

**COUNTY OF SAN LUIS OBISPO BOARD OF SUPERVISORS  
AGENDA ITEM TRANSMITTAL**

(1) DEPARTMENT Information Technology	(2) MEETING DATE 5/17/2016	(3) CONTACT/PHONE Daniel Milei 781-5072	
(4) SUBJECT Request to approve a FY 2015-16 contract with Reliance Communications, LLC, in an amount not to exceed \$70,000 for website content management software, migration of website content and design services to replace the County of San Luis Obispo's website, to authorize a budget adjustment in the amount of \$199,520 for Countywide Automation Fund – FC 266 to conduct the Content Management System replacement project, to be funded by \$119,520 from the Automation Replacement Designation, \$20,000 from the Digital Government RFP, and \$60,000 from Website Search Applications in FC 266, and to amend the fixed asset list for FC 266 to include the replacement of the Content Management System. All Districts.			
(5) RECOMMENDED ACTION It is recommended that the Board: <ol style="list-style-type: none"> <li>1. Approve a FY 2015-16 contract with Reliance Communications, LLC, in an amount not to exceed \$70,000 and \$6,300 per year for the Software as a Service (SAAS) fee, to implement software, migrate content, and provide design services to create a new Countywide website; and</li> <li>2. Authorize a budget adjustment in the amount of \$199,520 for Countywide Automation Fund – FC 266 to conduct the Content Management System replacement project, to be funded by \$119,520 from the Automation Replacement Designation, \$20,000 from the Digital Government RFP, and \$60,000 from Website Search Applications in FC 266; and</li> <li>3. Amend the fixed asset list for Fund Center 266 – Countywide Automation to include the replacement of the content management system for the County's website in the amount of \$187,220.</li> </ol>			
(6) FUNDING SOURCE(S) Countywide Automation Fund	(7) CURRENT YEAR FINANCIAL IMPACT \$199,520	(8) ANNUAL FINANCIAL IMPACT \$12,300	(9) BUDGETED? No
(10) AGENDA PLACEMENT <input checked="" type="checkbox"/> Consent <input type="checkbox"/> Presentation <input type="checkbox"/> Hearing (Time Est. ____ ) <input type="checkbox"/> Board Business (Time Est. ____ )			
(11) EXECUTED DOCUMENTS <input type="checkbox"/> Resolutions <input checked="" type="checkbox"/> Contracts <input type="checkbox"/> Ordinances <input type="checkbox"/> N/A			
(12) OUTLINE AGREEMENT REQUISITION NUMBER (OAR) 19001644		(13) BUDGET ADJUSTMENT REQUIRED? BAR ID Number: 1516156 <input checked="" type="checkbox"/> 4/5 Vote Required <input type="checkbox"/> N/A	
(14) LOCATION MAP N/A	(15) BUSINESS IMPACT STATEMENT? No	(16) AGENDA ITEM HISTORY <input checked="" type="checkbox"/> N/A    Date: _____	
(17) ADMINISTRATIVE OFFICE REVIEW Lisa M. Howe			
(18) SUPERVISOR DISTRICT(S) All Districts			

# County of San Luis Obispo



TO: Board of Supervisors

FROM: Information Technology / Daniel Milei  
781-5072

DATE: 5/17/2016

SUBJECT: Request to approve a FY 2015-16 contract with Reliance Communications, LLC, in an amount not to exceed \$70,000 for website content management software, migration of website content and design services to replace the County of San Luis Obispo's website, to authorize a budget adjustment in the amount of \$199,520 for Countywide Automation Fund – FC 266 to conduct the Content Management System replacement project, to be funded by \$119,520 from the Automation Replacement Designation, \$20,000 from the Digital Government RFP, and \$60,000 from Website Search Applications in FC266, and to amend the fixed asset list for FC 266 to include the replacement of the Content Management System. All Districts.

## **RECOMMENDATION**

It is recommended that the Board:

1. Approve a FY 2015-16 contract with Reliance Communications, LLC, in an amount not to exceed \$70,000 and \$6,300 per year for the Software as a Service (SAAS) fee, to implement software, migrate website content, and provide design services to create a new Countywide website;
2. Authorize a budget adjustment in the amount of \$199,520 for Countywide Automation Fund – FC 266 to conduct the Content Management System replacement project, to be funded by \$119,520 from the Automation Replacement Designation, \$20,000 from the Digital Government RFP, and \$60,000 from Website Search Applications in FC266; and
3. Amend the fixed asset list for Fund Center 266 – Countywide Automation to include the replacement of the content management system for the County's website in the amount of \$187,220.

## **DISCUSSION**

In July 2015, the Countywide IT Executive Steering Committee (IT-ESC) unanimously approved the recommendation to conduct a formal Request for Proposal project for a new content management system tool and redesign of the County's website. That Request for Proposal process was conducted from August 2015 through March 2016. A contract was negotiated with the preferred company, CivicLive, a division of Reliance Communications, LLC, at a cost of \$70,000 plus \$6,300 per year for ongoing hosting and software as a service. The contract includes the software, design collaboration, content migration, and training. A Web Administrator has been hired by the County and an effort is underway to update the website content countywide so that the services and information available to the public on the new website will be current. The content will then be migrated into the new software and tested to ensure ease of use before it is presented. It is anticipated that the new website will be available to the public by June 30, 2017.

In order to implement the software, design the new website, and complete the implementation project by June 30, 2017, the Information Technology Department (ITD) is requesting funding to establish a direct contract with CivicLive through Reliance Communications, LLC, a web hosting company with extensive government clients. In addition to purchasing the website tool and professional services for design, hosting, training, and migration support from CivicLive, ITD recommends the utilization of several tools, some of which are provided at no cost, to ensure the best possible extension of County services to the public. An effort is already underway by the County to incorporate branding, presentation and

navigation standards into the new website design.

It is also recommended to allocate funding for ITD project management time to ensure project scope, schedule and budget are maintained for the website implementation and redesign. Project contingency funds are also being requested since collaborative planning with CivicLive may result in unknown expense particularly for County staff access to new content management system.

Project management time from the Request for Proposal project was not fully utilized, therefore approximately \$20,000 remains available to apply toward the project management cost of this project. In addition, \$60,000 was allocated in Fund Center 266 for the purchase of a Google search appliance. That tool is no longer necessary as it has been replaced by a more cost effective solution that will work with the software selected. It is recommended that the total of these two amounts be moved from their original designations into the implementation project, thereby reducing the total amount requested from the Countywide Automation Reserves from \$199,520 to \$119,520.

The total project budget of \$199,520 will be used for the following:

**Software and Hardware to Support Website Development**

1. Additional software including website design and development software in the amount of \$14,000, is requested to ensure that the site is presented and maintained in the most optimally serviceable way to the public.
2. Equipment for remote migration coordination and training in the amount of \$1,800.

**Content Management System Tool, Migration and Design Services – Contract Required**

3. A contract with CivicLive, in the amount of \$70,000 is requested to provide the software, framework, redesign, hosting and training for the new County website including a basic employee portal.

**Project Management, Temporary Labor and Contingency**

4. ITD Project Management, in the amount of \$47,000, is requested to maintain control of project scope, timeline, budget, and manage internal deployment communications plan, contract and relationship with the vendor.
5. Implementation consultants to assist with content clean-up of broken links, accessibility issues, and small web projects in the amount of \$30,000.
6. Project contingency funds in the amount of \$24,420, which is a fifteen percent rate, are requested since collaborative planning with CivicLive may result in unknown expense particularly for County staff access to the new content management system.

**Ongoing annual costs include:**

1. Renewal of the Reliance Communications/CivicLive software as a service in the amount of \$6,300.
2. Renewal of the supplemental software to ensure the site is optimized in the amount of \$6,000.

**OTHER AGENCY INVOLVEMENT/IMPACT**

This request has been prepared in coordination with the Digital Government Project Steering Committee, made up of the following departments: County Clerk Recorder, County Parks, Planning and Building, County Assessor, and Auditor Controller/Treasurer Tax Collector. Members of the eGov Community of Interest participated in the Request for Proposal selection process. County Counsel has reviewed the contract as to form and legal effect.

**FINANCIAL CONSIDERATIONS**

Summary of funding request for one-time costs to complete the website redesign and content migration project:

1. Additional software to ensure that the site is optimally serviceable and maintained	\$ 14,000
2. Equipment for remote migration coordination and training	\$ 1,800
3. Reliance Communications, LLC/CivicLive tool, redesign, migration, hosting and training	\$ 70,000
4. ITD Project Management time	\$ 47,000
5. Implementation consultants to assist with content clean-up and small web projects	\$ 30,000
6. Project contingency fund	\$ 24,420

Total \$ 187,220

Initially, the annual costs outlined below will be funded in the Countywide Automation Fund – FC 266. These costs will then be part of the Information Technology – FC 114 requested budget starting in FY 2017-18:

1. Renewal of the Software as a Service (SAAS)	\$ 6,300/year
2. Renewal of the supplemental software	\$ 6,000/year
Total	\$12,300/year

## **RESULTS**

The completion of the website redesign will accomplish the following:

- Rebrand the County's online presence with a new logo, color scheme and layout that functions well on any device.
- Create a better, easier way to manage and display content by standardizing on how services, news events, projects and documents are presented. It will be easier for all visitors to the site to find what they are looking for by connecting content to common citizen-centric topics, County departments and geographic locations while accommodating user accessibility needs.
- Make it easier for people to navigate County services utilizing mobile devices.
- Create more citizen engagement by leveraging social media and topic tailored newsletters.
- Provide data redundancy and reduced server maintenance overhead by using a third party hosting provider.

This meets the County's Community-wide results for a Well-Governed Community: "The County will provide high quality "results oriented" services that are responsive to community desires."

## **ATTACHMENTS**

1. Clerk's Filed - Contract with Reliance Communications, LLC