



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
County Manager



Date: March 4, 2013
Board Meeting Date: March 12, 2013
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: John L. Maltbie, County Manager

Subject: Contract for Web Redesign and Drupal Content Management System Implementation Services and Notice Regarding Future Contract for Web Hosting Services

RECOMMENDATION:

Adopt a Resolution authorizing an agreement with Phase2 Technology, LLC for web redesign and Drupal content management system implementation services for the period March 1, 2013, through February 29, 2016 in an amount not to exceed \$1,161,940.

BACKGROUND:

Government websites are now a standard channel for delivery of information and services to residents and business. The last major redesign of the County's web presence occurred in 2008 when the County migrated from Vignette 6 to 7.

In 2011, ISITE Design was hired to assist in our effort to select the best content management system (CMS) for the County and develop strategic recommendations for the County's future web presence. ISITE concluded that the Drupal CMS was the best fit for the County. Drupal is an open source platform, meaning that the source code for the CMS is available for use and/or modification at no additional cost. The Web Steering Committee accepted ISITE's recommendation and selected Drupal.

Support of the Vignette version the County uses has ended. While the majority of departmental sites reside within the existing Vignette environment, several departments have already chosen to host their sites externally. The intent of these agreements is to obtain the software and services required to install, implement, and support the new CMS in order to improve the County's web presence and usability. The Drupal CMS is expected to bring most departments back into the same hosting environment, and the Drupal CMS will be hosted externally (in the "cloud") by a third party vendor.

DISCUSSION:

There are two aspects of the implementation of the new Drupal CMS. First, Phase2 Technology, LLC (Phase2) was selected to conduct discovery into the County's needs and then design and implement the new CMS. Second, once the CMS is ready to implement, Acquia, Inc. (Acquia), a Drupal-focused company which provides services to multiple agencies within the Federal Government, will host the new Drupal-based CMS and provide ongoing support.

Phase2 will conduct discovery within the County to determine departmental needs and will then help design the CMS architecture, unified design, and page templates for departmental use. Migration of existing content is not included in the scope of services provided by Phase2 as the hope is to help departments update the information they provide, eliminating content that is out of date of poorly designed while also providing tools departments may use to migrate certain content into in the new structure. The new system will be designed and implemented during the first year of the engagement, and Phase2 will be available for ongoing support and assistance, as needed, thereafter.

Acquia will collaborate with Phase2 to set up the externally-hosted content, host that content, and provide ongoing support. Acquia will ensure content is available more than 99% of the time while providing backup and recovery services, monitoring real-time and historic metrics, and monitoring security. Acquia's support will be available 24/7 for emergency coverage on critical items, along with unlimited support during business hours on other items. Acquia's tools help maintain and optimize site access, including analytical tools to improve how the public accesses content. Acquia will also perform a one-time security audit and validation of the CMS deployment. And one benefit of utilizing Acquia is that its cloud-based storage is scalable within a short turn-around time, for example in the event of an emergency when the County needs to handle increased site traffic. Because certain specifics of the Acquia engagement may change during the discovery phase of this project, the County Manager felt it was more appropriate to finalize the Acquia contract during the discovery phase. Accordingly, the Acquia contract will be brought to the Board later this year. The term of the Acquia agreement will be for approximately three years, beginning sometime during the first year of the Phase2 Agreement. The total anticipated cumulative obligation for the Acquia Agreement will be approximately \$275,000, which will include \$32,500 in one-time setup costs (including the deployment validation and a security audit) and \$80,360 in annual hosting fees (covering hardware and subscription).

It is anticipated that the new CMS environment will result in annual cost savings in the Vignette support contract, a decrease/reassignment of staff handling Vignette, and the service contract to support the new CMS architecture. Most importantly, replacing Vignette with Drupal is expected to improve customer satisfaction, as well as usability and productivity for end users across departments.

The scope of the engagement does not include certain departments (e.g., the Health System) which have already implemented Drupal-based websites, although those Departments may eventually be brought in to the Phase2-designed CMS.

County Counsel has reviewed and approved the agreement and Resolution as to form. Contractor meets insurance certification requirements and has assured compliance with the County's Contractor Employee Jury Service Ordinance, as well as all other contract provisions required by County ordinance and administrative memoranda, including but not limited to insurance, hold harmless, non-discrimination and equal benefits.

The County Manager also requests that the Board authorize the County Manager or the Manager's designee to execute contract amendments which modify the County's maximum fiscal obligation by no more than \$25,000 (in aggregate) and/or modify the contract term and/or services so long as the modified term or services is/are within the current or revised fiscal provisions.

Approval of this agreement contributes to the Shared Vision 2025 outcome of Collaborative Community by providing an online platform for County news, information, services and civic engagement.

PERFORMANCE MEASURE(S):

Measure	FY 2012-2-13 Actual	FY 2013-14 Projected
Visits to the website	1.24 Million	1.36 Million

FISCAL IMPACT:

The term of the Phase2 Agreement is March 1, 2013, through February 29, 2016. The total cumulative obligation for the Phase 2 Agreement is not to exceed \$1,161,940. Funding for these agreements is included in the FY2012-2013 approved Information Technology Strategic plan within the Information Services Department budget.

REQUEST FOR PROPOSAL PROCESS MATRIX

1.	General description of RFP	Contract services for web redesign and Drupal content management system implementation, including cloud-based remote hosting of content management system	
2.	Where advertised	The San Mateo Times	
3.	In addition to any advertisement, list others to whom the RFP announcement was sent	Drupal.org 18techs.com achieveinternet.com acquia.com adaptivepath.com antharia.com bayardad.com c3i3.com designfluxx.com dreamboxcreations.com drmconsulting.com ektron.com enfoldsystems.com forumone.com hydeinteractive.com hydrantsf.com ideo.com imagetrend.com	infamia.com intelmarx.com islco.com kraai.com kwallcompany.com muledesign.com paperthin.com sapient.com schematic.com sensisagency.com serverlogic.com solutionstream.com stigasoft.com thought-matrix.com valleycomputers.us verecom.com vitasys.com
4.	Total number of RFP's sent to prospective proposers	42	
5.	Number of proposals received	9	
6.	In alphabetical order, names of proposers (or finalists, if applicable) and location	Aloft Consulting – San Bruno, CA Appnovation – Vancouver, BC, Canada EZSite CMS – Bellevue, WA ISITE Design – Portland, OR Molly Duggan & Assoc – San Francisco, CA Phase2 Technology/Acquia – Alexandria, VA Sensis & Monsoon – LA, CA Serverlogic – Portland, OR ThoughtMatrix – San Francisco, CA	