



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Assessor-County Clerk-Recorder



Date: January 4, 2017
Board Meeting Date: January 10, 2017
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Mark Church, Chief Elections Officer & Assessor-County Clerk-Recorder

Subject: Agreement with Digital Deployment, Inc. for Departmental Website Redesign Implementation

RECOMMENDATION:

Adopt a resolution authorizing an agreement with Digital Deployment, Inc., for website redesign implementation, in the maximum amount of \$162,000, for the period of January 10, 2017 through January 10, 2018.

BACKGROUND:

In June 2016, this Department released a Request for Proposals for the ACRE Website Redesign and Implementation Project. The scope of the project is: (1) to consolidate our two current websites (the full-scope *smcare.org* for all four Divisions of the Department, and the Registration & Elections Division's *shapethefuture.org*); (2) to rebrand the Department, formerly known by the acronym CARE, as ACRE; (3) to better promote our mission, culture and services; (4) to expand outreach to customers and stakeholders; and (5) to improve customer satisfaction. The new website will be intuitive, logical, actionable, content-rich, fully responsive and capable of self-service where appropriate. Its technical design will utilize state-of-the-art architecture that enables interaction with smart devices, enhanced search capabilities, online form submission, and a content management system (CMS) with enhanced publishing capabilities.

Our RFP yielded 12 proposals. The initial review winnowed these to five qualifiers, and our Proposal Evaluation Committee eliminated all but two. Those two vendors provided on-site demonstrations and presentations in the first week of October 2016. By unanimous agreement, the Evaluation Committee selected Sacramento-based Digital Deployment, Inc., and completed reference checks in November 2016.

DISCUSSION:

A thorough evaluation of all project proposals indicates that Digital Deployment, Inc., demonstrates the greatest expertise, professionalism and value to design and implement the modernized, consolidated website the Department envisions.

The project cost of \$162,000 is included in the department's FY 2016-17 Adopted Budget. The parties anticipate that the work will be completed within one year, without disturbing the performance of our current websites.

We anticipate that the improved intuitive functionality, ease-of-use, additional tools for users such as new tools for downloading and submitting forms online, enhanced search capabilities, more self-service tools, and greater interaction with smart devices, will improve the efficiency of the department and our services to the public. The new website will also position the department to offer more future services on a regular basis.

The new website will contribute to the Shared Vision 2025 outcome of a collaborative community by advancing the technological capability, efficiency, speed and convenience of vital government services.

County Counsel has reviewed the resolution as to form.

PERFORMANCE MEASURE(S):

| Measure | FY 2015-16 Actual | FY 2016-17 Projected |
|--|-------------------|----------------------|
| Baseline standard compliance with accessibility mandates for remote access by visually impaired and disabled persons | 0% | 100% |
| User population able to interact with our website | 40% | 100% |

The new website will comply with Section 508 of the Federal Rehabilitation Act (29 U.S.C. §794d) and the W3C's Web Access Initiative (specifically, WCAG 2.0 AA). The new CMS (Drupal) will ensure ACRE added content adheres to these standards.

The new website's responsive design will greatly broaden the site's usability by today's PC users (40% of user population) to include all smart devices. The new responsive design website will provide 100% of the user base access to the full functionality of the website including the ability to complete and submit forms, better search capability, and expanded self service capabilities.

FISCAL IMPACT:

There will be no Net County Cost. There are sufficient funds budgeted in the department's FY 2016-17 Adopted Budget for this purpose.

Request for Proposals – Matrix

| | | |
|----------|---|--|
| 1 | Where was the RFP advertised? | San Mateo County Times c/o Bay Area News Group dated 06/21/2016 |
| 2 | In addition to any advertisement, list others to whom the RFP announcement was sent: | The RFP was advertised on www.publicpurchase.com |
| 3 | State the total number of RFP's sent to prospective proposers: | 1 RFP that included four (4) appendices |
| 4 | How many proposals did you receive? | Twelve (12) |
| 5 | List in alphabetical order the names of the proposers (or finalists, if applicable) and the location: | See below. There were 12 proposers in response to this RFP. |

.
. .
.

| Vendor Name | Location |
|--|-------------------------|
| Civic Resource Group | Los Angeles, California |
| CivicPlus | Manhattan, Kansas |
| Computer Consultants International, Inc. | Mukilteo, Washington |
| corePHP, LLC | Battlecreek, Michigan |
| Crush & Lovely | New York, New York |
| Digital Deployment | Sacramento, California |
| Diversified Technologies | Atlanta, Georgia |
| Granicus, Inc. | Denver, Colorado |
| Silfra Technologies | Jayangar, Bangalore |
| The Grossbauer Group | Chesterton, Indiana |
| The IT Gurus | Roseville, California |
| Trellon, LLC | Washington, DC |