

## **RESOLUTION 2017-067**

### **RESOLUTION SELECTING AND AUTHORIZING AN AGREEMENT WITH FRESHFORM INTERACTIVE, INC. FOR WEBSITE REDESIGN, DEVELOPMENT, AND IMPLEMENTATION SERVICES IN AN AMOUNT NOT TO EXCEED \$620,150 THROUGH FY 22/23**

**WHEREAS**, the San Diego Unified Port District (District) is a public corporation created by the legislature in 1962 pursuant to Harbors and Navigation Code Appendix 1, (Port Act); and

**WHEREAS**, the Board of Port Commissioners (BPC) adopted BPC Policy No. 110 to establish a policy governing the processing and administration of public projects, consulting and service agreements, the purchasing of supplies, materials, and equipment, and grants; and

**WHEREAS**, the District currently maintains six websites that support various aspects of District business; and

**WHEREAS**, the websites are built on a variety of platforms, have different designs (many of which are outdated), different navigational elements, varied content management systems, and lack a unified look and feel that promotes the District's brand, purpose, competencies, and services; and

**WHEREAS**, the disparate approach to the District's web presence creates many problems for both the District and its customers, including difficulty in maintaining and communicating information and difficulty for customers in finding the information; and

**WHEREAS**, additionally, the District's six websites lack many modern features that consumers have generally come to expect when visiting a website; and

**WHEREAS**, on February 7, 2017, the District issued Request for Proposals number 17-02SN (RFP No. 17-02SN), asking firms to propose their recommended approach to the following work:

- Consolidate the District's six websites
- Perform website design (using District brand guidelines)
- Implement a new web content management system
- Perform website development
- Migrate relevant content

**WHEREAS**, the District notified 1,102 vendors of the opportunity and 78 of them downloaded the RFP; and

**WHEREAS**, on March 7, 2017 the District had received 17 responses, all of which were deemed responsive; and

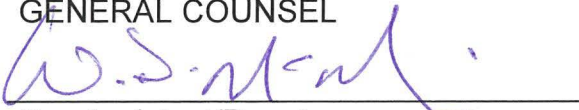

**WHEREAS**, on March 28 and 29, 2017, the District's selection panel interviewed the top five firms; and

**WHEREAS**, a decision analysis was conducted and as a result, District staff recommends the Board select and authorize an agreement with FreshForm Interactive, Inc.

**NOW, THEREFORE, BE IT RESOLVED** by the Board of Port Commissioners of the San Diego Unified Port District, as follows:

That the Executive Director or her designated representative is hereby authorized and directed on behalf of the San Diego Unified Port District to enter into an agreement with FreshForm Interactive, Inc. for website redesign, development, and implementation services in an amount not to exceed \$620,150 through FY 22/23.

APPROVED AS TO FORM AND LEGALITY:  
GENERAL COUNSEL

  
By: Assistant/Deputy 

2017-067

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 16<sup>th</sup> day of May, 2017, by the following vote:

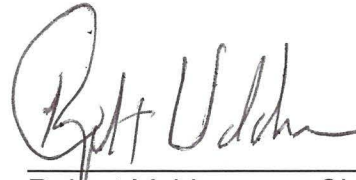
AYES: Bonelli, Castellanos, Malcolm, Merrifield, Moore, and Nelson

NAYS: None.

EXCUSED: Valderrama

ABSENT: None.

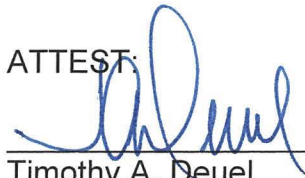
ABSTAIN: None.



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Robert Valderrama, Chair  
Board of Port Commissioners

ATTEST:



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Timothy A. Deuel  
District Clerk

(Seal)