

County Of Sonoma Agenda Item Summary Report

Clerk of the Board Use Only
 Meeting Date Held Until
 / / / /
 Agenda Item No: Agenda Item No:
 _____ _____

Department: Transportation and Public Works

4/5 Vote Not Required

Contact:
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Phone:
(707) 565-7243

Board Date:
11/10/09

Deadline for Board Action:
10/29/09

AGENDA SHORT TITLE:

Agreement with Nu-Designs Web Marketing, LLC.

REQUESTED BOARD ACTION:

Approve and authorize Chair to execute an Agreement with Nu-Designs Web Marketing, LLC in the amount of \$50,000 over three years in connection with web marketing for Charles M. Schulz-Sonoma County Airport.

CURRENT FISCAL YEAR FINANCIAL IMPACT

EXPENDITURES:

ADDITIONAL FUNDS REQUIRING BOARD APPROVAL:

Estimated Cost	\$30,000	Contingencies (Fund Name:)	\$0
Amount Budgeted 291013-6785	\$30,000	Unanticipated Revenue (Source:)	\$0
Other Available Appropriations (Explain Below)	\$0	Other Transfers (Source:)	\$0
Additional Requested	\$0	Additional Funds Requested	\$0

Explanation (if required): This is a three year agreement; FY09/10 \$30,000, FY10/11 \$10,000 and FY11/12 \$10,000.

Prior Board Action: None.

Alternatives – Results of Non-Approval: The Board could not approve agreement and the Airport would not be able to utilize the web marketing.

Background:

In 2007 the Charles M. Schulz-Sonoma County Airport contracted with Nu-Designs Web Marketing, LLC to redesign and host the Airport website. Nu-Design was chosen through a competitive RFP process and Nu-Designs was the successful bidder because of their cost, hourly maintenance fee, and proposal. In 2006 the Airport released the RFP to twenty-two firms county-wide and received nine proposals.

The original contract has expired and the Airport is requesting a new agreement with Nu-Designs for the following reasons:

- 1) The Airport is an Enterprise Fund that gains revenue through its commercial enterprises including schedule air service with Horizon Air.
- 2) The success of the Airport's commercial endeavors is enhanced by successful advertising and promotion. Its marketing plan is offered as an incentive to attract airlines to the Airport.
- 3) The website is a crucial informational and marketing tool. The Airport is boosting its online presence through a number of venues connected to its website, including email and online newsletters, Internet advertising, Twitter, a developing presence in other social media, and plans for a mobile website, thus keeping the Airport connected to its users and potential users.
 - a) Nu-Designs has assisted the Airport in its efforts to reach a broader audience through search engine optimization and Internet marketing.
 - b) The new contract includes an upgrade of the Airport website to an optimized content management system (Drupal) which will make the Airport website web 2.0. This means the Airport website will be more accessible in Internet searches, allowing it to be found by more people worldwide and allowing the Airport to be more widely recognized as an air transportation alternative for the North Bay region.
 - i) Drupal is a website content management system used fully or in part by such entities as the US Department of Commerce, Google, Yahoo, Linux Foundation, Government of the Netherlands, Harvard, MIT, NASA, Reuters, United Nations, New York Senate, and the Australian Prime Minister.
- 4) While the current Airport website is for the most part ADA compliant, the Airport will work with Nu-Designs to ensure that the upgraded website is fully ADA compliant.
- 5) The new contract includes the development of a mobile website. People are increasing their use of the Internet on hand-held devices.
- 6) Airport staff works closely with Nu-Designs on design quality and content management. Staff inputs much of the graphics and content through a content management system. The Airport has a solid working relationship with Nu-Designs, using Nu-Designs web marketing expertise to enhance the online reach to customers in the North Bay region, destination cities, one-stop cities, and beyond.
- 7) Contracting with Nu-Designs allows Airport web management staff to instantly upload new information without hours or days of delay, an important need for an Airport.
- 8) The hourly rate with Nu-Designs is not going up in this contract but remaining the same. A random check showed that cost to be competitive to other firms in the area.
- 9) Switching vendors at a time when the Airport is working productively with Nu-Designs would be cost-prohibitive and very time consuming. It would require a complete redesign of the site as the site uses a customized content management system. Nu-Designs is set to upgrade the Airport website now.
- 10) Airport staff is happy working with Nu-Designs.

The Airport contacted the County's Information Systems Department, but the cost of moving the website to the County system and the hourly cost of maintaining the website was greater than remaining with Nu-Designs. ISD also does not have the marketing experience that the Airport will receive from Nu-Designs.

Agreement has been reviewed and approved by Counsel.

Recommended Action:

Approve and authorize Chair to execute an Agreement with Nu-Designs Web Marketing, LLC in the amount of \$50,000 over three years in connection with web marketing for Charles M. Schulz-Sonoma County Airport.

Attachments: None.

On File With Clerk: Agreement with Nu-Designs Web Marketing, LLC.

CLERK OF THE BOARD USE ONLY

Board Action (If other than "Requested")

Vote: