NOTICE

PUBLIC/TECHNICAL INFORMATION COMMITTEE MEETING AND AGENDA

Thursday, January 10, 2019
1401 Los Gamos Drive Suite 220
San Rafael, California 94903

Appointed Members
Lew Kious (Chair) | Matt Brown (Vice Chair) | Chris Skelton

9:30 AM – Call to Order by Chair Lew Kious

PUBLIC COMMENT
This portion of the meeting is reserved for persons desiring to address the committee on any relevant matter not listed on this agenda and that are within the jurisdiction of the committee. Speakers are limited to three minutes.

BUSINESS ITEMS
The Committee is scheduled to discuss and provide direction on the following items.

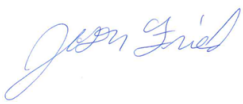
1. Approve the November 29, 2018 Committee Meeting Minutes

2. Approval to Issue a Request For Qualifications for Website Services

3. Discussion regarding social media for Marin LAFCo (verbal report only)

ADJOURNMENT

ATTEST:



_____
Jason Fried

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Dennis J. Rodoni, Regular
County of Marin
Judy Arnold, Alternate
County of Marin
Sashi McEntee, Chair
City of Mill Valley
Sloan Bailey, Regular
Town of Corte Madera
Matthew Brown, Alternate
City of San Anselmo
Craig K. Murray, Vice Chair
Las Gallinas Valley Sanitary
Jack Baker, Regular
North Marin Water District
Lew Kious, Alternate
Almonte Sanitary District
Vacant, Public
Public Member
Chris Skelton, Alternate
Public Member

Interim Executive Officer

Any writings or documents pertaining to an open session item provided to a majority of the Commission less than 72 hours prior to a regular meeting shall be made available for public inspection at Marin LAFCo Administrative Office, 1401 Los Gamos Drive, Suite 220, San Rafael, CA 94903, during normal business hours.

Pursuant to GC Section 84308, if you wish to participate in the above proceedings, you or your agent are prohibited from making a campaign contribution of $250 or more to any Commissioner. This prohibition begins on the date you begin to actively support or oppose an application before LAFCo and continues until 3 months after a final decision is rendered by LAFCo. If you or your agent have made a contribution of $250 or more to any Commissioner during the 12 months preceding the decision, in the proceeding that Commissioner must disqualify himself or herself from the decision. However, disqualification is not required if the Commissioner returns that campaign contribution within 30 days of learning both about the contribution and the fact that you are a participant in the proceedings. Separately, any person with a disability under the Americans with Disabilities Act (ADA) may receive a copy of the agenda or a copy of all the documents constituting the agenda packet for a meeting upon request. Any person with a disability covered under the ADA may also request a disability-related modification or accommodation, including auxiliary aids or services, in order to participate in a public meeting. Please contact the LAFCo office at least three (3) working days prior to the meeting for any requested arraignments or accommodations.

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Marin Local Agency Formation Commission

Regional Service Planning | Subdivision of the State of California

AGENDA REPORT
January 10, 2019
Item No. 1 (Business)

TO: Marin Local Agency Formation Public/Technical Information Committee

FROM: Candice Bozzard, Commission Clerk

SUBJECT: Approve the November 29, 2018 Committee Meeting Minutes

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Background

The Ralph M. Brown Act was enacted by the State Legislature in 1953 and establishes standards and processes therein for the public to attend and participate in meetings of local government bodies as well as those local legislative bodies created by State law; the latter category applying to LAFCOs. The "Brown Act" requires – and among other items – public agencies to maintain minutes for all meetings.

Discussion

The draft minutes for the November 29, 2018 Public/Technical Information Committee meeting accurately reflect the Committee's actions as recorded by staff and are attached. A copy of the approved meeting minutes are available online.

Staff Recommendation for Action

1. **Staff recommendation** – Approve the draft minutes prepared for the November 29, 2018 meeting with any desired corrections or clarifications.
2. Alternative Option - Continue consideration of the item to the next committee meeting and provide direction to staff, as needed.

Attachment:
1) Draft Minutes for November 29, 2018

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Sloan Bailey, Regular — Town of Corte Madera
Matthew Brown, Alternate — Town of San Anselmo
Craig K. Murray, Vice Chair — Las Gallinas Valley Sanitary
Jack Baker, Regular — North Marin Water District
Lew Kious, Alternate — Almonte Sanitary District
Vacant, Regular — Public Member
Chris Skelton, Alternate — Public Member

DRAFT

PUBLIC/TECHNICAL INFORMATION COMMITTEE MEETING MINUTES

Thursday, November 29, 2018
1401 Los Gamos Drive Suite 220
San Rafael, California 94903

Appointed Members
Matt Brown | Lew Kious | Chris Skelton

Interim Executive Officer Fried called the meeting to order at 12:30 pm.

PUBLIC COMMENT

IEO Fried asked if there were any public comments. Hearing none, IEO Fried closed public comment.

BUSINESS ITEMS

IEO Fried suggested moving Item 2 to the end of the agenda.
Approved; M/S Commissioners Skelton and Brown moved to change the order of the agenda and move item 2 to the last item.

Ayes: Commissioners Brown, Kious, Skelton **Noes: None**

Absent: None **Abstaining: None**

Motion was approved: 3-0

1. Appointment of Committee Chair and Vice Chair

Approved; M/S Commissioners Skelton and Brown moved to nominate Commissioner Kious as committee Chair, and Commissioner Brown as the committee Vice Chair.

Ayes: Commissioners Brown, Kious, Skelton **Noes: None**

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Craig K. Murray, Vice Chair, Las Gallinas Valley Sanitary
Jack Baker, Regular, North Marin Water District
Lew Kious, Alternate, Almonte Sanitary District
Vacant, Public Member
Chris Skelton, Alternate, Public Member

Absent: None **Abstaining: None**

Motion was approved: 3-0

Commissioner Kious took over chairing the committee.

3. Review and Discussion of Current Website and Potential Updates to the Website

IEO Fried gave an overview of the state of our current contract and website with Civic Plus website platform. Interim Office Assistant, Veda Florez walked the committee through the managing end of the website. She noted this template driven website has limitations.

Commissioner Kious expressed his disappointment with the website saying the site needs a scroll bar at the right side of the page. Commissioner Skelton noted the Calendar in the drop-down menu was not active. Other comments included a dislike of the home page.

4. Discussion of Options for Future Operations of the Website for Marin LAFCo

Commissioner Kious noted that he was on the committee when the Civic Plus platform was chosen. He went onto say that he mentioned the platforms limitations when the committee chose to use Civic Plus.

He asked if the website situation could be solved by hiring an outside web manager, allocate hours to current staff to bring it up to standards, or if it is advantageous to hire a new platform webhost. He also gave a fourth option of doing nothing.

IEO Fried commented that due to state requirements it would be better to explore web hosts that are familiar with the specific needs of a California government agencies.

As a result of the discussion, all Commissioners agreed that changes were necessary.

Approved; M/S Commissioners Skelton and Brown moved for IEO Fried to write a request for quotation (RFQ) to explore website options.

Ayes: Commissioners Brown, Kious, Skelton **Noes: None**

Absent: None **Abstaining: None**

Motion was approved: 3-0

2. Set Schedule for Regular Committee Meetings

Approved; M/S Commissioners Brown and Skelton moved to hold the next Public/Technical Information Committee Meeting on January 10, 2019 at 9:30 – 10:30 am.

Ayes: Commissioners Brown, Kious, Skelton **Noes: None**

Absent: None **Abstaining: None**

Motion was approved: 3-0

Adjourned to next meeting at 1:05 pm

Next Meeting

Thursday, January 10, 2019 | 9:30 am

Marin LAFCo | 1401 Los Gamos Ave, Ste 220 – Conference Room | San Rafael, CA

Attest: Jason Fried

Executive Officer

AGENDA REPORT
January 10, 2019
Item No. 2 (Business Item)

TO: Public/Technical Information Committee

FROM: Jason Fried, Executive Officer

SUBJECT: Approval to Issue a Request for Qualifications for Website Services

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Background

At the November 29, 2018 Public/Technical Information Committee (PTIC) a motion was made to have staff draft a Request for Qualifications (RFQ) for website services. In addition, during the full Commission meeting on December 10, 2018 the PTIC was given authority to approve and issue an RFQ on behalf of the Commission.

Attached is a draft RFQ for review. The draft is similar in nature to the RFP that was issued by the Commission back in 2016 with changes made since we are looking for options to review and to fit the RFQ process. Some sections are highlighted in yellow. Those parts are highlighted for staff purposes so once a timeline is decided on by the Committee they can changed.

Staff Recommendation for Action

1. Staff Recommendation – Approve a timeline for the RFQ process, make any needed amendments to the RFQ and give authority to staff to issue RFQ once final timeline, along with any amendments, are made in document.
2. Alternate Option – Request staff to rewrite the RFQ and bring back the new version of the RFQ to a future meeting for review.

Attachment:
1. Draft Request for Qualifications

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Chris Skelton, Alternate, Public Member

Marin County
Local Agency Formation Commission
Regional Service Planning | Subdivision of the State of California

REQUEST FOR QUALIFICATIONS

Website Services

Issuance Date
DAY, January ?, 2019

Submittal Deadline
Friday, February ?, 2019

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I. Proposal Overview

The Marin Local Agency Formation Commission (LAFCo) is requesting proposals from qualified consultants to enter into a contract to either:

Option 1 - Design, develop, and launch a new agency website;
Option 2 - Assistance with a review and retooling of the current website;
Option 3 - Providing ongoing maintenance support for current website or new website;

It is possible that some combination of the three options may be used.

Marin LAFCo's current website – www.marinlafco.org – was last substantively updated in 2016. The current website uses the Civic Plus platform. Markedly, the website serves as LAFCo's main portal for disseminating information on all of its regional growth management activities and typically serves as a point of first-contact with other governmental agencies as well as the general public. The underlying aim of the project, accordingly, is to enhance LAFCo's communicative capabilities by establishing a user-friendly system that is visually appealing and intuitive website design that elevates the agency's branding as a governmental resource in facilitating effective growth and development. The project will involve utilizing posted information on the existing website as well as the implementation of new information, products, and features per the knowledge, creativity, and expertise of the consultant.

Along with the needs outlined in the preceding paragraph one additional service – website hosting – may be desired. Consultants, therefore, are encouraged to incorporate website hosting as a supplemental cost option in their submitted proposal. Website hosting may be subject to a separate contract.

The website must meet all standards required by the State of California for government agencies such as LAFCo.

II. Proposal Timeline

Responses to this Request for Qualifications (RFQ) must be submitted in writing and received by Marin LAFCo no later than 5:00 p.m. pacific standard time (PST) on Friday, February ?, 2019. No changes or adjustments to the deadline shall be made without a written addendum to this RFQ signed by the Executive Officer and circulated to all respondents. Proposal submittals by e-mail are encouraged and should be directed to Executive Officer, Jason Fried at jfried@marinlafco.org.

An outline of the proposal`s key dates to follow.

Action	Dates
RFQ Issued	Thursday, June 30, 2016
Bidders Conference	(Do we want to do this not listed last time)
... Deadline for Questions	Friday, July 8, 2016
... Deadline for Responses	Friday, July 15, 2016
Deadline to Submit Proposals	Friday, July 22, 2016
Interviews with Selected Consultants	Week of August 1-5, 2016
Committee Recommendation Presented to Commission	Put in next Commission meeting?

Commented [MOU1]: New to timeline

Commented [MOU2]: Dates from 2016 RFP to give time frame used last time, we can give more time on any section if we desire.

Commented [MOU3]: New to the timeline

* Interviews may be conducted in person or by video conferencing and at the preference of the consultant. (Interview type will have no effect on the award.)

* Marin LAFCo reserves the right to adjust this timeline as it deems necessary. Notification of adjustments to the timeline shall be provided to all respondents.

III. Agency Profile

Marin LAFCo is a regional service planning subdivision of the State of California and delegated regulatory and planning powers in matching municipal services with community needs. This includes managing governmental boundary lines by approving or disapproving proposals involving the formation, expansion, consolidation, or dissolution of cities, towns, and special districts. LAFCo also regularly conducts studies to evaluate the level and range of local governmental services in step with informing its regulatory duties. In all, LAFCo has explicit jurisdiction over 65 local governmental agencies divided between 6 cities, 5 towns, 30 independent special districts (i.e., directly elected board members), and 24 dependent special districts (i.e., appointed board members from other governmental agencies).

Decision-making at Marin LAFCo is directly vested with the 7 member Commission. Representation on the Commission is also divided between four distinct appointee categories: (a) two appointees from the County of Marin, (b) two appointees from the cities/towns, (c) two appointees from the independent special districts, and (d) one appointee from the general public. In addition, ~~their~~there is one alternate member for each of the four categories. State law specifies all Commission members shall exercise their independent judgment on behalf of the interests of the public as a whole and not on behalf of their appointing authorities.

IV. Website Users

Marin LAFCo's core website users have traditionally been confined to a relatively small group of directly affected local government agencies and property owners that serve as applicants in proposing boundary changes to facilitate development projects and requiring therein elevated levels of municipal services. The core users, however, have markedly expanded over the last several years. It now includes a diversified range of interested parties – such as other regional government agencies, community organizations, and neighbors – and in step with an increase in overall interest in local growth and development issues in Marin County. Accordingly, the desired website design should effectively accommodate two distinct users: (a) applicants with specific informational needs and (b) other interested parties seeking more general guidance in understanding the functions and responsibilities of Marin LAFCo.

V. Design and Development Goals & Criteria

Marin LAFCo's new website should achieve the following design goals:

- Follows all California Government rules for website
- User-Friendly Functionality
- Visually Attractive
- Cohesive, Clean, and Modern Branding Theme
- Consistent Page Layouts
- Quick Loading Graphics

- Incorporate Multimedia Tools (Video, Audio, Animation)
- Printer Friendly Pages
- Easy-to-Use Content Management System
- Consistent with Americans with Disabilities Act Standards

Marin LAFCo's website should meet the following development criteria:

- **Platform**. Implement a practical content management system that will allow non-technical staff to perform routine updates on the website with ease.

- **Content**. Consultant will transfer existing content into the new website. Unless otherwise indicated by Marin LAFCo, all current links must be transferred. Content is mostly documents in pdf or jpeg format. All links within documents must be migrated to the new website.

- **Responsive Design**. The website must be mobile-optimized through responsive design methods for ease of viewing on tablets, iPhones, androids, etc.

- **Compatibility.** The website must be compatible with standard internet browsers, such as Explorer, Firefox, Chrome, Safari, etc.

- **Navigation.** The website should be intuitive and easy to navigate. Information should be grouped and presented in a logical manner.

- **Search Tool**. Provide search capabilities using key words or phrasing that will identify content throughout the website.

- **Auto Notifications.** A program that allows users to subscribe to automatic notification to receive agendas and or other public notices from Marin LAFCo.

- **Translation Capacity.** The website should have an on-demand tool available to translate core content to non-English languages.

- **State Regulations.** The website must meet all standards that are required by the State of California and have the ability to be brought into compliance should those standards be changed.

- **Security**. The design should take into consideration the security of the website. This includes providing adequate firewall protection and real time monitoring of unauthorized use, and the protection of any data that will be accessible by users of the website.

VI. Ongoing Maintenance Goals & Criteria

Along with design and development Marin LAFCo is seeking ongoing maintenance to ensure the website continues to meet the needs of the agency and its users going forward. This specifically involves technical updates and or fixes that extend beyond the reasonable scope of staff to effectively remedy on their own. Examples of ongoing maintenance needs include, but not limited to:

- On a quarterly basis the consultant shall check for broken links, broken images, template distortion, and test all contact forms and other interactive elements and provide an email report to the Executive Officer with an estimated cost to address any deficiencies. This report should also include site traffic statistics and search engine analysis reports.

- As needed the consultant shall be available to complete regular repairs to scripting languages, basic HTML, broken images, broken links, and all other malfunctioning code or components as requested by Marin LAFCo.

- As needed the consultant shall be available to edit, revise, update and or create new content and graphics for the website as requested by Marin LAFCo.

VII. Proposal Requirements

All proposals must be submitted in writing and received by Marin LAFCo no later than **5:00 p.m. PST on Friday, February ?, 2019**. Email submittals are encouraged and should be directed to Executive Officer Jason Fried at jfried@marinlafco.org. Mailed or hand-delivered submittals are also welcome at Marin LAFCo's Administrative Office at 1401 Los Gamos Drive, Suite 220, San Rafael, California 94903. Should you be submitting a paper copy you also must submit an electronic copy on a thumb drive.

All written proposals should address the following information.

- Provide an executive summary outlining the key components of the proposal. This includes highlighting the scope of work, schedule, and costs in completing the project. Clearly indicate which of the three (3) options your company is looking to do for LAFCo The executive summary shall also specify the proposal remains valid for at least 90 days following the proposal submission deadline. Any possible conflict of interests must also be disclosed.

- Describe the firm and summary of qualifications. This includes identifying type of business (i.e., individual, corporation, etc.), years in business, and office location(s). This portion of the proposal shall also address the firm's experience and qualifications relative to the prescribed goals, objectives, and requirements listed in this RFQ. If consultants choose to submit a joint-proposal, a detailing of each firm and its qualifications is required.

- Identify the project team. This includes briefly describing each team member's responsibility and relevant work experience as it relates to the project. This portion of the proposal shall also explicitly identify the team leader responsible for serving as the main contact to Marin LAFCo. Any sub-contractors shall also clearly be identified.

- Detail the proposed scope of work for the project. This includes identifying key tasks in sequential order in accomplishing the prescribed goals, objectives, and requirements listed in this RFQ. Also, identify which of the three (3) options you are looking to do. The proposed scope of work should also draw on the consultant's expertise and vision in meeting the intent of the RFP in designing and developing a new website for Marin LAFCo.

- Provide related work experiences and references in designing and developing websites. Identify no less than three (3) examples of websites the firm has designed. Provide a list of at least two (2)

client references. The reference list must include the client name, location, website address, and contact person with phone number and e-mail address.

- Describe a project implementation and training program. This includes describing how the website will be implemented, along with the level and type of training provided to Marin LAFCo to perform nominal and routine updates. Identify the software and equipment needed to maintain and update the website along with any other pertinent technical information and or requirements.

- Outline project timeline and costs. This includes estimating a reasonable time schedule to complete the project. Also, identify the total cost to complete the project as well as a detailed line-item breakdown of costs for specific tasks or phases. This includes options for ongoing maintenance. All hourly rates, fees, and reimbursable costs must be clearly stated. Identify billing preferences. Should you apply to carry out the work in more than one option category and the cost vary based on that please clearly state that as well. If bundling of serves allows for a discount also clearly state that.

- Address other service options as deemed relevant by the consultant. This includes identifying opportunities and costs therein for providing website hosting services.

VIII. Evaluation and Selection

The Executive Officer and selected officials will screen all proposals submitted to Marin LAFCo for completeness relative to the RFQ requirements. The highest ranked consultants will be invited to interview in person or by video conferencing at no cost to Marin LAFCo to discuss the project during the week of August 1-5, 2016. Failure to participate in the interview may result in a proposal being found non-responsive and given no further consideration. The evaluation will be based on the weighted factors enumerated below.

- Completeness of Written Proposal (15%)
- Qualifications in Webpage Design and Development (15%)
- Approach to Project and Thoughtfulness in Proposed Scope of Work (20%)
- Proposed Costs (30%)
- Interview / Ability to Effectively Describe Proposal and Respond to Questions (20%)

Commented [MOU4]: From last time we can change if desired.

It is anticipated a negotiated contract will be awarded that best meets the needs of Marin LAFCo and based on the evaluation criteria listed above. Although cost is a weighted factor, Marin LAFCo is under no obligation to award the project to the consultant offering the lowest price.

IX. Other Proposal Information

- **Questions**

All questions seeking clarification on the RFQ must be received in writing no later than 5:00 p.m. PST on Friday, July 8, 2016. Responses to submitted questions will be prepared by Marin LAFCo and sent to all respondents no later than 5:00 p.m. PST on Friday, July 15, 2016. All questions should be e-mailed to Executive Officer, Jason Fried at jfried@marinlafco.org.

- **Contract**
  The selected consultant's proposal will become part of the negotiated contract. Sample Marin LAFCo contracts can be reviewed in Exhibit A. Price quotations and other time dependent information contained in any proposal shall remain firm for a minimum of 90 days from the proposal submission deadline.

- **Property of Marin LAFCo**
  All proposals received will become the property of Marin LAFCo and will not be returned. Marin LAFCo reserves the right to copy the materials for internal evaluation purposes.

- **Collusion Among Respondents**
  In submitting a proposal, the consultant certifies it is not party to any collusive actions relating to this RFQ.

- **Exceptions**
  A consultant taking exception to any part of this RFQ shall indicate such exceptions in a separate section of their submitted proposal. Failure to indicate any exceptions will be interpreted as the consultant's intent to comply fully with the requirements of this RFQ as written.

- **Expenses Incurred**
  There is no expressed or implied obligation for Marin LAFCo to reimburse consultants for any expenses associated with responding to this RFQ.

- **Withdrawal of Proposal**
  Consultants may withdraw all or portions of their proposal up to the ratification of a contract between Marin LAFCo and the selected firm.

- **Withdrawal of RFQ**
  Marin LAFCo retains the right to withdraw, modify, or amend this RFQ at any time.

X. Contact Information

All questions and related inquiries to this RFQ should be addressed to the following contact:

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