

DENVER BOARD OF WATER COMMISSIONERS

Meeting Date: April 13, 2011

Board Item: V-E-4

**FIRST AMENDMENT TO CONTRACT #12914A FOR
WEBSITE ENHANCEMENTS**

Action by Consent

Action

Information

SpireMedia, Inc. is a local web development firm that, over the past two years, redesigned and reorganized both denverwater.org and Inflow, Denver Water's new intranet site. SpireMedia provides ongoing technical support and assists Denver Water staff with website upgrades and enhancements. Over the past two years, SpireMedia has helped transform Denver Water's online presence from antiquated and unorganized, to user-friendly and streamlined.

A contract was originally awarded to SpireMedia to redesign denverwater.org after a competitive bidding process in 2009. A second contract, #12914A, was awarded in 2010 to include redevelopment and launch of Inflow, as well as moving useonlywhatyouneed.org to denverwater.org.

This amendment will extend the intranet and website support and enhancements contract for one year. During the contract period, SpireMedia will help build and implement social media enhancements for denverwater.org, including a YouTube channel, Facebook integration, and a mobile version of the website for customers who prefer cell phone and smartphone web access. When the new website launched in 2009, staff focused on content and organization; this next phase will implement more customer-focused features.

Funds for this project are included in the 2011 Community Relations Budget (MPC 4JA0008).

Recommendation:

It is recommended that the Board approve the First Amendment to Agreement 12914A with SpireMedia, Inc., in the amount of \$99,942.00, bringing the total agreement over two years to \$449,942.00.

Approvals:


Melissa Elliott
Acting Director of Public Affairs


Patricia Wells
Legal Counsel

Respectfully submitted,


James S. Lochhead, CEO/Manager