



COUNTY OF SAN MATEO
Inter-Departmental Correspondence
Health System



Date: September 2, 2015
Board Meeting Date: October 6, 2015
Special Notice / Hearing: None
Vote Required: Majority

To: Honorable Board of Supervisors

From: Louise Rogers, Chief, Health System
SaraT L. Mayer, Director of Public Health, Policy and Planning

Subject: Agreement with Digital Deployment, Inc. to provide website services, support and hosting.

RECOMMENDATION:

Adopt a resolution authorizing an agreement with Digital Deployment, Inc. to collaborate with San Mateo County Health System for web redesign, content migration and implementation, and to provide website services, support and hosting for smchealth.org, sanmateomedicalcenter.org, and getthehealthysmc.org, for the term of October 6, 2015 through June 30, 2018, in an amount not to exceed \$540,750.

BACKGROUND:

In 2009, the San Mateo County Health System redesigned its website and moved all content from a costly, difficult-to-use proprietary content management system to a new Drupal platform. The upgrade enabled more staff to easily create and post content and has helped to increase traffic to the website. At the time, San Mateo Medical Center (SMMC) had its own website and was not within the scope of the SMCHS redesign project. Both sites are out-of-date with current technology and the SMMC site does not reflect the appropriate association with the SMCHS.

A Request for Proposals for Drupal-based website and hosting services was issued on March 6, 2015 to 24 vendors and posted on Drupal.com. The company Digital Deployment was determined to be the best fit based on relevant clients, expertise, cost, and overall strategy and was awarded the contract in July 2015.

DISCUSSION:

Under this agreement, Digital Deployment will fully upgrade and redesign the SMCHS, SMMC and Get Healthy San Mateo websites, ensuring that the institutional linkages between the websites are appropriately reflected. Digital Deployment's upgrades will include self-service functionality, language translation and navigational enhancements.

Digital Deployment will migrate all content from existing websites, conduct discovery and analytics to support website redesign, then perform quality-testing and review (including cross-browser testing) prior to launch. Finally, Digital Deployment will maintain ongoing hosting and support of the websites through a Service Level Agreement.

The Information Services Department has reviewed and approved the IT component of this agreement.

The resolution contains the County's standard provisions allowing amendment of the County's fiscal obligations by a maximum of \$25,000 (in aggregate).

The agreement and resolution have been reviewed and approved by County Counsel as to form.

Approval of this agreement contributes to the Shared Vision 2025 outcome of a Healthy community by ensuring continued provision of useful online health information and resources for increasing numbers of clients, providers and residents. To accomplish this goal, our websites must be updated in accordance with rapidly changing best practices and new technology. Given website traffic trends, SMCHS anticipates a 10% and 20% increase in website visits in years one and two respectively.

PERFORMANCE MEASURE(S):

Measure	FY 2015-16 Estimated	FY 2016-17 Projected
Increase number of visitors	264,000 (10%)	316,000 (20%)

FISCAL IMPACT:

The term of the agreement is October 6, 2015 through June 30, 2018. The amount of the agreement is not to exceed \$540,750. The agreement costs for FY 2015-16 of \$190,750 and FY 2016-17 of \$165,000 are included in the Public Health, Policy and Planning and SMMC Adopted Budgets. Similar arrangements will be made for future years. This is a 100% net county cost-funded agreement.

Request for Proposals – Matrix

1	Where was the RFP advertised?	Health System Website, Drupal.com
2	In addition to any advertisement, list others to whom the RFP announcement was sent:	None
3	State the total number of RFP's sent to prospective proposers:	24
4	How many proposals did you receive?	13
5	List in alphabetical order the names of the proposers (or finalists, if applicable) and the location:	<p>1. Fresh Design Studio Info@freshs.com info@freshds.com? www.FreshDesignStudio.com 312-880-9337</p> <p>2. Vmracks contracts@vmracks.com 760-705-4022</p>

<p>5.</p>	<p>List in alphabetical order the names of the proposers (or finalists, if applicable) and the location:</p>	<p>3. Cheeky Monkey Media 2280 Leckie Rd, Unit C Kelowna, British Columbia, Canada</p> <p>4. Pro People US Headquarters 467 South First Street San Jose, CA 95113</p> <p>5. The Mechanism David.Martinson@themechanism.com</p> <p>6. Molly Duggan Erik Cochran elcochran@mollyduggan.com</p> <p>7. CAT Technology Inc 411 Hackensack Avenue, 7th Floor Hackensack, NJ 07601</p> <p>8. Project6 Design 2111 Fifth Street Berkeley, CA 94710</p> <p>9. Exygy 4053 18th Street San Francisco, CA 94114</p> <p>10. Chapter Three 300 Beale Street, Suite 101 San Francisco, CA 94105</p> <p>11. If-Interpersonal frequency One Pierrepont Plaza, Floor 12 Brooklyn, NY 11201</p> <p>12. Digital Deployment Rocky Martin rocky@digitaldeployment.com</p> <p>13. AppNovation Technologies Montgomery Street, Suite 800 & 900 San Francisco, CA 94104</p>
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