



Authorize a Professional Services Agreement to Design, Modernize and Deploy mwdh2o.com Website

Communications & Legislation Committee

Item 7-2

April 8, 2019

Changing Needs of Websites

Metropolitan needs a stronger online presence

- Last website redesign was done in 2014-2015
- Site has outgrown its design, content capabilities
- Need to provide better experience for mobile devices
- Use more interactivity, multimedia to reach target audiences
- Create improved, state-of-the-art software application that creates and manages digital content



Current Limitations of Website

- Content management system (CMS) does not allow multiple users to create, edit and publish content with built-in workflow
- Limited access and usage capabilities for growing number of mobile users
- Lacks sufficient flexibility to embed videos, interactivity and multimedia
- Limits ability to manage/update content

Redesign, Modernization Goals

- Establish a stronger online presence, increase engagement with users
- Present information and messages through compelling imagery, video and dynamic user experience
- Provide more intuitive navigation and search capabilities
- Allow site to be managed through processes, workflows and standards that allow staff to create, update content more effectively

Scope of Work

- Redesign of mwdh2o.com website
- Search engine optimization
- Social media integration
- Mobile compatibility
- Enhanced technology applications
- Improved navigation, user experience
- CMS integration



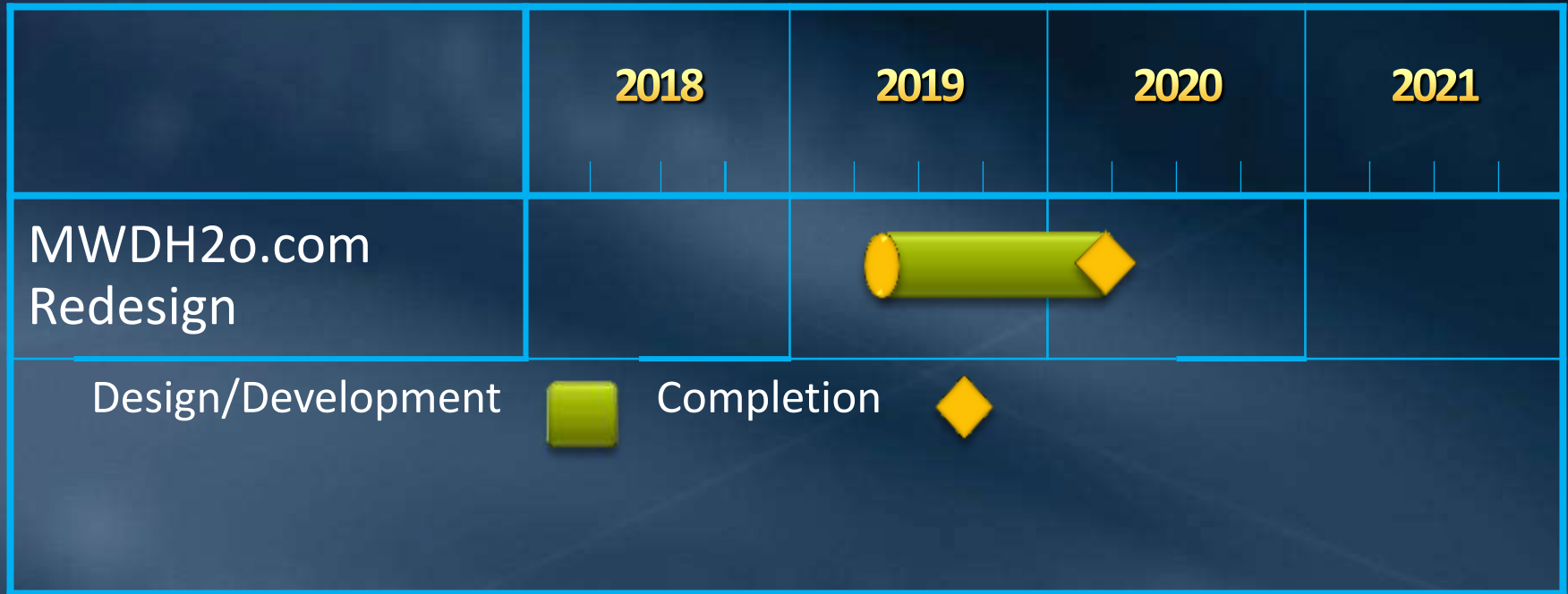
Competitive Bidding Process

- Sensis selected through competitive process via RFP No. 1186 issued on August 3, 2018
- 20 qualified proposals received
- Small and/or disabled veteran business enterprise participation goal – 25%
- Top 6 respondents interviewed; Top 2 respondents submitted best, final offer
- Evaluation committee recommends *Sensis, Inc.* based on evaluation scores

About Sensis, Inc.

- 20 years of web development, branding and advertisement services
- Small business
- Past work with public and private sector agencies including San Diego Gas and Electric, Sempra Energy, AltaMed Health Services
- Developed, launched 300+ websites
- Experienced in use of multiple software, web systems
- Based in Southern California

Project Schedule



Board Options

- Option #1

- Authorize agreement up to \$1.5 million *Sensis, Inc.* to redesign mwdh2o.com, integrate a CMS.

- Option #2

- Do not proceed with the project at this time.

Staff Recommendation

- Option #1

