

Date November 7, 2013 (Agenda)

Local Agency Formation Commission
105 East Anapamu Street
Santa Barbara CA 93101

Proposal for Website Redesign

Dear Members of the Commission

RECOMMENDATION

It is recommended that the Commission Approve the Website Redesign Proposal.

DISCUSSION

One of the more significant items that was discussed at the Commission's October 3, 2013, Strategic Planning Retreat was a need to redesign the SB LAFCO Website. Although the current website serves its purpose of informing the public and government agencies of Commission agendas, notices, studies, processing procedures, agendas and minutes, budget, and Commission and staff members, it is in serious need of updating and revamping. Much of the information on the current website can be reused, but it needs to be presented in a more "user friendly" format. Links to portions of the website need to be available to better enable the user to access information.

Since the beginning of the 2013-14 Fiscal Year, staff has been contracting with the Santa Barbara County Website Manager to maintain the SB LAFCO website. I asked Mr. Ian Dicken, the Website Manager, to prepare a proposal to redesign the website for consideration by the Commission. Mr. Dicken's proposal is attached. I believe it presents a reasonable and comprehensive proposal to redesign the website

Please contact the LAFCO office if you have any questions.

Sincerely,



PAUL HOOD
Executive Officer



**Proposal for Website Redesign
For the Santa Barbara Local Agency Formation Commission**

October 23, 2013

**Proposal for Website Redesign
For the Santa Barbara Local Agency Formation Commission
Provided by General Services / Information and Communications
Technology Division**

This is a proposal for County of Santa Barbara General Services / Information and Communications Technology Division (GS/ICT) to provide website redesign services to the Santa Barbara Local Agency Formation Commission (LAFCO) for their internet site sblafco.org.

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1.0 Project Description

GS/ICT will design, build, and launch a new website to replace the existing LAFCO Internet site.

The proposal involves a complete redesign in order to update the appearance and improve the utility of the website. The redesign features will include:

- An attractive new design with a consistent look and feel;
- An easy and intuitive navigation system;
- Interactive components and features for special types of content including, but not limited to: audio and video, photo gallery, and calendar system;
- A responsive website design that is optimized to display properly on desktop machines, laptops, tablets and smart phones.

The new site will be based upon Microsoft Internet Information Services (IIS), ASP.net, and associated technologies. The site will include the tools and features provided by the Ektron Content Management System (CMS) to more easily facilitate content creation, content control, editing and other essential web maintenance functions.

GS/ICT will migrate the existing content of the LAFCO Internet site to the new site. Content will reside in the Ektron CMS system.

2.0 Project Management

It is proposed that a designee of LAFCO, Paul Hood, will be project manager, with decision making authority on behalf of LAFCO, for purposes of this Proposal. It is proposed that a designee of GS/ICT, Ian Dicken, will be project manager, with decision making authority on behalf of GS/ICT, for purposes of this Proposal.

3.0 Pricing and Schedule

GS/ITD proposes to complete the LAFCO Website Redesign Project at a price of \$8,086.

Activity	Hours	Cost	Duration*
Concept/Planning <ul style="list-style-type: none"> • Information Architecture • Navigation strategy • Wireframe layouts 	6 (Ian)	642	3 days
Design <ul style="list-style-type: none"> • Graphics, menus, buttons, background, other screen elements • Integrate graphic images • Homepage design mockup • Interior page design mockup 	32 (Ian)	3424	16 days
Development <ul style="list-style-type: none"> • Site/Ektron setup • Create base templates and CSS • Develop and integrate controls as needed 	16 (Ian) 8 (Stewart)	1712 1024	8 days 4 days
Content Migration <ul style="list-style-type: none"> • Migration of existing content to new site structure • Redo all site links to access new structure 	8 (Ian)	856	4 days
Testing/Launch <ul style="list-style-type: none"> • Final testing • Move to production 	4 (Ian)	428	2 days
Implementation Totals	74 hours	\$8,086	37 days/8 wks./2 mo.

* Duration is based on the assumption that 25% of available time will be spent working on this project.

4.0 Project Initiation

To accept this proposal and initiate the work described herein LAFCO can send an email to the GS/ICT project manager giving authorization to proceed and a contact name for billing purposes.

5.0 Site Features

a) Content Management System

GS/ICT will facilitate the use of the following Ektron CMS functions:

- The Ektron software includes search functionality that automatically indexes content and PDF documents added to the site;
- Publishing of calendars, either edited within Ektron, or displaying information stored in the County Microsoft Exchange system;
- Google Maps may be generated from Ektron information or other methods and embedded in pages within the site;
- Links and other integration opportunities to web applications such as Facebook and Twitter if desired.

b) Browser Support

The site will be optimized to display properly on desktop machines, laptops, tablets and smart phones.

The site will be tested to be compatible at the time of launch with the following browsers:

- Microsoft Internet Explorer 8, 9, and 10
- Firefox – latest version
- Safari – latest version
- Chrome – latest version

c) Design Elements

The site will have an attractive design selected and agreed to by LAFCO. New design elements will not be based upon the existing County Internet, Intranet, or other County websites, unless this is requested by LAFCO.

d) Graphics and Other Site Materials

It is the sole responsibility of LAFCO to ensure that all materials provided to GS/ICT for use on the site are properly licensed and can be used legally and without copyright infringement. Such materials include:

- Graphics and illustrations
- Stock and custom photography
- Video and audio clips
- PDFs and other files
- Site content

e) Hosting

All hosting services provided by GS/ICT will conform to the ICT Services Level Agreements (SLAs) which are reviewed each fiscal year. GS/ICT will provide a unique website conforming to the current website hosting services (SLA). GS/ICT will provide a unique database conforming to the current database hosting services SLA. GS/ICT hosting services will be provided on a term from the date of the website launch until the end of the fiscal year. The hosting services will continue to be provided for each subsequent fiscal year until either LAFCO or GS/ICT requests termination of the service in writing. The termination notice will be provided prior to the date on which GS/ICT submits their fiscal year budget to the County CEO Office in order to terminate the service before the next fiscal year. All hosting fees will be billed along with other GS/ICT charges to the client per the rate for the entire fiscal year.

f) Authentication

Ektron includes security configurations that allow for authentication from multiple Active Directory domains or accounts defined within the application. Internal County of Santa Barbara users will use accounts configured on County maintained domains. Access to the new LAFCO internet website will be restricted to employees who are approved by LAFCO.

Users external to the County of Santa Barbara that require access to edit content or use the Ektron "Workarea" pages will use accounts in a specific County maintained domain designed for external use. External users who wish to access a secured area on the site, or to contribute to the social networking features of the site, and who have been approved by LAFCO, will be assigned an Ektron membership account.

g) Accessibility

The site design will conform to Section 508 guidelines for accessible web pages. This functionality will be tested using an external verification tool.

h) Translation

GS/ITD will include functionality to translate the text content of the site utilizing Google Translate services. This is understood to be a machine translation which may result in text that may be misunderstood. GS/ITD is not responsible for the correctness of the translation provided by the Google service. An alternate function is available within the Ektron software that allows for alternate language versions of content and a method for clients to switch versions. GS/ITD can facilitate the use of this functionality on the site, but will not provide translated text of content, or images that include text. All translated text is the sole responsibility of LAFCO.

i) Analytics

Website statistic and analytics are provided via Google Analytics. User accounts will be established to provide LAFCO staff and/or designated individuals complete access to collected statistics for the site.

j) Data Integration

As the site is hosted within the County infrastructure, functionality to display data retrieved from County of Santa Barbara systems are possible with the agreement of stewards of the data. Some examples of this integration are available from sites maintained by GS/ICT and similar functionality may be available to this site if requested. Data integration may involve custom development that is out of the scope of this document.

k) Programming Elements

Site controls may be supplied by Ektron, Telerik, DevExpress or other third party sources.

Code elements that have been developed to provide specific functionality on other sites and that do not specify the visual design may be reused in the site. New design elements are at the discretion of GS/ICT to provide a usable site. New design elements requested by LAFCO may be determined as outside the scope of this proposal and as such may require a new proposal.

Unless otherwise specified, GS/ICT retains ownership of the Ektron Content Management System, Telerik software, DevExpress software and any other tools used to create the site.

l) Scheduled Maintenance

Periodically the County performs scheduled maintenance on its web and database servers. The site may experience brief periods of downtime during these events.

m) Training

The proposal includes an orientation session for LAFCO and/or County Staff who will be maintaining the site to allow them to utilize the Content Management System.