



Personal Services Contract with Lowercase Productions for Web Development Services

Commission on Community Investment and Infrastructure

June 19, 2018

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Media & Public Relations

OCII Website Background

- The Current site has been hosted on the City of San Francisco's Department of Technology's web template since dissolution of the San Francisco Redevelopment Agency in early 2012
- The website has grown outdated over the course of the last five and a half years
- OCII's site has become inundated with documents and in need of a major re-organization

Website Revamp Goals

- Service Based
- Easily Navigable
 - Affordable Housing Resources
 - Developer Resources
 - Public Meeting Information
- Organized Layout
- Clickable Map of various projects
- Higher focus on Graphics and Imagery
- Document Archive
- Social Media Links & Feed Embedded

Lowercase Productions

- San Francisco-based Small Business Enterprise
- Prior experience working with OCII over the last decade
 - Transbay Housing Requests for Proposal
- Experience with fellow City Agencies
 - Public Works
 - City of San Francisco Capital Planning Program
 - Office of Economic and Workforce Development
- Extensive knowledge of the City's Content Management System: **Drupal**

Transbay Block 8 RFP

(circa November 2013)

FIGURE 1

Transbay Redevelopment Project Area Boundary and Zoning



Development on State-owned Properties

Parcel T: Transit Tower Office Building

Hines/Boston Properties
1.4 Million SF of office and retail



Blocks: 6/7 Mixed Income Housing

Golub Corporation/Mercy Housing California
409 market rate and 147 affordable units



(Disposition and Development Agreement between OCII and the Developer entered into in April 2013)

Block 9: Mixed Income Housing

Avant Housing/BRIDGE Housing
456 market rate and 114 affordable units



(Exclusive Negotiations Agreement between OCII and the Developer entered into in July 2013)

Block 11: Rene Cazenave Affordable Housing

BRIDGE Housing/Community Housing Partnership
120 supportive housing units



Open Space

Under-ramp Park
2.5 Acres
(Block 10 & under off-ramps)

Rooftop Park
5.4 Acres
(Atop Transbay Transit Center)

Transbay Park
1.1 Acres
(Block 3)

UPCOMING RFPS

BLOCK 5	2014
PARCEL F	2015
BLOCK 4	2016
BLOCK 2	2016
BLOCK 12	2020

Public Works

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Public Works Hearing -



PRESS RELEASE - Paving Work



PRESS RELEASE - Redesign of



PRESS RELEASE - Celebrating

Capital Planning



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There's only one San Francisco. Let's take care of it.

The Office of Resilience and Capital Planning is the City and County of San Francisco's program to plan and finance projects that strengthen the integrity and resilience of San Francisco's infrastructure, neighborhoods, and residents.



Capital Plan

The Plan captures the City's major infrastructure projects for the next ten years and recommends funding levels based on priority and availability for each project.

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Capital Budget

The Budget puts the Plan into action by allocating funding over the next two years for projects recommended in the Plan.

[Enter The Budget](#)



Capital Planning Committee

The Capital Planning Committee (CPC) makes recommendations on capital projects to the Mayor and Board of Supervisors regarding capital plans, projects, and funding.

[View Committee Info](#)

Contract Terms

- Commission approval authorizes a personal services contract with Lowercase Productions in an amount not to exceed \$100,000 for web development services, specifically the design, overhaul and revamp of the current OCII website.
- Work shall commence as of June 19, 2018 pending Commission approval and terminate after total completion of both Phases 1 and 2.
- Scope of Services split into two distinct Phases
 - Phase 1 (\$30,000) – FY 17/18
 - Technical Infrastructure Review (site scrub)
 - Content Strategy
 - Information architecture
 - Phase 2 (\$70,000) – FY 18/19
 - Digital Design
 - Engineering
 - Training and Full Deployment

Approx. Timeline Moving Forward

- **June 20, 2018** – Pending Commission Approval, work will commence with general onboarding
- **August 1, 2018** – Phase 1 Scope of services scheduled for completion
- **Fall 2018** – Digital Design Process (Phase 2) Commences. Internal Focus Groups held to provide feedback
- **Winter/Spring 2019** – Engineering of the site begins to take place
- **Summer 2019** – Lowercase trains OCII staff on how to make updates to overhauled website
- **Fall 2019** – OCII Launches revamped, modern, service-based web site

THANK YOU