

IRC WEBSITE ENHANCEMENTS

Item 11

October 28, 2021



San Diego County Annual Report 2020-21



FRAMEWORK FOR THE FUTURE



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 29
 - COSD IT Subcontractor has capacity to begin developing the new website template as soon as approval is granted
- November 19
 - COSD IT Subcontractor has estimated that the website can be ready to test in 2-3 weeks.
- November 23-24
 - Testing of the website takes 2-3 days on average.
- November 29*
 - Website would be live

*County offices closed on 11/25 and 11/26 for holiday

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



Benefits of Improving the IRC Website



Improved accessibility,
usability, and navigability



Records retention (website
must be retained for 10 years)



Public access to all materials
after the December 15th
deadline