



104-0022020-002

Agenda Item **No. 5(b)**
Meeting of October 20, 2020

MEMORANDUM

TO: Community Investment and Infrastructure Commissioners

FROM: Nadia Sesay, Executive Director

SUBJECT: Authorizing a First Amendment to the Personal Services Contract with lowercase Productions ("lowercase"), a California Limited Liability Company, to increase the contract amount by \$41,585 from \$100,000 to a total aggregate contract amount not-to-exceed \$141,585 for web development services

EXECUTIVE SUMMARY

The Office of Community Investment and Infrastructure's ("OCII") website has been hosted on the City of San Francisco's Department of Technology's template since the dissolution of the San Francisco Redevelopment Agency in early 2012. Over the last few years, the template has become outdated. OCII seeks a service-based platform with a more modern, streamlined identity to engage with the public.

The OCII Commission, via Resolution 30-2018, authorized the Executive Director to enter into a sole source personal services contract not-to-exceed \$100,00 with lowercase productions to provide Web Development Services for a term beginning on June 19, 2018.

Since OCII entered into the contract with lowercase, OCII identified a need to convert OCII's Annual Housing Report into a format compatible with the OCII website. This scope is additional to the scope authorized in the original contract.

OCII wishes to amend the Contract to increase the contract amount by \$41,585 from \$100,000 to \$141,585 to compensate lowercase productions for the additional design and programming work required to convert OCII's Annual Housing Report for use on OCII website revamp.

London N. Breed
MAYOR

Nadia Sesay
EXECUTIVE DIRECTOR

Miguel Bustos
CHAIR

Mara Rosales
Bivett Brackett
Dr. Carolyn Ransom-Scott
COMMISSIONERS

📍 One S. Van Ness Ave.
5th Floor
San Francisco, CA
94103

📞 415 749 2400

🏠 www.sfocii.org

Staff recommends approval of the First Amendment to the Personal Services Contract with Lowercase Productions.

DISCUSSION

Sole Source of Contractor

Pursuant to Section IX.D(1)(d) of the OCII Purchasing Policy, ("Purchasing Policy") amended November, 2011, a proposal may be solicited from a single source and contract may be awarded by the sole source method if; "the proposed Contractor has previously provided the needed Goods or Services to the Agency and, in doing so, has performed satisfactorily and gained specific information and experience making the proposed contractor uniquely qualified to provide the needed Goods or Services."

lowercase productions is an LLC, San Francisco-based, Small Business Enterprise that was established in 2005. Following market research, and dialogue and consultation with various city agency communications staff, OCII selected lowercase productions, a small, local business enterprise (LBE) entitled by the City to overhaul OCII's current website and revamp its identity by engaging in a robust content strategy program and implementing a new web identity.

OCII made this selection based on lowercase productions' history of successfully providing similar services related to OCII Requests for Proposals ("RFPs") for various affordable housing developments in the Transbay Redevelopment Project Area, and their extensive work with the City's content management system, Drupal, when providing services for other City Agencies.

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Contract Terms and Funding Source

The contract terms remain unchanged and expires upon completion of the scope of services.

Funding to support the contract with lowercase productions is contained within the Fiscal Year 20-21 budget, consistent with the administrative budget and the State Department of Finance in OCII's Recognized Obligations Payments 20-21, Line 1. The fee for the additional work will be paid from the OCII's Recognized Obligations Payments 2020-21, Line 1 (See Attachment 1-Budget).

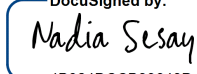
CALIFORNIA ENVIRONMENTAL QUALITY ACT

Web development and design is a Successor Agency administrative activity that does not constitute a "Project" as defined by the California Environmental Quality Act ("CEQA") pursuant to CEQA Guidelines Section 15378(b)(5), will not independently result in a physical change in the environment, and is not subject to environmental review under CEQA.

STAFF RECOMMENDATION

Staff recommends this Commission authorize the OCII Executive Director to execute a First Amendment to the Personal Services Contract with lowercase productions, a LLC, to increase the contract amount by \$41,585, from \$100,000 to a total aggregate contract amount not-to-exceed \$141,585 for web development services for a term that will expire upon completion of the scope of services, substantially in the form approved by the Successor Agency's General Counsel.

(Originated by Monica Davis Stean, Human Resources and Administrative Services Manager)

DocuSigned by:

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Nadia Sesay
Executive Director

Attachment 1: lowercase Production Budget with Add Service Request

OCII - Add Service Request

Website Design and Programming - Custom Site

13-Aug-20

		Original Contract	Amendment	Total Amended Contract
PHASE 1				
1	GENERAL ONBOARDING	Hours	Rate	Fees
	Contracts and legal	22	\$120	\$2,640
	Establishment of team workflow			
	Agile system setup			
	Scheduling and accounting			
	Task and file management			
	Technical infrastructure review			
	Site scrub			
	Admin/PM	5	\$120	\$600
	SUB-TOTAL	27		\$3,240
2	DISCOVERY	Hours	Rate	Fees
	Pre-workshop questionnaire developed, distributed and result	8	\$120	\$960
	2-hour kick-off workshop (2-3 team members present)	16	\$120	\$1,920
	Post-workshop internal review	4	\$120	\$480
	Project Brief (creation, review and distribution to client)	6	\$120	\$720
	Admin/PM	10	\$120	\$1,200
	SUB-TOTAL	44		\$5,280
3	CONTENT STRATEGY	Hours	Rate	Fees
	External survey, content inventory and analysis	22	\$120	\$2,640
	Audience research (outreach, interviews, analysis)	22	\$120	\$2,640
	Messaging strategy	16	\$120	\$1,920
	Governance (transition from current to new website governin	6	\$120	\$720
	Information Architecture (creating site structure)	22	\$120	\$2,640
	Content documentation (mapping existing content to new site	14	\$120	\$1,680
	Content creation (messaging priorities, nav, headers, caption	12	\$120	\$1,440
	Content guide (rules about written and graphic content)	20	\$120	\$2,400
	Meetings/Phone conf calls	25	\$120	\$3,000
	Admin/PM	20	\$120	\$2,400
	SUB-TOTAL	179		\$21,480
TOTAL PHASE 1			\$30,000	\$30,000

PHASE 2**4 DIGITAL DESIGN - Main Website**

Wireframes	30	\$120	\$3,600		\$3,600
User testing-wireframes (in-person session, 4-5 team membe	30	\$120	\$3,600		\$3,600
Visual development	60	\$120	\$7,200		\$7,200
User testing-visual design (online session)	12	\$120	\$1,440		\$1,440
Interactive mapping tool research and design	20	\$120	\$2,400		\$2,400
Responsive design development	12	\$120	\$1,440	\$3,360.00	\$4,800.00
Meetings/Phone conf calls	30	\$120	\$3,600		\$3,600
Project Admin.	25	\$120	\$3,000		\$3,000
SUB-TOTAL	219		\$26,280	\$3,360.00	\$29,640

DIGITAL DESIGN - Housing Production Report

Main landing page, toc, section landing pages	20	\$120	\$2,400	\$2,400	\$2,400
Templated site section designed	15	\$120	\$1,800	\$1,800	\$1,800
Text content flowed	20	\$120	\$2,400	\$2,400	\$2,400
Chart content entered	12	\$120	\$1,440	\$1,440	\$1,440
Optimize and format images	4	\$120	\$480	\$480	\$480
Calls (up to two 1-hr calls and one live meeting)	5	\$120	\$600	\$600	\$600
Revisions	4	\$120	\$480	\$480	\$480
Q/A and refinements	6	\$120	\$720	\$720	\$720
Admin and management	14	\$120	\$1,680	\$1,680	\$1,680
Sub-total	100		\$12,000	\$12,000	\$12,000

ENGINEERING

	Hours	Rate	Fees		
Social media interaction			\$22,000	\$20,225	\$42,225
Display of video content					
Google translate					
Interactive map development					
ADA, Level 2					
Search					
Google analytics					
Calendar listings					
Event registration					
Surveys and questionnaires					
Integrate, test and publish new website					
Testing environment					
Content type, taxonomy and configuration of views					
Template page creation					
Data migration					
Security and hosting deployment					
Programming Oversight/QA/QC	30	\$120	\$3,600	\$6,000	\$9,600
SUB-TOTAL	30		\$25,600	\$26,225	\$51,825

STAFF TRAINING, USER GUIDE & CONTINGENCY	Hours	Rate	Fees	
CMS training guide (online-based)	14	\$120	\$1,680	\$1,680
Training (in-house sessions)	16	\$120	\$1,920	\$1,920
Contingency Budget			\$14,520	\$14,520
	30		\$18,120	\$18,120
TOTAL PHASE 2			\$70,000	\$111,585
Total for Phase 1 &2	579		\$100,000	\$41,585.00
				\$141,585



309 Lyon street san francisco, ca 94117