

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: March 10, 2010

Board Item V-A-11

**CONTRACT WITH SPIREMEDIA FOR INTRANET AND WEBSITE  
ENHANCEMENTS  
CONTRACT 12914A**

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Action by Consent

Action

Information

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Following the successful 2009 launch of a new and improved denverwater.org, Public Affairs is seeking to redesign Denver Water's Intranet site, also known as Mag.net. The existing site has not been significantly redesigned since 2003. Intranet sites are one of the primary tools used to communicate with employees, and Mag.net is in need of new information architecture to provide employees with an easy-to-navigate resource to quickly find internal resources, get updates and access various applications.

In addition to the new Intranet, Public Affairs would like to implement planned enhancements to the new denverwater.org as part of this contract.

SpireMedia, Inc. successfully redesigned and reorganized denverwater.org on time and within the allotted budget. Given the extensive amount of organizational knowledge SpireMedia has as a result of the 2009 contract, Public Affairs would like to proceed with a new contract with the firm for the following deliverables:

- New information architecture and design for Denver Water's Intranet site, Mag.net. Public Affairs will then work with IT to launch the new site on SharePoint, IT's preferred platform.
- Provide design and programming assistance to move useonlywhatyouneed.org to the Conservation section of denverwater.org, eliminating the need for a separate Web site for the advertising campaign.
- Provide technical assistance for ongoing enhancements to the new denverwater.org.

Prior to awarding the previous contract to SpireMedia in 2009, Denver Water conducted a formal RFP process and 32 proposals were submitted. \$350,000.00 was included in the 2010 budget for this project.

Recommendation:

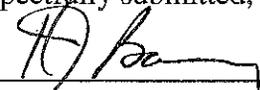
Staff recommends the Board award Contract #12914A to SpireMedia, Inc. in the amount of \$350,000.00.

**Approvals:**

Respectfully submitted,



Marie Bassett  
Director of Public Affairs

  
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H. J. Barry, Manager

for   
Patricia Wells  
Legal Counsel