

SBCAG STAFF REPORT

SUBJECT: Website Replacement and Logo Redesign Project

MEETING DATE: January 20, 2022

AGENDA ITEM: 5F

STAFF CONTACT: Lauren Bianchi Klemann

RECOMMENDATION:

1. Approve and authorize the Chair to execute an Agreement with Planeteria Media for services related to the website replacement and logo redesign project in an amount not to exceed \$72,800 with a period of performance beginning January 20, 2022 and ending December 1, 2022.
2. Approve and authorize the Executive Director to approve immaterial amendments in accordance with Section 34 of the Agreement.

DISCUSSION:

SBCAG released a request for proposals on November 1, 2021 to develop a comprehensive redesign and replacement of the agency's flagship website at SBCAG.org and logo. The intent is to modernize and align the agency's brand with its core values and digital presence; improve public and jurisdiction partner's online experience and access to information; and upgrade the overall safety and security of the website to be up-to-date with state and federal regulatory requirements. Staff is recommending that the SBCAG Board of Directors approve and authorize the Chair to execute an agreement with Planeteria and for the Executive Director to approve immaterial amendments in accordance with Section 34 of the Agreement.

SBCAG received a total of 10 proposals by the December 3, 2021 deadline. A team of four evaluators comprised of two individuals internal to the agency and two external partners scored the proposals. Proposals were scored based on five categories: Executive Summary, Technical Approach, Management Approach, Experience of Offeror and Personnel, and Cost. Evaluators met once after scoring the proposals to discuss the results. Planeteria Media emerged as the top-qualified proposal. SBCAG conducted reference checks and received high commendations by Planeteria Media's clients. While cost was only one of the five evaluation criteria, with all things being considered equal, the cost savings that would result from contracting with Planeteria Media compared to other firms represented an approximate \$25,000 savings to the project.

In addition to the cost savings provided by Planeteria Media, the proposal stood out for the following reasons:

- Significant municipal government website and logo redesign experience among tenured employees who have worked on recent, relevant projects for transportation agencies similar to SBCAG such as the Association of Monterey Bay Area Governments, San Bernardino County Transportation Authority, Solano Transportation Authority, and Gold Coast Transit.
- Case studies presented demonstrated work products that were visually stunning and easy to navigate.

- Familiarity and experience with integrating administrative and public-facing functionality systems (third-party options) including those that are a priority for SBCAG such as: iCompass integration, Mail Chimp and ProcureNow.
- Organization and a strong presentation of information in how the firm will address and deliver a website that meets American with Disabilities Act (ADA) compliance requirements and other security features as well as state and federal requirements..
- Multi-tiered training sessions and materials in a variety of formats to support initial and ongoing training needs. The proposed budget includes in-person and virtual options as well as a self-serve training library on a private youtube channel along will written manuals.

The above recommended actions are not a "Project" under the California Environmental Quality (CEQA) Act under CEQA Guidelines section 15378.

ATTACHMENT:

- A. Planeteria Media Agreement of Services (web posting only)