

IRC WEBSITE ENHANCEMENTS

Item 6

October 21, 2021



San Diego County Annual Report 2020-21



FRAMEWORK FOR THE FUTURE

A teal background with a geometric pattern of small triangles. At the bottom left, there are several parallel diagonal stripes in yellow and blue. At the bottom center, there are five small white dots, likely a navigation indicator.

Background

- Per the RFP and Contract for Outreach and Engagement Services, the contractor was required to provide *“enhancements to the website to maximize interest, user friendliness, traffic and engagement”*
- During RFP process, a clarification was provided by the Ad Hoc Committee regarding contractors’ responsibilities for the website : *“it is anticipated that contractor requested changes will be in coordination with County personnel and the contractor will be given administrative access to this website”*.
- As desired, additional enhancements are available through the COSD IT subcontractor to offer a more user-friendly experience that includes options for larger images and graphics, broader color schemes, and additional customizations
- Costs for website enhancements were not included in the ABASD contract

Draft Timeframe

- October 22
 - COSD IT Subcontractor has capacity to begin developing the new website template as soon as approval is granted
- November 12
 - COSD IT Subcontractor has estimated that the website can be ready to test in 2-3 weeks.
- November 15-17
 - Testing of the website takes 2-3 days on average.
- November 18
 - Website would be live

Estimated Costs

- COSD IT Subcontractor estimates that a minimum of \$10,000 will be needed to setup the new site and template and style the site to the desired font and color scheme
- Since website projects are dynamic, the COSD IT Subcontractor recommends a maximum budget of \$15,000 for any contingencies
- Costs include training hours that the COSD IT Subcontractor will provide to ABASD and COSD IRC Staff

Total cost estimate for website enhancement: \$10,000 - \$15,000