



104-0012021-002

Agenda Item **No. 5(c)**
Meeting of August 17, 2021

MEMORANDUM

TO: Community Investment and Infrastructure Commissioners

FROM: Sally Oerth, Interim Executive Director

SUBJECT: Authorizing a Second Amendment to the Personal Services Contract with lowercase productions (“lowercase”), a California limited liability company, to increase the contract amount by \$52,552 for a total aggregate contract amount not-to-exceed \$194,137 for website maintenance services for three years

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 Over the last few years, the template has become outdated.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 authorized, by Resolution No. 30-2018 (June 19, 2018), the Executive Director to enter into a personal services contract not-to-exceed \$100,00 with lowercase productions to provide Web Development Services for a term beginning on June 19, 2018.

OCII amended 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

Sally Oerth
INTERIM
EXECUTIVE DIRECTOR

Miguel Bustos
CHAIR

Mara Rosales
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The OCII website design and revamp is nearing completing and deployment and OCII wishes to amend the Contract to increase the contract amount by \$52,552 from \$141,585 to \$194,137 to compensate lowercase productions for website maintenance; as-needed development and design support; and project administration for term of three years.

Staff recommends approval of the Second Amendment to the Personal Services Contract with Lowercase Productions to increase the contract amount by \$52,552, from \$141,585 to a total aggregate contract amount not-to-exceed \$194,137 for website maintenance over a three-year term.

DISCUSSION

Selection of Contractor

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.

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."

The OCII Commission authorized, by Resolution No. 30-2018, 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 productions, OCII identified a need to convert OCII's Annual Housing Report into a format compatible with the OCII website. OCII amended, by Resolution No. 27-2020 (Oct. 20, 2020), 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.

Contract Terms and Funding Source

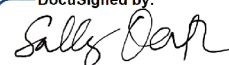
Since the OCII website design and revamp is nearing completion and deployment, OCII is in need of website maintenance and seeks to amend the Contract to increase the contract amount by \$52,552 from \$141,585 to \$194,137 for website maintenance; as-needed development and design support; and project administration for a term of three years

Funding to support the contract with lowercase productions is contained within the Fiscal Year 21-22 budget, consistent with the administrative budget and the State Department of Finance in OCII's Recognized Obligations Payments 21-22, Line 1. The fee for the additional work will be paid from the OCII's Recognized Obligations Payments 21-22, Line 1 (See Attachment 1-Scope of Services). Funding for the second and third year of the amended contract are subject to appropriations.

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.

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

DocuSigned by:

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Sally Oerth

Interim Executive Director

Attachment 1: Scope of Services- lowercase productions website maintenance

OCII - Web Maintenance Contract
June 23rd, 2021

Year 1	Project Manager			Senior Designer			Programmer - QA			Programmer - Development		
	Deliverables	Hrs	Rate	Hrs	Rate	Hrs	Hrs	Rate	Hrs	Hrs	Rate	Total
			\$120		\$120			\$29			\$34	
	Monthly Maintenance QA	0	\$0	0	\$0	5		\$145	0		\$0	\$145
	As-Needed Development	1	\$120	0	\$0	0		\$0	5		\$170	\$290
	As-Needed Design Support	1	\$120	3	\$360	0		\$0	0		\$0	\$480
	Project Administration	3	\$360	0	\$0	0		\$0	0		\$0	\$360
		5	\$600	3	\$360	5		\$145	5		\$170	\$1,275
												Monthly \$1,275
												Annually \$15,300
												Insurance \$2,217
												TOTAL PER YEAR \$17,517

Year 2	Deliverables			Hrs			Rate			Hrs			Rate			Total
																\$34
			\$120					\$29								
	Monthly Maintenance QA	0	\$0	0	\$0	5		\$145	0		\$0				\$0	\$145
	As-Needed Development	1	\$120	0	\$0	0		\$0	5		\$170				\$290	\$290
	As-Needed Design Support	1	\$120	3	\$360	0		\$0	0		\$0				\$480	\$480
	Project Administration	3	\$360	0	\$0	0		\$0	0		\$0				\$360	\$360
		5	\$600	3	\$360	5		\$145	5		\$170				\$1,275	\$1,275
																Monthly \$1,275
																Annually \$15,300
																Insurance \$2,217
																TOTAL PER YEAR \$17,517

Year 3	Deliverables			Hrs			Rate			Hrs			Rate			Total
																\$34
			\$120					\$29								
	Monthly Maintenance QA	0	\$0	0	\$0	5		\$145	0		\$0				\$0	\$145
	As-Needed Development	1	\$120	0	\$0	0		\$0	5		\$170				\$290	\$290
	As-Needed Design Support	1	\$120	3	\$360	0		\$0	0		\$0				\$480	\$480
	Project Administration	3	\$360	0	\$0	0		\$0	0		\$0				\$360	\$360
		5	\$600	3	\$360	5		\$145	5		\$170				\$1,275	\$1,275
																Monthly \$1,275
																Annually \$15,300
																Insurance \$2,217
																TOTAL PER YEAR \$17,517
																3-YEAR TOTAL \$52,552



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