



ADMINISTRATION COMMITTEE

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Agenda Report

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Agenda Item No: 3.

FROM: Robert Thompson, General Manager
Originator: Wally Ritchie, Director of Finance

SUBJECT:

OC SAN WEBSITE REDESIGN

GENERAL MANAGER'S RECOMMENDATION

RECOMMENDATION:

- A. Approve a Professional Consultant Services Agreement to Neumeric Technologies Corporation to provide Website Redesign services, Specification No. CS-2023-1395 for a total amount not to exceed \$138,997;
- B. Approve a contingency of \$27,800 (20%), and
- C. Approve four (4) optional, one-year maintenance renewals for a total amount not to exceed \$74,170.

BACKGROUND

To effectively communicate and educate our stakeholders, it is essential to provide the most recent and current technology in a transparent and easily accessible website. The Orange County Sanitation District (OC San) website (www.ocsan.gov) was last re-designed in 2016 and is currently hosted on the Granicus Content Management System (CMS) platform. This project shall include a full, modern re-design of the OC San website and will implement innovative ideas, technologies, and ADA accessibility into the finished website design.

RELEVANT STANDARDS

- Maintain influential legislative advocacy and a public outreach program
- Maintain collaborative and cooperative relationships with regulators, stakeholders, and neighboring communities
- Make it easy for people to understand OC San's roles and value to the community
- Comply with transparency and communication requirements, including the Brown Act

PROBLEM

The current OC San website was implemented in 2011 and redesigned in 2016. Best industry practice is to update/redesign the website every three (3) years to continue to meet transparency and accessibility needs and be compliant with regulations. There are limitations and challenges with the current site that can't be addressed by the developer on the current CMS.

PROPOSED SOLUTION

Approve a Professional Consultant Services Agreement with Neumeric Technologies Corporation to provide implementation services for Website Redesign, Specification No. CS-2023-1395.

TIMING CONCERNS

Difficulties with the current CMS and maintaining regulatory compliance for website accessibility with the current design are the most pressing timing concerns.

RAMIFICATIONS OF NOT TAKING ACTION

The OC San website will continue in its current state and will face the same accessibility and design concerns on the current CMS. Regulatory risk may increase as time progresses and accessibility compliance continues to lose pace with public sector requirements.

PRIOR COMMITTEE/BOARD ACTIONS

N/A

ADDITIONAL INFORMATION

A Request for Proposal was issued on April 6, 2023 via PlanetBids. Proposals were due on May 18, 2023. OC San received 21 proposals valid for 180 calendar days from the opening date. One proposal was deemed non-responsive for not submitting all required forms and not responding to correspondence requesting them.

Prior to receipt of proposals, an evaluation team was formed consisting of the following OC San staff: Principal Public Affairs Specialist, Public Affairs Specialist, an IT Analyst III, a Senior IT Analyst, and an Assistant Clerk of the Board. The team was chaired by a Purchasing representative as a non-voting member. On May 25, 2023, the evaluation team met to discuss the policies and procedures for the evaluation process.

Individual scoring was the chosen method of evaluation for this procurement. Members of the team performed an independent review of the proposals and later met as a group with the Buyer to discuss their preliminary scores and discuss any questions/concerns they had. Proposals were evaluated based on the following criteria:

Criterion	Weight
1. Qualifications & Experience of Firm	20%
2. Proposed Staffing & Project Organization	20%
3. Work Plan	25%
4. Presentation	15%
5. Cost	20%

The evaluation team first reviewed and scored the proposals based upon the first three criteria listed above.

Rank	Proposer	Criterion 1 (Max 20%)	Criterion 2 (Max 20%)	Criterion 3 (Max 25%)	Subtotal Score (Max 65%)
1	The Glue	18%	18%	23%	59%
2	Planeteria	18%	16%	23%	57%
3	Neumeric Technologies	17%	15%	21%	53%
4	Icon Enterprises	18%	14%	20%	52%
5	Vardot	16%	15%	21%	52%
6	Exemplifiai	13%	14%	18%	45%
7	Acuta Digital	13%	13%	16%	42%
8	Howard Development & Consulting	14%	11%	14%	39%
9	Project6 Design, Inc.	12%	12%	15%	39%
10	Compunnel Software Group	12%	12%	14%	38%
11	vTech Solution, Inc.	12%	12%	13%	37%
12	Market Plaza Intl	12%	11%	13%	36%
13	Granicus LLC	14%	11%	10%	35%
14	Eyemagine Technology, LLC	11%	11%	13%	35%
15	Techforce Services Inc.	11%	10%	13%	34%
16	Green Media Creations	10%	10%	13%	33%
17	ThoughtFocus, Inc.	10%	11%	11%	32%
18	V3iT Consulting, Inc.	10%	8%	10%	28%
19	Som Technologies	7%	9%	10%	26%
20	Linkosys	8%	9%	9%	26%
21	Software Staffers	Non-responsive			

The five (5) highest ranking firms, The Glue, Planeteria, Neumeric Technologies, Icon Enterprises, and Vardot, were selected to provide presentations to the evaluation team. The presentations were conducted over 3 days: August 24, 2023; August 28, 2023; and August 31, 2023. Following the presentations, the evaluation team scored the firms based on their presentation alone. Firms were then ranked based on the results of their proposal and presentation scores.

Rank	Proposer	Subtotal Score (Max 65%)	Presentation (Max 15%)	Total Score without cost (Max 80%)
1	The Glue	59%	11%	70%
2	Planeteria	57%	11%	68%
3	Neumeric Technologies	53%	14%	67%
4	Icon Enterprises	52%	13%	65%
5	Vardot	52%	8%	60%

All proposals were accompanied by a sealed cost proposal. Only the cost proposals for the four (4) highest ranked firms were opened and negotiated.

Rank	Proposer	Subtotal Score without cost (Max 80%)	Cost (Max 20%)	Total Weighted Score (Max 100%)
1	Neumeric Technologies	67%	20%	87%
2	Planeteria	68%	18%	86%
3	The Glue	70%	10%	80%
4	Icon Enterprises	65%	15%	80%

Staff requested Best and Final Offers (BAFO) from the highest two proposers. The table below summarizes the revised cost proposals and scoring:

Rank	Proposer	ORIGINAL COST	BAFO (if applicable)
1	Neumeric Technologies	\$143,267	\$138,997
2	Planeteria	\$156,840	\$158,390

Rank	Proposer	Subtotal Score without cost (Max 80%)	BAFO (Max 20%)	Total Weighted Score (Max 100%)
1	Neumeric Technologies	67%	20%	87%
2	Planeteria	68%	18%	86%

Based on these results, staff recommends approving an Agreement with Neumeric Technologies Corporation for Website Redesign services and ongoing annual maintenance. The term of this Agreement will begin upon effective date of Notice to Proceed.

CEQA

N/A

FINANCIAL CONSIDERATIONS

This request complies with authority levels of OC San's Purchasing Ordinance. This item has been budgeted (FY2022-2023 - 2023-2024 Budget).

ATTACHMENT

The following attachment(s) may be viewed on-line at the OC San website (www.ocsan.gov) with the complete agenda package:

- Professional Consultant Services Agreement