

Agenda: June 16, 2005

To: Regional Transportation Commission
From: Tegan Speiser, Senior Transportation Planner
RE: Extend Purchase Order Term for Website Services

RECOMMENDATION

Staff recommends that the Regional Transportation Commission:

- 1) Approve the attached resolution (Attachment 1) to amend the purchase order with In Motion to complete the final phase of the RTC website redesign and implementation by extending the term through June 30, 2007.
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BACKGROUND

The Regional Transportation Commission approved contracting with Santa Cruz Clicks and subsequently with the local design firm, In Motion, to redesign its websites "scrtc.org" and "commutesolutions.org" for more effective communication with the public and improved ease of use. These firms were selected based on their impressive local track records 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 the website – creating new site architecture and navigation methods and finalizing design features to be carried throughout pages on the new website – has been completed. The final stage of the project: finalizing content, and producing, testing and implementing the new website pages has begun, but was temporarily put on hold due to other more pressing work program requirements of RTC staff.

Recent promotions will now provide adequate staff resources to resume and complete this project. Leanne Riem, the graphic artist at In Motion who was instrumental in designing the new RTC site is available to complete this project.

Funds in the amount of \$3250 have been budgeted and encumbered for this purpose. Staff recommends that the RTC approve extending the term of the purchase order with

In Motion and expending these funds to complete and implement the redesigned website. A term through June 30, 2007 will allow adequate time for successful project completion.

SUMMARY

To date, graphic artist Leanne Riem, and the two firms she has been associated with have done an excellent job in performing a significant amount of the work required to redesign the Commission's two websites. In light of this progress, and the final production steps currently underway, staff recommends approval of extending the term of the purchase order with 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.

Attachment:

1. Resolution Authorizing Extension of Purchase Order with In Motion to Complete the RTC Website Redesign and Implementation