

Agenda: June 3, 2004

To: Regional Transportation Commission

From: Linda Wilshusen, Executive Director

RE: Contract for Final Phase of Website Redesign and Implementation

RECOMMENDATION

Staff recommends that the Regional Transportation Commission:

1. Approve the attached resolution (Attachment 1) authorizing the Executive Director to contract with the website design firm, In Motion, to complete the final phase of the RTC website redesign and implementation.
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BACKGROUND

In 2002, the Regional Transportation Commission contracted with Santa Cruz Clicks to redesign its websites "scrtc.org" and "commutesolutions.org" for more effective communication with the public and improved ease of use. Santa Cruz Clicks was selected based on their impressive local track record for upgrading existing websites by developing new site architecture, better navigation methods and bringing fresh graphic elements to the website design.

DISCUSSION

The major work required to redesign a website is organizing information to design new site architecture and navigation methods and finalizing design features that will be carried throughout pages on the new website. These two steps of the project have been successfully and competently completed by Santa Cruz Clicks. The final stage of the project: finalizing content, and producing, testing and implementing the new website pages was begun, but was temporarily put on hold due to other more pressing work program requirements of RTC staff. A recent shift in the allocation of staff resources has allowed content development work on the website to resume. Unfortunately however, the firm Santa Cruz Clicks has recently closed its doors.

Leanne Riem, the graphic artist who was instrumental in designing the new RTC site during her association with Santa Cruz Clicks, has recently gone to work for another local firm, In Motion. From a cost effectiveness standpoint, rather than starting over

with a new web designer, it makes sense to complete the final phase of the project with Ms. Riem who was integrally involved in the conception and redesign of the RTC site.

Staff recommends that the RTC contract with Ms. Riem at her new place of business to complete the project. Santa Cruz Clicks bid for the final production and implementation phase of the project was \$2662.50. Ms. Riem has agreed to complete the remaining work on the project for \$3250, the same rate bid by Santa Cruz Clicks plus an additional \$587.50. This slight cost increase is due to adjustments to the website design and architecture that were requested by RTC. Funds have already been set aside for this project under the contract with Santa Cruz Clicks. They would simply be shifted to an Open Purchase Order with In Motion with the addition of \$587.50 from the RTC's Office Expense budget. A contract term through June 30, 2005 will allow adequate time for the successful completion of this project.

SUMMARY

To date, Santa Cruz Clicks, including graphic artist Leanne Riem, has done an excellent job in performing a significant amount of the work required to redesign the Commission's two web sites - developing new site architecture and navigation methods and finalizing the design features that will be carried throughout pages on the new site. In light of this progress, and the final production steps currently underway, staff recommends contracting with Ms. Riem at her new firm, In Motion, for the remaining production and implementation work needed to complete and implement the website redesign. This work will be performed for the compensation of \$3,250, the same rate plus \$587.50 that was already earmarked for the final production and implementation phase of the website with the previous contractor. This contact will be added to the Commission's list of Open Purchase Orders for FY 04-05 with a term ending June 30, 2005.

Attachment:

1. Resolution Authorizing Contract with In Motion to Complete the RTC Website Redesign and Implementation
2. Proposal for Website Production from In Motion

Prepared by: Tegan Speiser, Sr. Transportation Planner