



To: Bay Area UASI Approval Authority

From: Elizabeth Holden, UASI Planner

Date: June 14, 2012

RE: Item #10: Status Update on the Bay Area UASI Website

Discussion/Description:

A **30-60-90 day plan** was discussed in the General Manager's report for the February 9 Approval Authority meeting outlining the deliverables to be achieved:

- **30 days (March 8):** Complete analysis of local website sources and design framework, continue training and IT meetings, review city policies and procedures, review procurement policies, create strategy for RFP including a budget
- **60 days (April 12):** Draft RFP to include development of website, server monitoring, training of staff, and ongoing maintenance
- **90 days (May 10):** Initiate RFP process

Request for Proposals (RFP)

A Request for Proposals (UAS10-05) was issued through the City and County of San Francisco on March 29, 2012 to procure professional services for website design, development, and hosting not to exceed \$50,000. Two vendors submitted proposals: PIER Systems and FGI Seattle LLC. The process included:

- April 13: Pre-proposal conference
- April 18: Deadline of written questions
- April 24: Written responses posted to Office of Contract Administration website
- April 30 (noon): Proposals submitted

Panel Review

A panel of five members representing multiple jurisdictions offered their expertise in technology solutions, website design, web interface usability, city procurement, and project management for two panel review sessions.



Members included: Rick Filippuzzi [*UASI Planner*, Santa Clara County, Office of Emergency Services], Matthew Fellows [*Deputy Sheriff*, Alameda County Sheriff’s Office], Blair Adams [*Chief Information Officer*, City and County of San Francisco, SF Assessor-Recorder], Jun Chen [*IS Engineer*, City and County of San Francisco, Department of Emergency Management], and Amiee Alden [*Executive Assistant for Policy and Legislation*, City and County of San Francisco, Department of Emergency Management].

Selection of Vendor

The panel reviewed and scored the two proposals through a fair and transparent process utilizing a standardized scoring system and facilitated panel discussion. FGI Seattle scored the highest average score [FGI: 78/10; PIER: 74/100] and was selected as the winning vendor based on their creative approach to interactive design and small studio environment. Because only two proposals were submitted, interviews did not take place. An official letter was sent to FGI Seattle indicating that they had been chosen to begin contract negotiations with the City and County of San Francisco. PIER Systems was officially notified that they had not been selected. No protests were received.

Negotiations

Contract negotiations began promptly after FGI Seattle was selected as the vendor. Negotiations focused on ensuring that the site can be maintained through a reliable hosting service provider through a two-year plan. The P-500 contract has gone through several drafts and is currently under review by San Francisco’s City Attorney. The Human Rights Commission will finish their review process shortly; the Controller’s office approved FGI Seattle’s Business Tax Declaration form (P-25) and granted the studio a vendor number.

AT A GLANCE	DELIVERABLES
30 days	<i>Evaluation:</i> Kick-off meeting with FGI, Project Plan
60 days	<i>Organization of content and site:</i> Sitemap development, Wireframes
90 days	<i>Visual Design:</i> Design comps/specs in PDF and PSD form
120 days	<i>Development:</i> Sprint web development work done by vendor Implement design elements
<i>Final website</i>	<i>November, 2012</i>