



**THE PORT
OF LOS ANGELES**
Executive Director's
Report to the

Board of Harbor Commissioners

DATE: NOVEMBER 7, 2017

FROM: MEDIA RELATIONS

SUBJECT: RESOLUTION NO. _____ - AGREEMENT BETWEEN THE CITY OF LOS ANGELES HARBOR DEPARTMENT AND STATUS NOT QUO, INC. FOR WEBSITE SUPPORT SERVICES

SUMMARY:

The City of Los Angeles Harbor Department (Harbor Department) is proposing to enter into a three-year agreement for the not-to-exceed amount of \$900,000 with Status Not Quo, Inc. (Status Not Quo, or SNQ), a creative services and technical production firm headquartered in Valencia, Calif., with offices in El Segundo and Long Beach, to provide as-needed website design and development, mobile design and development, hosting, and related support services for all Port of Los Angeles-branded websites, including but not limited to the following domains: portoflosangeles.org, lawaterfront.org, tradeconnect.org, laporthistory.org, and lafleetweek.com. Costs incurred, including the outside services costs proposed herein, for website management and hosting are the financial responsibility of the Harbor Department.

RECOMMENDATION:

It is recommended that the Board of Harbor Commissioners (Board):

1. Find that the proposed action is administratively exempt from the requirements of the California Environmental Quality Act (CEQA) under Article II Section 2(f) of the Los Angeles City CEQA Guidelines as determined by the Director of Environmental Management;
2. Find that in accordance with the Los Angeles City Charter Section 1022, the services required can be performed more feasibly by an outside contractor than by City employees;
3. Approve the three-year agreement with Status Not Quo, Inc. for a term of three years at an amount not-to-exceed \$900,000;
4. Approve budgetary transfer of \$450,000 from the Unappropriated Balance to Cost Center 0250, Account No. 54130, Program No. 000;

SUBJECT: AGREEMENT FOR WEBSITE SUPPORT SERVICES

5. Direct the Board Secretary to transmit the Resolution to the Mayor for approval pursuant to Section 343(b) of the City Charter;
6. Direct the Board Secretary to notify the City Clerk of such transfer pursuant to Section 343(d) of the City Charter at the time of such transfer is made;
7. Authorize the Executive Director to execute and the Board Secretary to attest to the said agreement; and
8. Adopt Resolution No. _____.

DISCUSSION:

Background and Context – Port of Los Angeles (Port) websites serve a critical role in the Harbor Department’s business and public outreach. Through its online presence, the Port provides a repository of current and historical information and data to enhance communication and relationships with stakeholders. Port websites are an invaluable resource for notifications about Board meetings and agendas, local events, environmental documents, and grant opportunities. The main website supports a video archive of Board meetings, along with agendas and transmittals, going back to 2006. Business outreach includes relevant information about open bids, contract opportunities, and cargo statistics. The Port’s websites and associated social media channels, including Facebook, Twitter, Instagram, LinkedIn, and YouTube, serve as platforms to communicate and engage a variety of stakeholders by delivering easily accessible, reliable and transparent information. A recent study ranked the Port of Los Angeles among the world’s most socially connected seaports. In addition, the growing use of smart phones, tablets, and other mobile devices, continues to drive the need for mobile responsive layouts and applications. Currently, more than 60% of users who visit Port websites access them from a mobile device or tablet.

Port websites are currently managed by Harbor Department staff and an outside contractor (at an annual cost of \$110,000). Primarily, two full-time staff members in the Media Relations Division each serve as webmasters to manage the content and functionality of these websites in addition to their other duties. The Information Technology (IT) Division also provides technical and cybersecurity support on a limited, as-needed basis. The outside contractor performs more specialized tasks during peak workloads, provides complex, technical programming and infrastructure support, and supports the ever-evolving landscape of web design and development due to increasing demands and rapidly changing technologies.

SUBJECT: AGREEMENT FOR WEBSITE SUPPORT SERVICES

Proposed Agreement – The proposed agreement with Status Not Quo (Transmittal 1) is for as-needed design, development, hosting, and related support services for the Harbor Department's websites, mobile applications, servers and associated hardware. Design support services include the graphic design, imagery, and visual aspects of websites. Technical support services include computer programming to create websites that present the design and enable functional requirements. Examples of such services may include developing new websites, video and motion graphic production, flash banners, interactive web modules, databases, and email alert systems. To develop an effective and appealing website, multiple individuals with different skill sets – visual, content, functional, and technical – are involved. The Port's Contracts and Purchasing Division (CPD) inquired with other City of Los Angeles Departments to determine if City staff is available to assist with this work, as part of the Charter Section 1022 process ["If the requested services conform to existing civil service classifications, civil service personnel must perform the services, unless written findings are made by the Executive Director or Board of Harbor Commissioners declaring that under the particular circumstances, it is neither feasible nor economical to use civil servants"]. The departments that responded stated no staff is available.

Web management for similarly structured organizations are generally managed by a team of multiple individuals. Since the Port of Los Angeles first joined the World Wide Web in the late '90s, outside contractors have provided web services on an as-needed basis to support existing Harbor Department staff. The model of using a combination of City staff and outside contractors on an as-needed basis is comparable to other City Departments. The scope of these services exceeds the job description and functions of Harbor Department staff, as there is no existing civil service classification that performs all the duties outlined in the proposed contract.

The proposed three-year agreement is for an amount not-to-exceed \$900,000. Expenditures are based on actual needs, to be incurred only when the Harbor Department authorizes services to be performed. Total expenditures will not exceed \$900,000 over the term of this contract; however, the Harbor Department is not committed to spending this entire amount.

The Port's primary website, portoflosangeles.org, was last redesigned in 2007. Since that time, significant changes have occurred that affect a web user's overall online experience, such as video production and social media integration. The web and social media work hand in hand: social media can drive more traffic to the website, enabling the Port to directly connect with its global audience, and share information instantly and faster than any other medium. With its overall dated appearance, the main Port website would benefit from a complete overhaul and redesign to support Mayor Garcetti's emphasis on technology and digital media.

SUBJECT: AGREEMENT FOR WEBSITE SUPPORT SERVICES

The approach to redesign the Port's websites will comply with Section 508 under the Americans with Disabilities Act (ADA), which considers web users with physical, sensory, or cognitive disabilities. Consistent with the City of Los Angeles' inclusive approach to technology, ADA standards and requirements to address accessibility, performance, and function will be applied throughout the site. Other enhancements to the site will include advanced security and implementation of a Content Management System to improve the existing work flow and function of the Harbor Department, by connecting each Division to the website to streamline documentation and eliminate a duplication of efforts among staff.

Selection Process – The recommendation to select Status Not Quo is based on a Request for Proposal (RFP) released by IT in March 2017. Seven organizations responded to the RFP and submitted proposals. The selection committee, comprised of two IT staff members and one Media Relations staff member, evaluated the proposals based on the following: 1) firm's qualifications, experience and references; 2) project organization, personnel, and staffing; 3) project approach, work plan, and management; 4) rates, fees, and budget control; and 5) quality and comprehensiveness of the proposal. Five firms were selected for in-person interviews with the selection committee to present their proposals. Based on the scoring criteria, the selection committee recommends Status Not Quo (Transmittal 2).

Headquartered in Valencia, Calif., with field offices in El Segundo and Long Beach, Status Not Quo qualifies as a Local Business Enterprise (LBE), Small Business Enterprise (SBE) and Very Small Business Enterprise (VSBE); 100% of this Agreement will contribute toward the Harbor Department's LBE, SBE, and VSBE goals.

ENVIRONMENTAL ASSESSMENT:

The proposed action is approval of a three-year agreement with Status Not Quo, Inc. As an administrative activity, the Director of Environmental Management has determined that the proposed action is administratively exempt from the requirements of CEQA in accordance with Article II Section 2(f) of the Los Angeles City CEQA Guidelines.

FINANCIAL IMPACT:

For this agreement, the budget amount needed for fiscal year 2017-18 (FY 17/18) is \$450,000, which will be made available through a transfer from the Unappropriated Balance (UB) to the Media Relations Division in Cost Center 0250, Account No. 54310, and Program No. 000. Approval of this budgetary transfer request from the UB will increase the FY 17/18 Adopted Operating Expense Budget by \$450,000 from \$268,668,325 to \$269,118,325. Staff will continue to monitor actual Operating Revenue and Expense forecasts to work to maintain at least a 45% Operating Margin by fiscal-year-end. Staff will notify the Board if projections begin to indicate that the actual FY 17/18 Operating Margin will fall below 45%.

SUBJECT: AGREEMENT FOR WEBSITE SUPPORT SERVICES

Funding for future fiscal years, if necessary, will be requested to be budgeted as part of the annual budget adoption process, upon Board approval. A funding out clause is included in Agreement No. 14-3278. The schedule of compensation broken down by fiscal year is as follows:

Firm	FY 17/18	FY 18/19	FY 19/20	TOTAL
Status Not Quo (SNQ)	\$450,000	\$250,000	\$200,000	\$900,000

CITY ATTORNEY:

The Office of the City Attorney has reviewed and approved this agreement as to form and legality.

TRANSMITTAL(S):

- 1. Proposed agreement with Status Not Quo.
- 2. Selection Committee Recommendations.

FIS Approval: MB (initials)
 CA Approval: ML (initials)



PHILLIP SANFIELD
 Director of Media Relations



ARLEY BAKER
 Senior Director, Communications

APPROVED:



EUGENE D. SEROKA
 Executive Director

PS:RC
 Author: R. Campbell