



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

AGENDA NO. 21

MARCH 3, 2010 – Communications
Gray (Chair), Kwan
MARCH 22, 2010 – Board Meeting
Prepared by: Noelle Collins
Submitted by: Ron Wildermuth
Approved by: Rich Nagel

ACTION CALENDAR

WEBSITE HOSTING, DESIGN & MAINTENANCE CONTRACT EXTENSION

SUMMARY:

West Basin Municipal Water District's (West Basin) website is hosted and maintained by an external web design firm. The current firm, BCT Consulting, has been managing West Basin's website hosting, design and maintenance since July 1, 2009 and their contract expires on June 30, 2010.

BCT has done an exceptional job as West Basin's website support consultant and has worked successfully with West Basin's previous web design and maintenance firm to transition the site to a new server, make upgrades and train staff on the new content management system (the system that allows West Basin staff to make updates to the website in house), and create a user-friendly File Transfer Protocol (FTP) server format and train approximately one-third of West Basin's staff. Additionally, BCT Consulting has been responsive to last-minute staff requests and taken care of maintenance issues in a timely manner, adding new items like the Huell Howser and President's Notebook videos, making changes to the "What's New" section on the home page so that staff can make edits in-house, and linking the Events Calendar with the Board Calendar to create efficiencies and keep the information synched.

BCT has implemented the Search Engine Optimization (SEO) strategy for www.westbasin.org and has already achieved favorable rankings, with some terms being ranked number 1 or 2 and others being positioned on the first page of web search results. Initial terms include a combination of West Basin's programs with some of our cities, for example, "El Segundo Water Recycling". When searched through Google, West Basin's website appears on the first page. Our goal for Fiscal Year (FY) 2010-11 will include increasing our SEO rankings and to expand the usability of the website. Searching for the term "West Basin" already ranks West Basin's website first, so that term was not selected for optimization in the first round of implementation.

BCT's "Scope of Work" for FY 2010-11 is attached as Exhibit "A" and outlines the tasks that BCT would perform.

Overall, staff has an excellent working relationship with BCT Consulting and recommends that West Basin continue working with this firm to meet West Basin's web design and maintenance needs. This action item is a request to extend BCT's contract for an additional year, to June 30, 2011, for \$44,000.

STRATEGIC BUSINESS PLAN IMPLEMENTATION:

Goral 3: 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 2010-11 Public and Governmental Affairs Budget.

ENVIRONMENTAL COMPLIANCE:

Not applicable.

COMMITTEE STATUS:

This item was reviewed by the Communications Committee on March 3, 2010 and recommended for approval at the March 22, 2010 Board meeting.

RECOMMENDED MOTION:

That the Board of Directors approves a one-year contract extension of BCT Consulting, Inc. to June 30, 2011 in the amount of \$44,000.

LIST OF EXHIBITS:

EXHIBIT "A" - WEBSITE HOSTING, DESIGN, & MAINTENANCE SERVICES "SCOPE OF WORK"

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