



WEST BASIN MUNICIPAL WATER DISTRICT
17140 S. Avalon Blvd., Suite 210
Carson, CA 90746

AGENDA NO. 13

JUNE 12, 2009 – Communications

Gray (Chair), Kwan

JUNE 22, 2009 – Board Meeting

Prepared by: Noelle Collins

Submitted by: Ron Wildermuth

Approved by: Rich Nagel

ACTION CALENDAR

WEBSITE HOSTING, DESIGN & MAINTENANCE FIRM RECOMMENDATION

SUMMARY:

West Basin Municipal Water District's (West Basin) website is hosted and maintained by an external web design firm. The current contracted firm, Sensis/Quijote Corporation, has been managing website hosting, design and maintenance for the past two years and their contract expires on June 30, 2009.

Per the Communications Committee's recommendation, Public and Government Affairs staff posted a "Request for Proposals" (RFP) beginning April 3, 2009, with proposals due by May 1, 2009. Outreach for this RFP followed West Basin's standard practice, which includes posting the announcement on www.westbasin.org, an automatic email blast sent out to all vendors who have registered to "do business with us" on West Basin's website (~175), advertisements in the *Daily Breeze* and *Inglewood Today*, emails to the Chambers of Commerce (15) (including South Bay Latino, Carson, Culver City, El Segundo, Gardena, Greater L.A. African American, Hawthorne, Hermosa Beach, Inglewood, Lomita, Malibu, Manhattan Beach, Palos Verdes, Redondo Beach, and West Hollywood Chambers), and emails to a list of website firms who have previously submitted proposals (the top 8 firms from 2007), as well as firms who have been recommended by other water districts (3) (staff called several other agencies to find out who their designers are and sent the RFP to the firms recommended). A government bid website picked up the RFP and distributed it as well. Staff contacted local firms who had said they would apply, but found out they were not interested in 'maintaining' a site that had been designed by another firm and wanted to re-design the website themselves. **West Basin's current web design firm did not submit a proposal. They have instead requested that staff extend their current contract.**

Two proposals were received and interviews were held on Wednesday, May 13, 2009 with two firms, Zumwinkle.com and BCT Consulting. The interview panel was comprised of Steve Hines, Manager of Metropolitan Water District's member agency website, John Chow, Network Administrator from Prosum Technology Consulting Group, and Noelle Collins. Ron Wildermuth from the Public and Governmental Affairs Department observed the interviews.

All panel members reviewed and scored written proposals and participated in the interviews. A scoring sheet is included as Exhibit "A". Zumwinkle.com is based in Los Angeles and appeared in person. BCT Consulting had planned to fly in from Clovis, California but had a last minute change and was interviewed instead via telephone. Staff contacted references, which were extremely positive for both applicants for different reasons. Staff additionally "tested" each firm's claim that they provide service 24/7 by sending an email after business hours (around 9:00 p.m. on a

weeknight). Zumwinkle responded within an hour and twenty minutes and BCT Consulting responded in 20 minutes.

Based on the interviews, research of other websites designed by the applicants, and references, in addition to their experience and the ability of their staff to provide hosting and maintenance services, Staff is recommending BCT Consulting, Inc. for a one-year contract for website hosting, design and maintenance.

Staff has identified a list of priorities, based on Board, staff, and public feedback, in the attached "Scope of Work" (SOW) (Exhibit "B") for the selected firm to focus on for the coming year. Ongoing maintenance has been, and continues to be a high priority.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goal 6, Communications - Engage in effective two-way communications of West Basin's programs and policies with the customer agencies and communities we serve.

COMMITMENT STATEMENT:

Customer Service – West Basin is committed to providing value by understanding and meeting the needs of our customers and the communities we serve.

FISCAL IMPACTS:

Funds will be included in the Fiscal Year 2009-10 Public and Governmental Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on June 12, 2009 and recommended for approval at the June 22, 2009 Board meeting.

RECOMMENDED MOTION:

That the Board approves entering into a contract with BCT Consulting, Inc. to perform hosting, maintenance and design services for West Basin's website, www.westbasin.org, for \$44,000, with a 10% contingency, for a total amount not-to-exceed \$48,400.

LIST OF EXHIBITS:

Exhibit "A" – Scoring Sheet for proposals and interview process
Exhibit "B" – Website hosting, design and maintenance services "Scope of Work"