

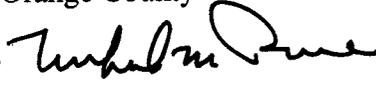


Children & Families
Commission of Orange County

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Agenda Item No. 2
December 2, 2009 Meeting

CLERK OF THE BOARD
ORANGE COUNTY
STATE OF CALIFORNIA

DATE: November 16, 2009
TO: Children and Families Commission of Orange County
FROM: Michael M. Ruane, Executive Director 
SUBJECT: Renewal of Contract for Website Support and Program Services

SUMMARY:

The Children and Families Commission of Orange County's website is a resource for information about Commission actions, funded programs, and resources. Renewing the current contract with Civic Resource Group LLC to increase functionality and to respond to the changing internet system environment, while continuing to provide website support services is recommended.

Website Management Contract

In 2007, a Request for Qualifications (RFQ) process was conducted through the County of Orange invitation for bid system for a vendor to provide support services for the Commission's website and to develop a Content Management System to allow staff to regularly update and upload timely information. A review panel of outside representatives with qualified technical expertise selected four proposals as meeting minimum qualifications. The review panel evaluated the four proposals and recommended Civic Resource Group LLC to provide website services. The Commission approved an agreement in May 2008 for \$70,000 with Civic Resource Group to provide services that included transitioning the Commission's website to a new host site with a Content Management System (CMS) program, CMS licensing, supporting and training Commission staff on the CMS program, and regular website maintenance. A no cost extension was approved in May 2009. The contract also includes the costs associated with hosting the Commission website.

Increased Role for the Commission Website

The public demand for internet based communication continues to increase, and the Commission has responded with new communication tools including an e-newsletter, a Facebook account, and a blog site. These communication tools require links to the Commission website for additional, detailed information about services and programs.

Renewing and amending the current agreement with Civic Resources Group to further increase website functionality is recommended. Increased website functionality will include forms to allow visitors to sign up for mailing lists regarding Commission programs, links to funding opportunities, and events; improving website navigation tools; revising program description text and functions of website pages; transitioning website host to a permanent server; and ongoing staff training and support services as needed. With the increased functionality and an expanded internet based platform we can pursue opportunities to reduce business costs, which can include

a paperless agenda system and frequent communication to an expanded list of community partners.

A progress report and recommendations will be provided at your March 2010 Commission meeting. At that time a performance assessment of the upgraded system will also be provided.

STRATEGIC PLAN & FISCAL SUMMARY:

This program has been specifically reviewed in relation to the Strategic Plan, and is consistent with all goal areas. This funding request is for \$60,000 for the term May 1, 2008 through June 30, 2010. Funding for this item is included in the FY 2009-10 Budget within the Public Outreach and Communications budget category.

PRIOR COMMISSION ACTIONS:

- May 7, 2008 – Authorized agreement with Civic Resource Group, LLC for website services in an amount not to exceed \$70,000 for the 14-month term May 1, 2008 through June 30, 2009
- July 5, 2006 and June 6, 2007 – Website design and maintenance by the White House Writers Group

RECOMMENDED ACTION:

Adopt resolution (Attachment 1) authorizing the Executive Director or designee to amend Agreement PS-58 with Civic Resource Group, LLC to add an amount not to exceed \$60,000 for a total maximum obligation not to exceed \$130,000 for website services and extending the term through June 30, 2010.

ATTACHMENT

1. Resolution to amend agreement with Civic Resource Group, LLC

Contact: Kelly Pijl

CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY

RESOLUTION NO. ___-09-C&FC

December 2, 2009

A RESOLUTION OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY DIRECTING THE EXECUTIVE DIRECTOR TO PREPARE AND NEGOTIATE A FIRST AMENDMENT TO AGREEMENT PS-58 WITH CIVIC RESOURCE GROUP, LLC, AND AUTHORIZING APPROVAL AND EXECUTION OF SUCH AMENDMENT TO AGREEMENT ON BEHALF OF THE COMMISSION

WHEREAS, in order to facilitate the creation and implementation of an integrated, comprehensive, and collaborative system of information and services to enhance optimal early childhood development, the legislature adopted legislation set forth in the California Children and Families Act of 1998, Health and Safety Code Section 130100, *et seq.* (as amended, the "Act") implementing the Children and Families First Initiative passed by the California electorate in November, 1998 and establishing the California Children and Families Commission and County Children and Families Commissions, including this Children and Families Commission of Orange County ("Commission"); and

WHEREAS, Commission adopted its Strategic Plan to define how funds authorized under the Act and allocated to the Commission should best be used to meet the critical needs of Orange County's children prenatal to five years of age as codified in the Act; and

WHEREAS, On May 7, 2008 Commission authorized the Executive Director or designee to enter into Agreement PS-58 with Civic Resource Group, LLC in an amount not to exceed \$70,000 for the term May 1, 2008 through June 30, 2009 to provide website services.

WHEREAS, the Commission desires to enter into a First Amendment to Agreement PS-58 with Civic Resource Group, LLC, hereinafter referred to as the "Professional" in Agreement PS-58 adding an amount not to exceed \$60,000 for a new maximum obligation not to exceed \$130,000 and extending the term of the Agreement by twelve months through June 30, 2010 to provide services as described in the December 2, 2009 staff report for this Agenda Item, and

WHEREAS, Professional desires to enter into the First Amendment to Agreement in furtherance of the purposes of the Act and the Strategic Plan on the terms and conditions set forth in the applicable First Amendment to Agreement; and

WHEREAS, Commission has reviewed the staff report for the December 2, 2009 Commission meeting relating to services to be provided and hereby finds and determines that the proposed First Amendment to Agreement PS-58 is in furtherance of and consistent with the Commission's Strategic Plan; and

WHEREAS, Commission desires to authorize the Commission Chair and Commission Clerk to execute the First Amendment to Agreement PS-58 with Professional, extending the term by twelve months through June 30, 2010 and adding an amount not to exceed \$60,000 for a new maximum obligation not to exceed \$130,000 to provide services as described in the December 2, 2009 staff report for this Agenda Item; and

NOW, THEREFORE BE IT RESOLVED BY THE COMMISSIONERS OF THE CHILDREN AND FAMILIES COMMISSION OF ORANGE COUNTY AS FOLLOWS:

Section 1 Commission finds and determines the foregoing Recitals are true and correct and are a substantive part of this Resolution.

Section 2 Commission authorizes the Executive Director, or designee, and Commission Counsel to prepare and negotiate the terms, conditions and final form of a First Amendment to Agreement PS-58 with the Professional, extending the term through June 30, 2010 and adding an amount not to exceed \$60,000 for a new maximum obligation not to exceed \$130,000 for services as described in the December 2, 2009 staff report for this Agenda item and scope of services referenced therein; and

Section 3 The approval by the Executive Director or designee of the final First Amendment to Agreement PS-58 shall be conclusively evidenced by the execution of such First Amendment to Agreement PS-58 by the Commission Chair and delivery thereof to the Commission Clerk.

Section 4 Commission hereby approves the First Amendment to Agreement PS-58 with the Professional, extending the term through June 30, 2010 and adding an amount not to exceed \$60,000 for a new maximum obligation not to exceed \$130,000 for planning services related to developing a neighborhood learning center as described in the December 2, 2009 staff report for this Agenda Item.

Section 5 The Commission Chair and the Clerk of the Commission are hereby authorized to execute and attest, respectively, the First Amendment to Agreement PS-58 on behalf of the Commission.

Section 6 A copy of the final First Amendment to Agreement PS-58 when executed by the Commission Chair and attested by the Clerk of the Commission shall be appended hereto as a part of Exhibit A to this Resolution. Exhibit A is hereby fully incorporated as a part of this Resolution by this reference and made a part hereof. The final executed First Amendment to Agreement shall be placed on file in the office of the Clerk of the Commission.

Section 7 In addition to the authorization of Section 2 above, the Executive Director, or designee, is hereby authorized, on behalf of the Commission, (i) to sign all documents necessary and appropriate to carry out and implement the Amendment to Agreement(s), (ii) to cause the issuance of warrants, (iii) to administer the Commission's obligations, responsibilities, and duties to be performed under such agreement(s), and (iv) during the term thereof to provide waivers, administrative interpretations, and minor modifications of the provisions of such agreement(s) in the furtherance thereof.

Section 8 The Clerk of the Commission shall certify to the adoption of this Resolution.

The foregoing resolution was passed and adopted by the following vote of the Children and Families Commission of Orange County on December 2, 2009 to wit:

AYES Commissioners: _____

NOES: Commissioner(s): _____

EXCUSED: Commissioner(s): _____

ABSTAINED: Commissioner(s) _____

CHAIR

STATE OF CALIFORNIA)
)
COUNTY OF ORANGE)

I, DARLENE J. BLOOM, Clerk of the Commission of Orange County, California, hereby certify that a copy of this document has been delivered to the Chair of the Commission and that the above and foregoing Resolution was duly and regularly adopted by the Children and Families Commission of Orange County.

IN WITNESS WHEREOF, I have hereto set my hand and seal.

DARLENE J. BLOOM
Clerk of the Commission, Children and Families Commission of
Orange County, County of Orange, State of California

Resolution No: __-09-C&FC

Agenda Date: December 2, 2009

Item No. __



I certify that the foregoing is a true and correct copy of the Resolution adopted by the

DARLENE J. BLOOM, Clerk of the Commission

By: _____
Deputy

EXHIBIT A TO RESOLUTION OF COMMISSION

(Attach copy(ies) of final executed First Amendment to Agreement PS-58)