



County of El Dorado

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Legislation Text

File #: 13-1491, **Version:** 1

Chief Administrative Office, Procurement and Contracts, recommending the Board consider the following:

- 1) Award Request for Proposal 14-918-006 for the development, marketing, hosting and maintenance of a mobile friendly web portal and mobile web application to enhance access to information regarding the resources and assets in the County of El Dorado to Glogou, Inc., of Santa Clara, CA; and
- 2) Authorize the Purchasing Agent to execute an agreement for services for a term of three years in an amount not to exceed \$100,000, subject to approval by County Counsel and Risk Management.

FUNDING: General Fund/Transient Occupancy Tax (TOT).

BUDGET SUMMARY:	
Total Estimated Cost.....	\$65,500
Budgeted.....	\$100,000
Web Portal Design and Development.....	\$29,000
Mobile App Development (iPhone & Android).....	\$19,500
2 nd Year Web Support, Maintenance and Upgrades..	\$2,500
3 rd Year Web Support, Maintenance and Upgrades..	\$2,500
1 Year Web Portal Marketing.....	\$12,000
Other Services (as needed).....	\$34,500
Total Funding Available.....	\$100,000
Change To Net County Cost.....	\$0

Fiscal Impact/Change to Net County Cost

No change to Net County Cost. Funding for this project was included in the FY 2013-14 Economic Development/Promotions adopted budget.

Reason for Recommendation

On March 25, 2013 (Item 6, File ID 13-0081), at the recommendation of the Community and Economic Development Advisory Committee (CEDAC), the Board directed staff to develop a Web Portal Project Request for Proposals (RFP) to create a web portal that would serve as a “launching point” or gateway to all the assets and resources available in El Dorado County. The target audience for the web portal includes those who are interested in living, working or recreating in El Dorado County.

On July 16, 2013 (Item 29, File ID 13-0863), the Board approved the Web Portal Project and authorized the release of the RFP No. 14-918-006. The RFP included opportunities for proposers to apply for up to three components of the Web Portal project:

- 1) Web Portal Development - design, information structure, content, mobile version and mobile application (app)
- 2) Web Hosting and Site Management - domain name registration, content management, coordination with linked entities/community groups and traffic analytics
- 3) Web Portal Marketing - advertising the web portal to the target audience, social media links and strategies and SEO strategy and analytics

The Procurement and Contracts Division issued the RFP on July 17, 2013. Responsive proposals were received from 11 firms, none from local vendors.

A team of representatives from CEDAC, County Information Technologies and the Chief Administrative Office evaluated the proposals and selected two finalists to be interviewed. The team unanimously selected GloGou, Inc.

Headquartered in Silicon Valley, Glogou, Inc. proposes a core team of dedicated staff to El Dorado County to design, host and market a mobile friendly web portal, build a web application and provide two subsequent years of web portal support, maintenance and upgrades for a total cost of \$65,500. Additional technical and marketing services may be provided on an as needed basis upon request by the County.

A three-year contract is recommended with product development and delivery, web hosting and site management, and web portal marketing to be provided within the first year of the contract term at a cost of \$60,500. The remaining two contract years are to provide web portal support, maintenance and upgrades at a cost of \$5,000.

The total not-to-exceed amount of the proposed contract is recommended at \$100,000.

Action(s) to be taken following Board approval

Following Board approval, a contract will be processed for the services described above.