

South Bay Cities Council of Governments

November 8, 2021

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, SBCCOG Executive Director

SUBJECT: Managed Support & Emergency Services for Redesigned Website

Adherence to Strategic Plan:

Goal D: Organizational Stability. Be a high performing organization with a clear path to long-term financial health, staffing continuity, and sustained board commitment.

BACKGROUND

SBCCOG's current budget (originally passed by the Board in November 2019) for website maintenance is a flat rate of \$315.00/month for approximately 2-3 hours for as-needed managed and emergency services for SBCCOG websites.

This budget accommodated the old websites in preparation for redesign and transition to a new content management system (CMS) platform. Up to this point, Kalanea Group has been performing the requested maintenance (i.e. security updates) on an as-needed basis while the old websites were hosted on GoDaddy. Kalanea Group was selected after the previous website design firm discontinued management services. With last month's launch, the redesign consolidated the old websites into one site which is hosted on WP Engine (a WordPress friendly hosting environment).

ANALYSIS

JP Marketing, the firm that redesigned the website, provided managed support for the first month after launch at no additional cost which was included in the website redesign's scope of work. Considering the different CMS software platform and consolidated layout of SBCCOG's website resources, staff expect that managed support services will be relied upon more heavily (at least initially) compared to the previous web presence. In addition, staff are using the website for more technical applications than before – including more videos, downloadable images for social media, automated functions, custom content, etc.

To meet current needs, SBCCOG staff recommends increasing the budget by \$490 a month for a total not to exceed \$805/month to accommodate 7 hours/month for as-needed managed support and emergency services, which include security and plug-in updates, domain transfers, custom content design, etc. The estimate of 7 hours is based on recent activity and recommendation of JP Marketing staff, who have been working with SBCCOG staff on training and providing support. Only hours that are used will be billed to the SBCCOG not to exceed \$805/month. SBCCOG staff will evaluate the actual use over the next 6 months to determine ongoing need.

SBCCOG staff performed due diligence and contacted the existing maintenance provider as well as those who interviewed for the website redesign RFP to obtain rates for as-needed managed and emergency support services.

See details below:

Vendor	Hourly Rate	Emergency Rate (For work that requires a 24/48 hour turnaround)
Kalanea Group	\$95	\$125
JP Marketing	\$95	\$135
Webstract	\$95	\$125

All vendors provided comparable rates for service though JP Marketing has a slightly more expensive emergency rate. All services are on an as-needed basis and the vendors are familiar with SBCCOG's website needs. SBCCOG staff also researched other vendors that specialize in managed services for WordPress websites (e.g. SunnyHQ) and found that many offer turnkey packages that require monthly payment regardless of services accessed.

JP Marketing is the ideal candidate due to their successful delivery of SBCCOG's website redesign, understanding of the new website structure, and demonstration of expert rapport with staff during training, conducting managed services, and responding to Q&A. JP Marketing proved capable of meeting SBCCOG's needs and can be relied upon to help maintain the website. These services do not require a contract. Kalanea Group or Webstract can also provide services; however, they are not as familiar with the site as JP Marketing. Staff is recommending JP Marketing as the preferred provider but would like the option to access Kalanea Group or Webstract if service levels were to degrade or JP Marketing discontinued management services (as experience with past website designers).

RECOMMENDATION

That the SBCCOG Board approve:

- An increased budget of \$490 a month for a total not to exceed \$805/month (7 hours, 3.5 hours at regular hourly rate, 3.5 hours at emergency rate) for as-needed managed and emergency services for SBCCOG website to be evaluated over the next six months to determine ongoing need
- JP Marketing is the preferred provider with the option to use Kalanea Group and Webstract if needed.

Prepared by Chandler Shields