

TRUCKEE TAHOE AIRPORT DISTRICT
BOARD OF DIRECTORS AGENDA ITEM SUMMARY

Topic: Digital Media Management Services

Purpose	Information:	Guidance:	Decision: xx
Recommendation	<p>Approve expenditure in an amount not to exceed \$40,000 with New Leaders Ventures LLC for reconstruction and routine maintenance of the Truckee Tahoe Airport District website(s) located at www.truckeetahoeairport.com.</p> <p>Appoint one Board member to participate in the Milestone Committee.</p>		
Last Action	<p>Staff constructed and disseminated a Request for Proposal (RFP) for Digital Media Management services in early February of 2013.</p>		
Discussion	<p>The District contracted with CLM Design and RKPR Media Services to construct a website in 2006. The website is broken into three functional sections, <i>Community</i>, <i>Pilots & Passengers</i>, and <i>Airport</i>. The website uses a Content Management System (CMS) that allows District staff and District contractors to add and remove dynamic content, static displays, photos, documents, and video. Many features of the current website were added after its completion. Some of these include the webcam, the Board of Directors meeting video broadcast capability, and the News Central section. These areas of the website are primary drivers of traffic as measured by our Google analytic tools. The website uses Adobe Flash technology, a popular platform in its day but relatively outdated for use by current browsers and mobile platforms.</p> <p>The District has a large volume of content to offer pilots and community members. The website is a primary tool to achieve the directives and objectives outlined in Strategy Area 2 and 4 of the Strategic Plan. In an effort to support the work of the District, staff, ACAT, and the Board, staff recommended a revision of the website and the CMS. Staff has further identified a need for certain business process features currently unavailable on the website.</p> <p>The attached Request for Proposal (RFP) outlines the process staff used in the selection of the successful offeror, New Leaders Ventures LLC. The RFP was disseminated to 6 firms who do business in the Truckee North Tahoe area. Three firms responded with written proposals. Three firms were non-responsive. The process roughly followed the outline below:</p>		

TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTORS AGENDA ITEM SUMMARY

- Construction of the Request for Proposal
- Reference and form to Policy Instruction #303
- Identification of available firms
- Contact and dissemination to 6 firms (3 required under PI#303)
- Pre-bid face to face interview
- District response to vendor questions and dissemination of answers to vendors
- Acceptance of qualified proposals
- District evaluation of proposals and vendor Q&A
- Secondary vendor interviews
- District final determination of successful offer

The District received proposals from CLM Design of Reno Nevada, Smith Jones of Incline Village Nevada, and New Leaders Ventures LLC of Truckee California.

One component of the selection process included the creation of parity across all offers. Each proposal had strengths and weaknesses. To equate all three responses from an economy perspective there was considerable interpretation of value. The selection criteria listed in the RFP was the sole determination of the ranking and ultimately the selection of the successful offeror, New Leaders Ventures LLC.

Smith Jones Phase One Cost \$29,825

CLM Design Step One Cost \$37,500

New leaders Ventures LLC \$40,000** (\$38,000)

**Certified Local Vendor Preference applies (-\$2,000) under Policy Instruction #303

New Leaders Ventures LLC had specific attributes that correlated directly to the selection criteria. Staff has outlined some of those below.

- *Demonstration of past performance in areas of similar technical and design implementation:*
 - Direct experience with aviation services website design, hosting, implementation and CMS. Client testimonial of excellent performance.
- *Demonstration of timely performance. This includes projects with timelines less than one month. Please provide a firm estimate of dedication for staff resources on a monthly or weekly basis for the contract period. I.e. minimum of 30 hours/week from the inception of a*

TRUCKEE TAHOE AIRPORT DISTRICT BOARD OF DIRECTORS AGENDA ITEM SUMMARY

task order etc.:

- Committed to utilization of 8 member team for development and minimum commitment of 30 hours per week while in active project mode.
- *List of key personnel and associated subcontractors:*
 - Key personnel have proven past performance in business conduct with the Truckee Tahoe Airport District and other Aviation service companies.
- *List of commonly used framework(s), platform(s), software, code language, database or proprietary or open source components used by your firm in the construction of solutions, website, or deliverables:*
 - Superior response in interviews to questions regarding business process improvement and the use of web based solutions in e-commerce, shared content distribution, security, and closed (intranet) portal applications.
- ****Price:****
 - Least competitive numerically: The New Leaders Ventures LLC proposal and interview reflected a higher level of service and value per dollar. The proposed solution includes attributes not present in the other proposals; these specifically include business process improvement and unique concepts for intranet features. Overall value of service and product received per dollar is judged to be the best value.
- *Certified Local Vendor Preference Criteria:*
 - Only vendor to qualify for Local Vendor Preference as outlined by Policy Instruction #303.

Upon Board approval, Staff will assemble a Milestone Committee. The goal is to utilize one ACAT member, one Board member, and staff members from each department to review milestone deliverables and approve their completion. The group would offer guidance on design principals, content, navigation and functionality. This collective guidance and approval will insure the sites approval across all stakeholder groups. Periodic updates following the Milestone Committee meetings will be offered to the Board.

Fiscal Impact	Phase One FY 2012/2013 \$40,000 Phase Two FY 2013/2014 Estimated \$30,000 **Current FY 2013 includes \$40,000 for this project**
Communication Strategy	Media campaign to support the launch including e-blast, paper, and radio. Possible feedback period for corrections/additions to preliminary design. Small gift award for additional good ideas or additions to the website.
Attachments	Digital Media Management Services RFP

February 14, 2013

Truckee Tahoe Airport District Digital Media Management Services

Request for Proposal

This document constitutes a Request for Proposals (RFP), to be received from qualified organizations to perform the Scope of Work set forth herein. Offerors are strongly encouraged to carefully read the entire request for proposals. Responses will be accepted until March 15th, 2013 at 5:00 PM and may be mailed or delivered:

Hardy S. Bullock
Truckee Tahoe Airport District
10356 Truckee Airport Road
Truckee, CA 96161

REQUEST OVERVIEW

The Truckee Tahoe Airport District is requesting proposals from qualified and recognized website development and design firms for the purpose of securing digital media management services, primarily consisting of our website, located at www.truckeetahoeairport.com, and to implement an organization wide Content Management System (CMS), as specified in this Request for Proposal (RFP). The current condition of our digital media is good. The District has taken steps to both improve and enhance our online offerings. This contract will delegate the daily operation and maintenance of the existing website and other digital media assets to the successful contractor. It is assumed that all offerors will take the necessary steps to understand the current operation of the Districts mobile and desktop websites as well as interfacing systems and portals. The successful contractor will be responsible for the operation and maintenance of these assets immediately upon the award of this contract.

Questions or clarifications related to this RFP may be directed to:

Hardy S. Bullock
Environment & Technology Specialist
10356 Truckee Airport Road
Truckee, CA 96161
(530) 587-4119 X 106
hardy.bullock@truckeetahoeairport.com

ABOUT THE TRUCKEETAHOE AIRPORT DISTRICT

Historic Highlights

In the mid-1950s, a small Chamber of Commerce representing Truckee's business owners was eager to have a modern airport that would bring tourists to the area. By 1958, the Truckee Tahoe Airport District (TTAD) was formed. The first elected TTAD Board, a group of local businessmen, spent their own money and time to obtain federal and state funding to build a runway and terminal building and buy property surrounding the Airport. They had a vision that air travel would become vital to a thriving community. Nearly 50 years later, not only is Truckee Tahoe Airport a community center, but it serves as a base for law enforcement aircraft, firefighting, Civil Air Patrol, air access for Angel Flight, air ambulance service, and is a weather observation station for the National Oceanic and Atmospheric Administration.

Just as the founders of Truckee Tahoe Airport District had dreamed, our local Airport is a vital transportation link for residents, visitors, and businesses, and provides critical air access for emergency and government services. Truckee Tahoe Airport is a measure of our community's prosperity and wellbeing, and continues to be an integral part of its bright future.

Service Area, Services, and Customers

The Truckee Tahoe Airport is the primary airport serving the entire north Lake Tahoe region, the Truckee area, and the Donner Lake and summit area. The Airport District is located in a prime year-round recreational area which encompasses the eastern half of Placer and Nevada Counties. The Airport District's primary customers are the residents of the District and the various local and transient users of the facility.

Operations

Approximately 25,000 operations occur each year at the Airport. An operation is counted as either one takeoff or one landing. The 2012 Annual Operations Report shows that 28% of operations were turbine or jet aircraft, 71% were piston aircraft, and 1% were helicopter. Additionally, about a 20% of all operations are performed by gliders and their tow planes between May and October. Recent operations and business analysis indicates that about 60% of all activity and business occurs between late June and late September. Though smaller, another peak due to the ski season is noticeable between Christmas and the end of March. We request that our customers not fly between the hours of 11 p.m. and 6 a.m. to minimize operational impact on our neighbors. In the past, the Truckee Tahoe Airport has had as many as 70,000 operations in one year.

Mission Statement

The Truckee Tahoe Airport is a community airport that provides high-quality aviation facilities and services to meet local needs. We strive for low impact on our neighbors while enhancing the benefit to the community-at-large.

Core Values

- ✓ Community-oriented in our focus; always striving to be a good neighbor
- ✓ Outreach to aviators and community to understand and balance needs and priorities
- ✓ New ways of evaluating opportunities and challenges by creating innovative solutions
- ✓ Nurture and guide employee growth and well being
- ✓ Environmental stewardship to minimize negative impacts
- ✓ Conscious of safety and security in our operations
- ✓ Transparent environment based on integrity, trust and respect
- ✓ Excellence in service with fair, responsive and courteous treatment of all
- ✓ District financial responsibility to utilize public funds fairly and equitably, maintain affordability for local pilots, scrutinize costs, and evaluate rates and charges

Supporting Documents of importance:

<http://www.truckeeatahoeairport.com/downloads/Godbe2009.pdf>

<http://www.truckeeatahoeairport.com/downloads/Strategic Plan v7- Goals 2013>

PURPOSE OF THE REQUEST FOR PROPOSAL

Truckee Tahoe Airport District, is seeking an outside, independent organization to perform the activities listed below. These activities may be completed at once, separately over time, or in conjunction with similar tasks of varying size. These task orders will be at the sole discretion of District staff and will be administrated under the blanket agreement herein. The remainder of this document provides additional information that will allow a service provider to understand the scope of the effort and develop a proposal in the format desired by the Truckee Tahoe Airport District. We anticipate work will commence in April 2013 and be an iterative process for the life of the contract. The performance period for this agreement shall be two years with an option for additional years.

THE GOALS OF THE NEWLY REDESIGNED WEBSITE (Order of Design Priority)

1. A redesigned, interactive website that engages external audiences such as our constituents, pilots, participants, policymakers, and media, and uses new and social media in a graphically appealing and engaging manner to convey the latest information about our organization.
2. A single online presence where the above audiences can access content and functionalities that are specific to each audience. This may include store front e-commerce areas where various groups may pay for goods and services.
3. Incorporate a user friendly content management system that allows District staff to receive and respond to inquiries, post responses, post documents, post media and press release documents, manage contacts, and manage employee intranet assets.

DESIRED FUNCTIONALITY

- o CMS software that is nonproprietary and to be used by non-technical staff
- o Search function for PDF, video, and other content in addition to relevant web pages
- o Printer friendly pages
- o Mobile friendly version or adaptable website
- o Password protected area for uses that includes audience specific information (integrated with a CMS), calendar of events, and other interactive elements.
- o E-newsletter capability or the ability to complement existing CMS with an external direct mail program such as Constant Contact, Magnet Mail, Mail Chimp, etc.
- o ADA compliant
- o Integration of analytics program such as Google analytics
- o Media player for video content that is compatible with all current windows based and Apple based operating systems.

SELECTION CRITERIA

This solicitation will use best value acquisition standards to determine the successful offeror. This method of determination uses a combination of the below listed criteria in support of the Truckee Tahoe Airport District Procurement Policy Instruction (PI#303).

[www.truckee-tahoe-airport.com/downloads/PI303Expenditure Authorization - Procurement 07-26-2012](http://www.truckee-tahoe-airport.com/downloads/PI303Expenditure%20Authorization%20-%20Procurement%2007-26-2012)

Offerors are encouraged to read and understand the policy that outlines the procurement of the services listed herein. This procurement will be classified as a contract item and be categorized as a minor or major purchase.

BEST VALUE RANKING

****These criteria will be used in the selection of the successful offeror. The rank, relevance, and weight will be disclosed upon completion of the selection process. The selection process is final and the District will not entertain a challenge to the process outlined here based on the best value ranking criteria. ****

1. Demonstration of past performance in areas of similar technical and design implementation.
2. Demonstration of timely performance. This includes projects with timelines less than one month. Please provide a firm estimate of dedication for staff resources on a monthly or weekly basis for the contract period. I.e. minimum of 30 hours/week from the inception of a task order etc.
3. List of key personnel and associated subcontractors.
4. List of commonly used framework(s), platform(s), software, code language, database or proprietary or open source components used by your firm in the construction of solutions, website, or deliverables.
5. Price
6. Certified Local Vendor Preference Criteria