

South Bay Cities Council of Governments

June 13, 2022

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

JP Marketing was the firm that designed the new website, and they were selected for maintenance services because of their familiarity with the site, and their fees were comparable to like firms. This contract has been in effect for the past 6 months. The SBCCOG was recently notified by JP Marketing that their fees will increase effective July 1, 2022 and therefore, other options were evaluated.

ANALYSIS

During this past 6-month period, SBCCOG staff evaluated what support is needed to maintain the website for both technical and ongoing maintenance or managed support. In addition, staff reviewed other website managed support services and pricing.

It was determined that the following services are needed: copy review, content management system support, plug-in, and theme updates, system backup, scheduled maintenance tasks, application programming interface support – among others. In addition, staff require as-needed technical expertise, training, and emergency assistance.

Three firms were evaluated -- JP Marketing, current provider, Vince Rios Designs, graphic and website service/design, and Webstract, firm that also proposed on the website redesign.

It was determined that JP Marketing and Webstract provided service packets, as well as the required level of expertise and software support, that best match the needs of the current website software and function. In addition, it was determined that Webstract also provided the best price for the services required as JP Marketing rates will increase effective July 1, 2022. Vince Rios Designs currently does not have the resources to support the current management system.

See pricing details below:

| Vendor | Hourly Rate | Estimated Monthly Cost (based on 8 hours average) | Emergency Rate (24/48 hour turnaround) |
|---------------|---|---|--|
| JP Marketing | \$150 | \$1,200 | \$200 |
| Webstract | \$75 (first 8 hours)* \$95 (ongoing) | \$600 | \$150 |

* Based on past experience, staff does not anticipate the need for more than 8 hours per month.

SBCCOG staff is recommending Webstract as the preferred provider to help maintain and support the website. Webstract will provide full managed support services and up to 8 hours per month for technical services for the amount of \$600. Hours not used within the month can be banked for future large projects. If additional work is needed, those hours will be billed at the \$95 per hour rate. Any emergency hours required (those requiring a 24/48-hour turnaround) would be billed at the \$150 rate. SBCCOG staff is not anticipating that there will be a need for more than 96 hours of support for the next 12-month period (8 hours a month x 12 months).

SBCCOG staff is also recommending 5 hours for work performed by our existing support vendor, JP Marketing, in an amount not to exceed \$750 (5 x \$150 per hour) to transition website management services from JP Marketing to Webstract.

RECOMMENDATION

That the SBCCOG Board approve for the new fiscal year 22-23:

- Not to exceed \$600 a month to provide ongoing website maintenance, technical expertise, and as-needed emergency services and execute an agreement with Webstract for a 12-month period to provide these services
- Not to exceed \$750 for additional 5 hours for transition from JP Marketing