

EXECUTIVE OFFICER'S REPORT

To The
Local Agency Formation Commission

Commissioner David West [Public]

Commissioner Michael Kelley [Supervisor]

Commissioner Jason Jackson [City] (Vice-Chair)

Commissioner Ray Castillo [Supervisor] (Chair)

Commissioner Maria Nava-Froelich [City]

Alternate Commissioner Jesus E. Escobar [Supervisor]

Alternate Commissioner Jim Predmore [City]

Alternate Commissioner Ed Snively [Public]

REPORT DATE: January 2, 2020

FROM: Paula Graf, Analyst 

PROJECT: Website Update

HEARING DATE: January 23, 2020 **TIME:** 08:30 a.m.

AGENDA ITEM NO: 6Bii

HEARING LOCATION: El Centro City Council Chambers, 1275 Main St., El Centro, CA 92243

RECOMMENDATION(S) BY THE EXECUTIVE OFFICER (In Summary & Order)

1. INFORMATIONAL ITEM ONLY

ANAYLSIS/REPORT

Background:

New laws and regulations required that we update our website (www.iclafco.com).

During the May 24, 2018 hearing your Commission adopted a final budget for the Fiscal Year 18/19 that included a line item of \$10,000 for a website upgrade.

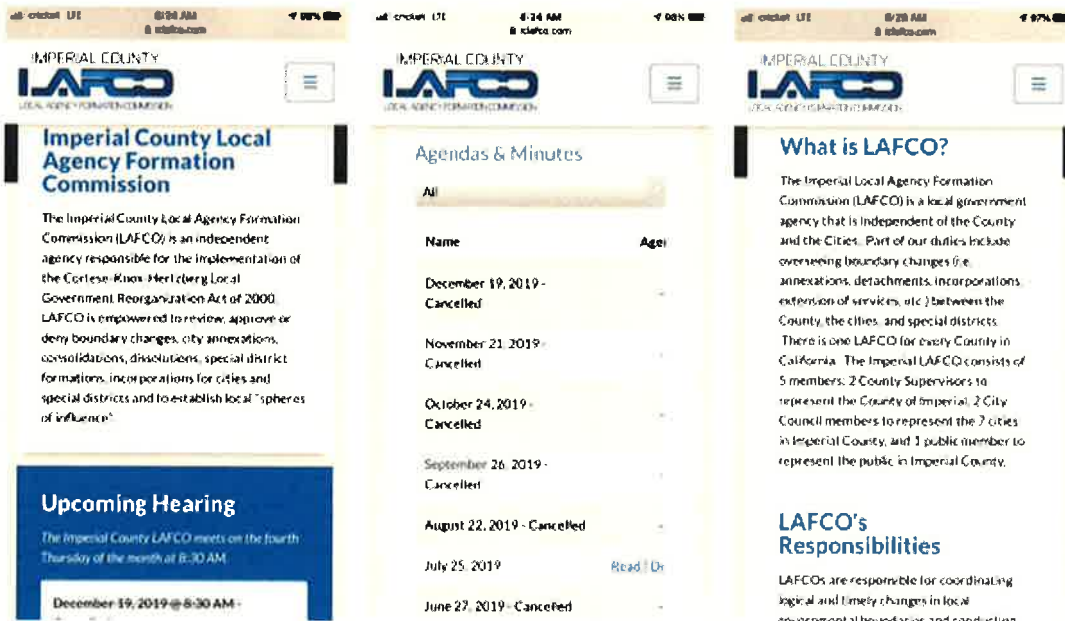
Staff reached out to the host of our webpage, Conveyor Group and obtained a proposal for a website overhaul. The proposal is attached as EXHIBIT A.

Conveyor Group completed the upgrades and the site went live in October 2019.

Highlighted Updates:

1. Simple navigation and ease of access to information.
2. Linking tools that provide easier access to agenda backup materials.
 - Users can access hearing backup by clicking a link on the agenda
3. Documentation for converting documents to PDF for ADA compliance.

Below is an example of accessing the website using a mobile device.



THIS IS AN INFORMATIONAL ITEM; THEREFORE, NO ACTION IS REQUIRED.

EXHIBIT A



Project Estimate

Franklin Lee Enterprises, LLC
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Imperial, California 92251
United States
760-355-1500

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www.conveyorgroup.com

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United States
760-353-4115
pg@iclafco.com

Project Estimate No. EST-2057-CG
Date February 25, 2019

JOB NAME

Comprehensive ICLAFCO Website Overhaul

JOB DESCRIPTION

Custom website development with comprehensive content management tools, responsive design approach and advanced accessibility (A.D.A.) compliance:

Development of this site will include the planning and design of a fully custom feature-rich website with contemporary navigation. Programming of this site will include the integration of a professional content management system (CMS) for easy and immediate updates to the site by the client without the need for special software or extensive training. Client-provided copy content and images will be formatted and placed on the site by Conveyor Group. Custom content development; including copywriting, photography, illustration, videography and specialized charts/graphics are available separately. Site will be tested and refined using best practices to meet standard browser/device compatibility and basic accessibility requirements.

Benefits Included:

1. Dedicated project manager throughout project and for subsequent staff training, support and maintenance.
2. Completely Imperial Valley-based team of designers, developers and maintenance staff. Supporting the local economy and our community. Your website will not be outsourced.
3. Your site is uniquely yours: totally custom designed in-house and fully hand-coded by our team. No templates, pre-built themes or off-the-shelf formatting. We've specialized in fully custom sites for over 20 years.
4. Intuitive custom navigation and modern interface design for convenient visitor interaction and fast access to desired information.
5. Fully responsive design approach for proper formatting and interaction on Widescreen, Standard PC, Tablet and Mobile devices including testing and debugging for all current and popular browsers on both Windows and Mac platforms as well as both Android and IOS devices.
6. Built on solid, tested frameworks with sophisticated and secure content management tools for comprehensive multi-level, multi-user assigned access.
7. Integrated slider system (animated header banner) for showcasing multiple images and graphics.

Additional Features Proposed:

1. Advanced A.D.A. development and testing to meet Web Content Accessibility Guidelines (WCAG 2.0) with an AA rating (see details below)
2. Restructuring of existing site architecture to simplify navigation and ease access to information (to achieve better compliance)
3. Dedicated agendas and minutes section and support materials linking tools (specialized module).
4. Migration of existing site text content to new site. Documentation for converting documents (PDF) to maximize ADA compliance.
5. Password protected section for posting documents and content to share with other agencies.

Notes Regarding ADA Compliance:

This proposal includes formatting the new website to meet the most current accessibility (A.D.A.) standards for a public organization. Development will include encoding and following best practices to meet industry protocols outlined in Web Content Accessibility Guidelines (WCAG 2.0) to meet the "AA" standard. Additional training/instruction will be provided to ensure site remains in compliance while being managed by client. Does not include third party testing/auditing or review which is available at an additional

cost.

For the process of achieving ADA compliance, additional care will be taken to ensure the functional aspects of the site are properly designed to maximize accessibility for visitors with disabilities. This includes upgrades to the navigation, masthead, popups and dynamic/interactive elements. Final updates will be randomly sampled and tested against three different standard protocols to meet AA level compliance upon completion and relaunch of updated site.

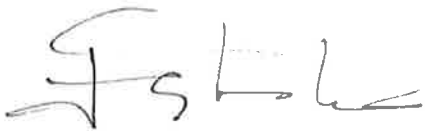
Please Note: Existing hosting and support/maintenance services will continue as currently contracted - no rate or package changes are required to accommodate these proposed site upgrades/enhancements.

Fees

Meetings and Correspondence @ 95.00 /hour for 2 hours Client interaction, including presentations, communication and discussion pertaining to project	190.00
Project Management @ 95.00 /hour for 3 hours Overall planning, creative direction, structural outlining, scheduling and team management	285.00
Web Development @ 95.00 /hour for 28 hours Interface Design - home page, sub pages, support graphics	2,660.00
Web Development @ 95.00 /hour for 16 hours Responsive Feature Integration - including design of additional modes	1,520.00
Web Development @ 95.00 /hour for 12 hours CMS Integration - site and system programming and feature encoding	1,140.00
Web Development @ 95.00 /hour for 20 hours Custom feature development and integration (upgrade and migrate site systems/tools)	1,900.00
Web Development @ 95.00 /hour for 8 hours Migration of existing text content from current site.	760.00
Web Development @ 95.00 /hour for 24 hours Advanced A.D.A. compliance - WCAG 2.0 planning, development and testing	2,280.00
Training Services @ 95.00 /hour for 2 hours Basic content management system training and A.D.A. maintenance tips - at Conveyor Studio	190.00
Fees Total	10,925.00

Special Offers

Loyalty Incentive (Existing Client Site Overhaul) 20% Savings	-2,185.00
Special Offers Total	-2,185.00



Sub Total	8,740.00
Sales Tax (7.75%)	0.00
Total (USD)	8,740.00

USAGE LICENSE

Subject to the terms and conditions below, Conveyor Group, the creator of the work ("Work") referenced in this document hereby grants to ICLAFCO (Client) an Exclusive license to use the Work Worldwide. This license shall be valid for An Unlimited Time and shall cover publication of the Work in the medium for which it was created. Any other use of the Work by the Client shall require a separately negotiated license, including that for derivatives or revised reprints. All documents and original artwork created in the process of developing the final intended product, including layered digital files, remain the property of Conveyor Group. Technologies, features, and custom programming used for enhancing websites are non-transferrable. A single license will be issued for implementation of proprietary encrypted software systems. Monthly fees apply for ongoing use of Content Management Systems (CMS). All rights reserved by Conveyor Group for future use and licensing. Products and codes may not be reverse engineered, decoded, distributed or shared. Websites and online systems will be developed and tested for compatibility with current versions of popular web browsers and operating systems. All additional testing and debugging for older or alternate browsers and obscure or outdated operating systems is by request only and billed separately. Use of existing Conveyor-owned domain names will be tied to the term of hosting a Conveyor Group developed site on Conveyor Group servers.

ESTIMATE TERMS

Estimate is valid for 30 days from the date of issue. Quoted production costs are subject to fluctuation over periods exceeding 60 days from the date of issue. Fees and production expenses quoted are for the original job description and layouts only, and for the usage specified. Actual amounts for fees and production are subject to a normal trade variance of up to 10% without advance notice. Herein considered a project contingency. Multiple rounds of revisions and/or changes in project scope or direction may increase final fees. Minimum of one hour billing per project. A purchase order or 30% deposit due upon booking. Cancellation will result in a 5% administrative fee (based on full proposed project cost), plus all incurred expenses. Project will be progress billed based on task completion and/or hours worked in two additional 30% increments followed by a closing invoice for all remaining fees, change orders, variances and production costs. All rights not specifically granted in writing, including copyright and access to digital files, remain the exclusive property of Conveyor Group. Invoices are payable upon receipt. A late charge of 1.5% per month will apply after 30 days. Projects may be canceled without refund after 180 days of contiguous inactivity by client. As an alternative, change orders for additional work may be proposed to assist with project completion. License usage rights are transferred upon full payment of invoice. Failure to make payments voids any license granted and constitutes copyright infringement. Conveyor Group bills on an hourly basis, not on performance or satisfaction. Therefore, all work is billable regardless of project status. Rush fees and additional shipping and handling charges may apply to produced materials based on expedited delivery. External production, purchases, or media management requiring planning, facilitation, coordination, proofing, or credit extension shall entail a 15% fee - which has been included in this estimate where applicable. All media and vendor discounts are passed directly to the client when available. Conveyor Group does not engage in kickbacks or hidden commissions. Web and database hosting on Conveyor Group systems is subject to acceptable use policy and other ongoing terms. Domain name registration and renewal by Conveyor Group on behalf of its clients (stewardship) is subject to a release of liability agreement. Websites and online systems will be developed and tested for compatibility with current versions of popular web browsers and operating systems. All additional testing and debugging for older or alternate browsers and obscure or outdated operating systems is by request only and billed separately. Advanced ADA compliance or other special requirements are available at an additional charge. Website maintenance packages require hosting with Conveyor Group. Hosting, CMS, domain and maintenance fees are billed annually. Visit: www.conveyorgroup.com/terms for more details. Standard forms of payment include official organization check, cashiers check, cash or money order. Major credit cards are accepted with a 30¢ cost per transaction plus an additional 2.75% processing fee applied for swipes, 2.9% for online payments and 3.5% for keyed payments. Such transactions are non-refundable and non-disputable per this agreement. Please fax signed proposals or relevant purchase order information to 760-355-8855. Payment accepted in lieu of signature.