

BOARD MEETING DATE: November 6, 2015

AGENDA NO. 10

PROPOSAL: Execute Contract for Website Evaluation and Improvement

SYNOPSIS: On May 1, 2015, the Board approved the release of an RFP to solicit proposals to evaluate SCAQMD's current website (www.aqmd.gov), make recommendations for improvement/enhancement and, upon approval, implement those improvements. Of the proposals received, three were deemed technically qualified. To aid in identifying the best contractor for the improvement effort, the Executive Officer approved execution of contracts for each qualified contractor to perform an evaluation of SCAQMD's website and report their findings back to the Administrative Committee for final selection. One of the three vendors withdrew from proceeding further. This action is to approve a contract with Xivic, Inc., the contractor recommended by the Administrative Committee; the cost will be determined based on approved recommendations and cost provided by the contractor as part of the contract, not to exceed amounts allocated for this project in the FY 2015-16 budget.

COMMITTEE: Special Administrative, June 17, 2015, Reviewed
Administrative, July 17 and September 11, 2015, Reviewed
Administrative, October 9, 2015; Recommended for Approval

RECOMMENDED ACTION:

Authorize the Chairman to execute and amend a contract with Xivic, Inc., the contractor recommended by the Administrative Committee to make recommendations for improvement/enhancement of SCAQMD's current website based on the findings of the evaluation effort and, upon approval, implement those improvements; the cost will be determined based on approved recommendations and cost provided by the contractor as part of the contract, not to exceed amounts allocated for this project in the FY 2015-16 budget.

Barry R. Wallerstein, D.Env.
Executive Officer

Background

SCAQMD's Information Management division (IM) administers agency websites, both internal and external. SCAQMD's internet site, www.aqmd.gov, contains a wealth of information about SCAQMD programs, rules and regulations, permitting requirements, compliance and enforcement provisions, public notices, air quality data and analysis, air quality management plans, employment opportunities, and much more.

The current website was deployed May 28, 2014 following a major redesign effort. That effort included the implementation of a web content management system (Telerik Sitefinity) and a reorganization of website content. All content that was on the previous website is accessible from the current website. The redesign effort had several goals including: reorganize web content from the user's perspective; provide easy access to information for all users (including the regulated community, general public, other air quality agencies or environmental entities and internal staff); create an aesthetically pleasing website with an intuitively accessible navigation scheme to serve as a public communication tool; better support access from mobile devices; and provide adaptability for changing web technology.

The one-year anniversary of the launch of the redesigned website is a good moment to step back and reevaluate the website and its relationship with SCAQMD's mission. How is the website being used? Is critical information reaching target audiences? Are there issues not addressed or that could be better addressed in some way? Are there improvements that can be identified and implemented to enhance the website and its role as a public communication tool?

The objective of this evaluation and improvement effort is to obtain a detailed review of the website to determine if there are improvements or enhancements that can be made to maintain the website as a modern, 21st century communication tool. This project continues the effort to overhaul SCAQMD's information technology systems, which was identified as a priority project in the agency's FY 2015-16 goals and objectives.

Outreach

In accordance with SCAQMD's Procurement Policy and Procedure, a public notice advertising the RFP and inviting bids was published in the Los Angeles Times, the Orange County Register, the San Bernardino Sun, and Riverside County's Press Enterprise newspapers to leverage the most cost-effective method of outreach to the South Coast Basin.

Additionally, potential bidders may have been notified utilizing SCAQMD's own electronic listing of certified minority vendors. Notice of the RFP has been emailed to the Black and Latino Legislative Caucuses and various minority chambers of commerce and business associations, and placed on the Internet at SCAQMD's website (<http://www.aqmd.gov>).

Bid Evaluation

A total of 57 copies of the RFP were mailed out and six people, representing six firms, attended the bidders conference held on May 12, 2015. Questions regarding the RFP were received from an additional two firms and all questions and answers were posted on the Grants & Bids page of the SCAQMD website for all potential bidders. Four proposals were received in response to the RFP when final bidding closed at 5:00 p.m. on June 2, 2015. Of the four bids, two were from certified minority-owned business enterprises, one from a verified small business enterprise and three from local business enterprises.

The proposals were evaluated and scored by a five-member evaluation panel. The evaluation panel consisted of four SCAQMD staff members (a Technology Implementation Manager, a Systems & Programming Supervisor, a Senior Public Affairs Manager, and the SCAQMD's Web Editor) and one individual from outside SCAQMD (San Bernardino County Deputy Public Information Officer). The demographic make-up of the panel included three Caucasian and two Hispanic; three female and two male.

Of the four responding bids, three were rated technically qualified to perform the work identified in the RFP; one did not achieve the minimum 56 points (out of 70 possible) required to meet the technical criteria. Table 1 (attached) presents the final scores and total proposed costs for the three finalist firms. The three qualifying companies were scheduled to be interviewed by the Administrative Committee at a special Administrative Committee meeting held on June 17, 2015; however, in order to provide more relevant information to the Administrative Committee to make an informed decision, Dr. Wallerstein proposed limited contracts with each of the three qualified firms to perform Task 1 of the Statement of Work (Website Evaluation) and then report their findings back to the Administrative Committee for final selection. Of the three finalists, two accepted contracts for the Website Evaluation and presented their findings at the Administrative Committee meeting on September 11, 2015. Following their presentations, Dr. Wallerstein suggested it might be helpful for Committee Members to view the applicants' respective website portfolios online and then reschedule the item for the October 9, 2015 committee meeting. The members concurred.

Proposal

Staff proposes that the Board authorize the Chairman to execute a contract with Xivic, Inc., the contractor recommended by the Administrative Committee to complete the remaining tasks. The cost will be determined based on approved recommendations and cost provided by the contractor as part of the contract.

Benefits to SCAQMD

SCAQMD’s website represents the agency to the world, providing essential information to many communities within and outside of the Southland. The proposed project is intended to significantly improve SCAQMD’s outward-facing representation and strengthen outreach capabilities.

Resource Impacts

Sufficient funding will be available in Information Management’s FY 2015-16 Budget for this effort.

Attachment

Table 1: Evaluation Summary of Qualifying Bids

Table 1
 Evaluation Summary of Qualifying Bids
 RFP# 2015-25, Website Evaluation and Improvement

	360 Business Consultants	Onyx Concepts	Xivic, Inc.
Evaluation Score			
Technical Score	62	58	60
Cost Score ¹	13	0	30
Additional Points	10*	10*	10*
Total	85	68	100
Costs			
Task 1 – Website Review & Evaluation	\$ 8,700	\$ 15,300	\$ 7,500
Task 2 – Recommendations for Improvement	\$ 30,500	\$ 59,670	\$ 17,500
Task 3 – Implementation of Website Improvements	-- ²	\$ 63,660	\$ 1,100 ³
Total Labor Costs	\$ 39,200	\$138,630	\$ 26,100
Other Direct Costs identified (including travel)	--	\$ 20,000	\$ 309
Schedule	3-4 months	10-14 months	3-4 months

*Additional points awarded: 5 for Local Business
 5 for attendance at non-mandatory bidders' conference

¹ Cost score based on Task 1 and 2 only; Task 3 estimates listed below cannot be fully known until Tasks 1 and 2 are completed.

² Only labor rates were provided for Task 3, with a credit of 25% of the Task 1 and 2 costs (\$9,800) applied to the total cost of Task 3 implementation.

³ Cost of providing a cost estimate for the recommended improvements identified in Task 2.