



Approve Request for Proposals for Website Design and Development Services

Consent

Prepared by: Mia Lopez

Attachments: No

Approved by: James Corless

Referring Committee: Policy & Innovation

1. Issue:

Releasing a request for proposals (RFP) for website design and development services.

2. Recommendation:

The Policy and Innovation Committee unanimously recommends that the board: (1) authorize the Executive Director to release the RFP for website design and development services for a contract with an initial three-year term with one optional two-year extensions, for a total amount of \$100,000; and (2) delegate authority to the Executive Director to negotiate and execute a contract with the selected firm.

3. Background/Analysis:

The Policy and Innovation Committee unanimously approved the request recognizing that project is timely for SACOG to begin the website redevelopment process. SACOG is currently contracted with Digital Deployment for management and maintenance of the agency's website. The current website maintenance contract is set to expire on April 1, 2023. The existing website was developed and launched in 2016.

4. Discussion/Analysis:

SACOG's existing website has been in place for almost seven years and we are nearing the end of our contract to host and maintain it. Website technology typically has a "shelf life" of five to seven years, meaning this is the time for advances in tracking, content, and user experience to outdated original capabilities. With the website maintenance contract coming to an end, and to account for time it will take to procure and complete a website redesign, staff believes the timing is appropriate to release an RFP. Staff is seeking authorization to contract up to \$100,000 for website development and maintenance services. The RFP will be released to an extensive list of web design firms. A selection panel made up of SACOG staff will convene to score the proposals based on the criteria set forth in the RFP. The executive director would thereafter negotiate and execute a contract with the selected firm.

5. Fiscal Impact/Grant Information:

The budget for the website design and development services was included in the Final Budget and Overall Work Program for Fiscal Year 2022-2023, which was approved by the Board in May.

6. This staff report aligns with the following SACOG Work Plan Objectives:

Goal 1 : Advance Economic Prosperity

Goal 2 : Connected Communities

Goal 3 : Vibrant Places