



MEMORANDUM
OFFICE OF THE
PLACER COUNTY CLERK – RECORDER –
REGISTRAR OF VOTERS

TO: Honorable Board of Supervisors
FROM: Jim McCauley, Placer County Clerk-Recorder-Registrar of Voters *Jim McCauley*
DATE: July 8, 2008
SUBJECT: Authorize County Clerk-Recorder-Registrar of Voters to Execute Reimbursable Contract for Department Website Redesign

Action Requested

1. Authorize County Clerk-Recorder-Registrar of Voters to execute a contract, subject to approval by County Counsel and Risk Management, for redesign of the department's website to provide enhanced user information and to create a real-time election results database, in an amount not to exceed \$11,250 including contingencies, with all costs to be reimbursed from department trust revenues.

Background and Scope of Work

High voter, media and general public interest in the upcoming Presidential Election requires that the County Clerk-Recorder-Elections Department be able to provide up-to-date information on election races, poll locations, precinct sample ballots, voting systems, equipment, procedures and poll-worker information that can be modified as changes occur and that take advantage of interactive and video capabilities, including the capacity for providing real-time election results, voter outreach and poll-worker education and training, and forms completion. Similar capabilities are important for the Clerk-Recorder's Division to respond to state and federal legislative changes and to implement new applications for the benefit of the public, businesses and other agencies.

To meet these needs, the department secured proposals from several vendors with the ability to provide such services. After review of the proposals, the County Clerk-Recorder-Elections Department believes that the firm of Blast Advanced Media has the requisite experience, skills, and capacity to quickly and professionally undertake the web redesign project. Blast Advanced Media staff have worked on regional and global projects for Hewlett-Packard, SYSCO Sacramento, Kaiser Permanente, SMUD, Placer County, the California ISO, Tri Counties Bank, Wells Fargo, and many medium and small businesses across the nation.

As proposed, Blast Advanced Media, working together with department staff, will redesign the department's website to give the site its own look; reorganize the material on the site to flow better; make the site more user friendly; create a real-time election tracker to display the results of an election in a compelling way as outcomes are being reported, and assist the department to better utilize the existing content management system to allow the department to update and add material to the site more easily. The proposed work would be developed at a contract cost not to exceed \$11,250 including contingencies, with all costs to be reimbursed from departmental trust revenues for no net cost impact to the County General Fund.

With these updates and new capabilities, the department will be well positioned to meet the increased information demands of the upcoming November Presidential Election along with those of future elections, electronic recording, redaction and other departmental programs.

The website redesign has been discussed with the County's Administrative Services Information Technology staff and that department is supportive of the recommended contract proposal and will also continue to assist the County Clerk-Recorder-Elections Department in achieving its technology objectives and responsibilities. Additionally, in accordance with Sect. 1.3(i) of the County's Purchasing Policy Manual, data processing services may be exempted from competitive procurement requirements. A copy of this memorandum has been provided to Administrative Information Technology management and to Procurement Services.

Fiscal Impact – No net General Fund Impact

The proposed departmental website redesign and development of a real-time election results database application is proposed to cost not more than \$11,250, including contingencies, for contract development. All development and ongoing costs would be reimbursed from departmental trust revenues at no net increase in costs to the County General Fund. Sufficient funds for the project are included in the FY 2008-09 Proposed Budget. The department recommends proceeding with the contract early in FY 2008-09 to assure timely completion and testing of the site, as needed, prior to the advent of the November Presidential Election information demands.