posted on the District website and BidSync to solicit interest from qualified web development and design firms. An optional pre-proposal meeting held on March 13, 2020 was attended by 10 firms. The deadline for submission was March 25, 2020. A total of 11 proposals were received, as shown below:

Firms	Location	Proposed Fee
Ameex	Schaumburg, IL	$130,875
Etech	San Francisco, CA	$57,075
Infojini	Columbia, MD	$63,400
Jesse James Creative	New York, NY	$72,500
Lodging Wise	San Francisco, CA	$65,130
Neumeric Technologies	Westerville, OH	$74,692
Planeteria	Santa Rosa, CA	$63,700
Promet Source	Columbia, MD	$74,762
Research Design		$85,000
Rootid	**El Cerrito, CA**	**$78,525**
TatoiCreative	Washington, DC	$74,047
Urban Insight	Los Angeles, CA	$75,749

Following a review of the proposals and consultant qualifications, District staff interviewed six of the firms and ranked Rootid as the most qualified and best suited for the project at a fair and reasonable price. Rootid is an award-winning communications and web development firm focusing on nonprofits and social impact businesses. Their proposal and presentation outlined a participatory design-thinking process to build inclusive solutions that reflect communities and a mobile-first design with a component-based approach for storytelling and flexible editing. Rootid developed the current District website and have been providing ongoing support since 2014.

FISCAL IMPACT

Funds are included in the proposed Fiscal Year 2020-21 Budget to cover the cost of the recommended action, which the Board will consider approving in June 2020. Additional funds will be included in future budget cycles for annual maintenance and support. A summary of the estimated contract expenses for the next four years are shown in the table below.

Rootid Contract: Web Development	FY2020-21 Projected Costs	FY2021-22 Projected Costs	FY2022-23 Projected Costs	FY2023-24 Projected Costs	Total
Web Design and Development	$78,525	$0	$0	$0	**$78,525**
10% Contingency	7,853	0	0	0	**7,853**
Annual Maintenance and Support	12,960	12,960	12,960	12,960	**51,840**
TOTAL	**$99,338**	**$12,960**	**$12,960**	**$12,960**	**$138,218**

BOARD COMMITTEE REVIEW

A Board Committee did not previously review this item.

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

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

NEXT STEPS

Upon Board approval the General Manager will direct staff to enter into a contract with Rootid. The Board of Directors will be invited to participate in beta testing the website in mid-2021 before it goes live.

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