
R-20-63
Meeting 20-14
July 23, 2020

CONSENT ITEM #C1

To: Board of Directors
Open Space Authority

From: Andrea Mackenzie
General Manager

SUBJECT

Authorization to Amend Contract with Intechnic Corporation to provide ongoing Website Services

REVENUE/COST

Amendment to increase the contract's not-to-exceed amount by an additional \$82,500, to be spent over the next two fiscal years (2020/2021 and 2021/2022), and to extend the contract's term to December 31, 2021.

BACKGROUND

In early August 2017, the Authority launched its new website and custom volunteer portal. In April 2017, staff prepared a formal Request for Proposals seeking a qualified vendor to provide website maintenance and support. On June 8, 2017 the Board approved a contract with Intechnic Corporation to provide ongoing website services for the new website and volunteer portal. These services include creating custom webpages and building customized functionality to the volunteer portal as necessary. The contract is scheduled to expire on August 21, 2020 with a not to exceed amount of \$110,200.

DISCUSSION

The Authority's website is one of the main means of communication to new and existing audiences and like most effective websites, it is crucial that the Authority's website grow and evolve with the agency's increasing needs for communication and education. The volunteer portal is also a critical tool used by the Authority's large volunteer pool to track contact information and provide hours worked and reports.

Over the past few years Intechnic has played a vital role in helping the Authority expand the website and volunteer portal to ensure the Authority stayed relevant and effective in reaching its audiences.

Several projects in the Authority's Fiscal Year 2019/2020 Workplan, such as Building Capacity for Website and Digital Media, Investing in Nature, and the Coyote Valley Vision Plan projects, have helped staff identify the future need for additional website updates. Areas of growth to be implemented over the coming years include but are not limited to:

- A new homepage, to be launched in July 2020;
- Improvements to the site's navigation to enhance the flow of telling the Authority's story; and
- Creation of dedicated North Coyote Valley project webpages.

The presence of a website continues to be an integral part of the Authority's communications strategy now and into the coming years. Given that Intechnic Corporation has been instrumental in expanding and building the Authority's website and volunteer portal to this date, their services will be essential in

completing the areas of growth identified in the previous fiscal year and staff will require the firm's expertise to continue expanding the website.

RECOMMENDATION

Authorize Amendment to the Contract with Intechnic Corporation to provide ongoing Website Services

Prepared by:

Alisha Maniglia, Communications Specialist

Attachment(s): Resolution 20-42 – A Resolution of the Governing board of the Santa Clara Valley Open Space Authority Authorizing the General Manager to Amend Contract with Intechnic Corporation