

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



ITEM: 15.1
(ID # 11843)

MEETING DATE:

Tuesday, March 10, 2020

FROM : (RUHS) RIVERSIDE UNIVERSITY HEALTH SYSTEM:

SUBJECT: RIVERSIDE UNIVERSITY HEALTH SYSTEM - MEDICAL CENTER: Approval of Amendment No. 1 to the Professional Service Agreement with 360 BC Group, Inc. dba 360Civic for Web Content Management Solution services, Five year term, All Districts. [Total Cost Increase \$174,730; up to \$17,473 in additional compensation – 25% Hospital Enterprise Fund 40050; 25% FQHC Health Care Clinics Fund 40090; 25% Public Health Fund 10000; 25% Behavioral Health Fund 10000]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve Amendment No. 1 to the Professional Service Agreement with 360 BC Group, Inc. dba 360Civic for Web Content Management Solution services supporting Riverside University Health System (RUHS) business units and Community Health Centers, to increase the total contract amount by \$174,730 from \$251,488 to \$426,218, effective for a five-year term through April 29, 2024, and authorize the Chairman of the Board to sign the Amendment on behalf of the County; and
2. Authorize the Purchasing Agent, in accordance with Ordinance No. 459, based on the availability of fiscal funding and as approved by County Counsel: to sign amendments that exercise the options of the agreement including modifications to the scope of services that stay within the intent of the agreement, and sign amendments to the compensation provisions that do not exceed the sum total of ten percent (10%) of the total cost of the Amendment.

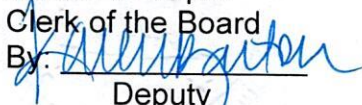
ACTION:Policy


Jennifer Cruikshank, Chief Executive Officer - Health System 2/26/2020

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Perez, seconded by Supervisor Hewitt and duly carried by unanimous vote, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Jeffries, Spiegel, Washington, Perez and Hewitt
Nays: None
Absent: None
Date: March 10, 2020
xc: RUHS

Kecia R. Harper
Clerk of the Board
By: 
Deputy

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STATE OF CALIFORNIA**

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost Increase:	Ongoing Cost
COST	\$102,730	\$18,000	\$174,730	\$0
NET COUNTY COST	\$0	\$0	\$0	\$0
SOURCE OF FUNDS: 25% Hospital Enterprise Fund 40050; 25% FQHC Health Care Clinics Fund 40090; 25% Public Health Fund 10000; 25% Behavioral Health Fund 10000			Budget Adjustment:	No
			For Fiscal Year:	19/20-23/24

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

The requested Board action will approve Amendment No. 1 to the existing Professional Service Agreement with 360 BC Group, Inc. dba 360Civic, approved on May 7, 2019, by Agenda Item 3.19. This Amendment will expand 360Civic's scope of work for Web Content Management (WCM) Solution services to the RUHS clinical enterprise departments, including Marketing & Communications, FQHC Health Care Clinics, Public Health and Behavioral Health.

This amendment will add a Statement of Work for RUHS set to co-term with the original contract to leverage the Drupal WCM that is currently being utilized by the County as an Enterprise Web Content Management (ECM) platform. 360Civic is the company that provides professional services to have Drupal installed and the websites built. The Drupal platform is an open source platform that contains features like easy content authoring, multilingual support, mobile device support, reliable performance, support for the Americans with Disabilities Act (ADA) Section 508 compliance, and security. The approval of this amendment allows RUHS to transition existing production sites into Drupal. This effort will eliminate multiple WCM platforms that exist today.

Impact on Residents and Businesses

The adoption of the unified web technology via 360Civic will allow RUHS to improve website security, eliminate multiple technology platforms, provide the opportunity for departments to reduce the cost of web development and allow staff to achieve specialization.

Additional Fiscal Information

The table below illustrates the budgeted amount per fiscal year. The total cost will be split evenly at 25% among the RUHS departments Marketing & Communications, FQHC Health Care Clinics, Public Health and Behavioral Health. The cost per department is \$43,682.50 over the course of five (5) years.

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360Civic Contract SOW *Riverside County Information Technology Costs	Total						
Original Agreement Approved 5.7.19, 3-19	\$251,488.00						
360 Civic Amendment SOW * Riverside University Health System - Costs	Year 1 FY 19/20	Year 2 FY 20/21	Year 3 FY 21/22	Year 4 FY 22/23	Year 5 FY 23/24		
Website Design, Development & Implementation One-Time	\$50,810.00					\$50,810.00	
Content Migration and Content Creation One-Time	\$7,820.00					\$7,820.00	
Training One-Time	\$6,100.00					\$6,100.00	
Mobile Application Development One-Time	\$20,000.00					\$20,000.00	
Ongoing Maintenance Program \$1500/month	\$18,000.00	\$18,000.00	\$18,000.00	\$18,000.00	\$18,000.00	\$90,000.00	
TOTAL CONTRACT AMOUNT	\$102,730.00	\$18,000.00	\$18,000.00	\$18,000.00	\$18,000.00	\$174,730.00	

Contract History and Price Reasonableness

On May 7, 2019, Agenda Item #3.19, the Board approved a Professional Services Agreement, requested by the Riverside County Information Technology (RCIT) department, with 360 BC Group dba 360Civic for five years with a maximum contract amount of \$251,488.

The Central Purchasing department, on behalf of RCIT, issued a Request for Proposal (RFP) #ITARC-474 on August 27, 2018, soliciting proposals for countywide Web Content Management Solution services. The County Evaluation Committee reviewed all proposals and determined 360Civic to be the lowest, responsive bidder. The vendor is extending the same RFP pricing for these amended services.

This Amendment will allow RUHS to develop a cohesive, unified look across its websites to enhance the public's experience by making it easier for any external visitor to access RUHS information and services. An enhanced user experience aligns with the medical center's commitment to improved patient care and community outreach.

ATTACHMENTS: AMENDMENT NO. 1 TO THE PROFESSIONAL SERVICES AGREEMENT, EXHIBIT A-1, SCOPE OF WORK AND EXHIBIT B-1, PAYMENT PROVISIONS


Teresa Summers, Director of Purchasing 2/28/2020


Brianna Lentajo, Management Analyst 3/4/2020


Gregory P. Priarios, Director County Counsel 3/3/2020

COUNTY OF RIVERSIDE
AMENDMENT NO. 1 TO THE AGREEMENT
WITH
360 BC GROUP, INC. dba 360CIVIC

Original Contract Term:	May 7, 2019 through April 29, 2024
Effective Date of Amendment:	March 10, 2020
Original Maximum Contract Amount:	\$251,488
Amended Maximum Contract Amount:	\$426,218
Contract ID: ITARC-20854-001-04/24	

This Amendment No. 1 to the Professional Service Agreement for Web Content Management Solution is entered into by and between County of Riverside (COUNTY) and 360 BC Group, Inc. dba 360CIVIC (CONTRACTOR), effective March 10, 2020.

WHEREAS, COUNTY and CONTRACTOR entered into that certain Professional Service Agreement for Web Content Management Solution, effective May 7, 2019 (the "Agreement"); and

WHEREAS, COUNTY and CONTRACTOR now desire to amend the Agreement to modify the Scope of Work and the Payment Provisions.

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, COUNTY and CONTRACTOR agree as follows:

1. The above recitals are true and correct, and are incorporated herein by reference.
2. Exhibit A (Scope of Work) is hereby amended to add Website Design, Development & Implementation for Riverside University Health Systems (RUHS) Departments: Marketing & Communication, FQHC Clinics, Public Health and Behavioral Health, attached as Exhibit A-1.
3. Exhibit B (Payment Provisions) is hereby amended to add pricing for Website Design, Development & Implementation for Riverside University Health Systems (RUHS) Departments: Marketing & Communication, FQHC Clinics, Public Health and Behavioral Health, attached as Exhibit B-1.
4. Capitalized Terms/Amendment to Prevail. Unless defined herein or the context requires otherwise, all capitalized terms herein shall have the meaning defined in the Agreement, as heretofore amended. The provisions of this First Amendment shall prevail over any inconsistency or conflicting provisions of the Agreement, as heretofore amended, and shall supplement the remaining provisions thereof.
5. Miscellaneous. Except as amended or modified herein, all the terms of the Agreement shall remain in full force and effect and shall apply with the same force and effect. Time is of the essence in this First Amendment and the Agreement and each and all of their respective provisions. Subject to the provisions of the Agreement as to assignment, the agreements, conditions and

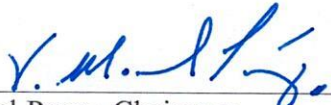
COUNTY OF RIVERSIDE
AMENDMENT NO. 1 TO THE AGREEMENT
WITH
360 BC GROUP, INC. dba 360CIVIC


provisions herein contained shall apply to and bind the heirs, executors, administrators, successors and assigns of the parties hereto. If any provisions of this First Amendment or the Agreement shall be determined to be illegal or unenforceable, such determination shall not affect any other provision of the Agreement and all such other provisions shall remain in full force and effect. The language in all parts of the Agreement shall be construed according to its normal and usual meaning and not strictly for or against either COUNTY or CONTRACTOR.

IN WITNESS WHEREOF, the Parties hereto have caused their duly authorized representatives to execute this Amendment.

COUNTY OF RIVERSIDE, a political subdivision of the State of California, on behalf of Riverside University Health System

360 BC GROUP, INC. dba 360CIVIC

By: 
V. Manuel Perez, Chairman
Board of Supervisors
Dated: MAR 10 2020

By: 
Name:
Title:
Dated: 2.12.2020

ATTEST:
Kecia Harper
Clerk of the Board

By: , Deputy

APPROVED AS TO FORM:
Gregory P. Priamos
County Counsel

By: 
Susanna Oh
Deputy County Counsel

EXHIBIT A-1 **Scope of Work**

BACKGROUND:

Riverside University Health Systems (RUHS) desires to add scopes of work to co-term with the existing RCIT Contract #ITARC-20854-001-04/24 to leverage the Drupal WCM that is currently being utilized by the County as an Enterprise Web Content Management (ECM) platform. This will allow RUHS to transition existing production sites into Drupal and eliminate multiple WCM platform existing today.

Website Design, Development & Implementation

- All client contact and meetings.
- All public meetings, workshops and committee review meetings.
- Creation of technology requirements development timeline and workflow architecture.
- Creation of ADA guidelines for site design and features/functionality.
- Design of the public-facing, mobile-friendly website homepage, secondary and tertiary pages for Medical Center, Clinics (Community Health Centers), Behavioral Health and Public Health.
- Ongoing review of designs, user tools and site assets for ADA compliance.
- Style guide creation for future implementations and revisions.
- Implementation of new designs into Drupal CMS.
- Integration with required APIs.
- Secure payment processing for donations with a low processing rate of 2.19% and advanced reporting.
- Comprehensive testing of all site applications functionality, features and reporting.
- Final ADA review of website public-facing pages, content and functionality of applications.

Content Migration and Content Creation

- Conduct interviews with designated content owners.
- Draft content and provide for review, revision and approval.
- Track versions and approval status.
- Migrate desired existing content to new website.
- Review migrated content and reflow layout as necessary.

Training

- Unlimited technical support after launch, including unlimited phone and email support during normal business hours while under a maintenance agreement.
- Training for in-person, and computer and training video sessions, and unlimited phone training.
- Delivery of training documentation, including Training and User Guide.

ADDITIONAL SERVICES

- Mobile Application Development \$20,000
- Ongoing Maintenance Program: \$1,500/month for an annual agreement that includes content creation, editing and consulting.

Timeline

The success 360Civic has achieved in creating and launching content management system (CMS) for public sector websites is the result of a carefully crafted process, which will be adapted to the specific needs of every project.

This process streamlines development and implementation, while furnishing the team with a proven blueprint to follow. The following is a sample Project Schedule with key tasks, activities and duration. The four stages are:

Discovery, Design, Implementation and Development, and Prelaunch. Please note this is an estimated timeline for reference only. Once agreement is executed, 360 will revise actual schedule based on client specifications/desired completion date.

Your Role

Please note that this schedule is assuming timely client approvals at each phase. We are unable to move forward with development and launch without client approval on website design and content creation.

In addition to approvals, we need your team to meet with our project manager once per week (mostly over the phone). We find these quick status updates to be effective at keeping on schedule.

We need access to logos, graphics and images that you would like us to use in the design of your website(s).

If we are creating content (included in our fee), we will need the names and contact information for the people responsible for different areas of the website.

1. Discovery Phase

Immediately, your 360 project manager will contact you to schedule our initial meeting at your office. During this meeting, we will be initiating the Discovery Phase of the project by gathering more information from your team about the wants and needs for the site as well as establishing mutual expectations for communication and reporting of project status.

Before 360Civic's designers create a logically organized and visibly appealing website, they must first consider the needs of its visitors, as well as any preferences and issues those visitors may have with the current site. This information is collected from visitors by 360Civic through online surveys, interview questions and social media posts.

In addition to gathering and soliciting feedback, 360Civic will also conduct an internal review of all existing site content (following consultation with the client) to determine what should be migrated, what needs to be revised or deleted, and what new content should be created. The results of these efforts will be incorporated into an analysis and executive summary of findings/recommendations, as well as a content migration/creation spreadsheet, a URL spreadsheet listing all proposed pages, and a provisional site map.

This is also the stage during which 360Civic will perform a search engine optimization (SEO) review and analysis. This step is necessary to discover which aspects of the website are performing well, and which may need additional attention. This quantitative review is comprised of a keyword analysis and list of current keyword rankings, referral sources and a 12-month traffic history, with special attention paid to usage trends and the site's most visited pages.

Once the pre-design stage is concluded, 360Civic will deliver its results and recommendations in a document that outlines timetables and deliverables, with a list of the 360Civic team members responsible for each task. Specific implementations conducted during this phase are:

- 1. Survey Review:** We survey current users, stakeholders and visitors to the site using social media, interviews and online surveys to determine their needs, advantages and issues of the current site and content. The goal is to define what will make the new site a success and address the needs of users.
- 2. Content Review:** We review all of the existing content on the site to determine what should be migrated, what needs to be deleted or revised and what new content should be created. Our review will cover the current site map, site maps and taxonomy. Following our review, we'll provide an analysis and executive summary of our findings and recommendations as well as a spreadsheet to track content migration and creation.

- 3. SEO Review and Analysis:** We will identify the current traffic and key metrics for the site including high exit pages, referral sources, 12-month traffic history and trends, and most visited pages. We will also include key word analysis and rankings.

At the end of this process we deliver our results, recommendations and the completed long-form document that outlines timetables, deliverables and team members. This is the blueprint for the delivering of their website. At this time we will be reviewing your web stats and analytics, and comparing them to the survey results. We will also discuss the process of migrating the existing designs and functionality and making sure we have all the information we need to begin.

2. Design Phase

Based on pre-design data and consultations, 360Civic submits an initial set of designs that fulfill project objectives. These are reviewed with the client, and revised as needed until a decision is made on home page and interior page design. Often, the final version is a synthesis of elements from these submissions.

Upon approval, the design will be reviewed to identify and address any user interface and user experience (U/I, U/X) concerns, and to make sure it is compliant with ADA and 508c. Only then will HTML templates be created for the CMS system. The finished templates are reviewed once more for ADA compliance and any revisions are incorporated for implementation. The client is shown finished templates for approval.

- 1. Initial Designs:** Based upon the input we received, we deliver two different designs that meet the objectives as stated in the previous stage. The goal is to provide designs for discussion and to arrive at a direction for the synthesis of the designs, resulting in a final home page design and interior page design.
- 2. U/I U/X Revisions:** Once the home page and interior page designs have been approved, they will be reviewed for user interface and user experience concerns. We will share any concerns we have and provide recommendations for changes we feel are necessary.
- 3. ADA Review:** At the same time as the UI/UX Review, we will also conduct the initial review of the designs for ADA and 508C compliance. We will share our findings, any revisions we recommend and share updates with you for approval and sign off.
- 4. Template Creation:** Upon client approval, HTML templates are created for the CMS system, based on the designs and sections needed.
- 5. ADA Review of Templates:** The finished templates are reviewed for ADA compliance once more and revised templates are sent for implementation.

3. Implementation and Development Phase

Once the approved templates are transferred to the CMS system, 360Civic will begin the process of content migration, based on the content spreadsheet created in the pre-design stage. If new content is to be created, the 360Civic writing team will do so following interviews with appropriate personnel, research as needed and collecting associated documents from the client. All new pages are submitted to the client for approval.

If new functionality is required, it will be created, tested and implemented into the appropriate pages. Finished pages are reviewed once more for ADA compliance. A tracking document details which pages have been created, which have been changed and which have been moved.

- 1. Template Implementation:** Approved templates are transferred to the CMS system and section-ready pages in the CMS are ready for content migration and addition.

2. **Content Migration:** Using an automated and manual process, we will move content from the site and import into the CMS based upon the approved content spreadsheet created in the Discovery Phase.
3. **Content Creation:** Interviews are conducted, copy revisions are made, new documents are created and sent to the client for approval. Final versions of the documents are labeled with the proper position on the spreadsheet and sent to CMS production for inclusion and creation.
4. **Functionality Development:** Any specific functionality not available through the CMS modules are created, tested and implemented into the appropriate pages.
5. **ADA Review:** All finished pages are reviewed for ADA-compliance and revisions made to content as appropriate. All content updates are document in the content migration and creation spreadsheet.

4. Prelaunch Phase

In the prelaunch stage every aspect of the website is reviewed to make certain it meets the expectations of the client. QC testing in conducted on browsers and mobile platforms to confirm that all functionality is working as planned. Any items that do not are assigned to 360Civic staff for repair and review.

At the same time, all content is reviewed one last time for typos, style and grammatical issues. Changes are made as needed. However, there may also be some non-essential but suggested changes, such as a different way to communicate the functions of a department, or a less complicated way of explaining a procedure. These will be submitted to the client for feedback and/or approval.

When these tasks are completed the site is released to the client for review. Any revisions requested are noted on the testing document, along with those pages that receive final approval. The revised site is then once again QC and QA tested, and if no issues are discovered it is released to the client.

Specifically:

1. **Testing, Quality Control and Quality Assurance:** The site is tested—and key functionality is reviewed—on all major browsers and mobile platforms. We document testing results and any items assigned for repair and review are labeled “fail”. Once all testing is complete and finalized, we release it to your team for review.
2. **Proofreading and Consistency Check:** Our team of editors review the final site for typos and issues with style and/or grammar. We will make required changes directly in the system (typos) and suggested changes (rewording) are tracked on a control document. We provide you with the document for your review and approval.
3. **Client Testing and Review:** Any changes/revisions requested by your team are documented and approved pages are noted.
4. **Testing, Quality Control and Quality Assurance:** We conduct another thorough review of the site after client changes have been made. This final check ensures that no other errors were made during the revision process. Again, this is documented on the control document. Once our final testing is complete, we release the site to your team.
5. **Training:** We will develop and deliver comprehensive training about the website and how to use the tools created to manage the site. The training team assigned to your account will develop training materials that provide information your designated site administrators and editors need to implement the CMS. It includes on-site training sessions, training manual, phone and online support. 360Civic will train client personnel on the functionality and key features of the site through live seminars, conducted either in person or online.

The client receives a personalized video for these sessions, as well as a personalized training manual for future consultation.

6. **Security:** The finalized site is reviewed for security issues and the development environment is readied for hardening and transfer to the production environment. The site is audited for security issues, and the development environment is readied for hardening and transfer to the production environment. All passwords used to this point will be changed and turned over to the client. 360Civic also provides consultation on human element security after launch, which incorporates such topics as password creation, assigning access privileges and other best practices.
7. **SEO Review:** Before launch, final redirects are created and the 12-month baseline traffic document is prepared. Final redirects are created and listed on a spreadsheet prior to launch. 360Civic will also add and test code for Google Analytics. As the goals of these projects are typically to increase traffic and usability, reviews provide a baseline so improvement can be measured, and it can be confirmed that no previous traffic has been lost.
8. **Site Launch:** The production environment is readied and we conduct testing using the host changes. We also implement redirects, backup the existing site and change the IP. The website is now ready for launch. 360Civic will continue to monitor all aspects of the site for 90 days.

EXHIBIT B-1
Payment Provisions

1.0 Cost

Line#	Application/Feature/Description	Quantity	Total Cost
11	Website Design, Development & Implementation	1	\$50,810
12	Content Migration and Content Creation	1	\$7,820
13	Training One-Time	1	\$6,100
14	Mobile Application Development	1	\$20,000
15	Ongoing Maintenance Program for year 1	1	\$18,000
16	Ongoing Maintenance Program for year 2	1	\$18,000
17	Ongoing Maintenance Program for year 3	1	\$18,000
18	Ongoing Maintenance Program for year 4	1	\$18,000
19	Ongoing Maintenance Program for year 5	1	\$18,000

***On-site and Off-site Initial Training to all four (4) sites as follows: RUHS Marketing & Communications, FQHC Clinics, Public Health and Behavioral Health

Note: Total Costs listed in table 1.0 shall not exceed \$174,730.00 over the term of Agreement ending 4/29/2024