



Legislation Text

File #: 24-668, Version: 1

Memorandum

Date: June 11, 2024

To: The Honorable Lake County Board of Supervisors

From: Benjamin Rickelman, Deputy County Administrative Officer

Subject: Consideration and Discussion of an Agreement with Black Dog DESIGNS for a Trails Website, For an Amount Not to Exceed \$31,559.97 and Authorize the Chair to Sign

Executive Summary:

On January 11, 2024, the Board of Supervisors approved an Agreement with Black Dog DESIGNS for a County economic development website, marketing collateral, and website hosting services. That Agreement is part of RFP 24-04 Economic Development Design Services, which closed in September 2023. This Trails Website Agreement would also be part of RFP 24-04 as it aligns with the RFP's scope. The new trails website will feature materials from the dormant Konocti Trails System website, which won the Social Media, Websites and Technology Award from the California Trails Conference Foundation. As a result of its background building trails websites for local communities and the ability to leverage the brand development of the Lake County economic development website Black Dog DESIGNS was selected for the relaunch of the trails website.

A relaunched trails website would have value for residents, visitors, and businesses in Lake County. The site would be utilized by the Tourism Improvement District (Visit Lake County) and the economic development marketing materials in development. Approximately 25% of visitors to the Konocti Regional Trails website were from Lake County, 43% from the Bay Area, and 85% from California. The site will feature trails, maps, descriptions of public lands, access points, and the County's Parks, Recreation, and Trails Master Plan.

If not budgeted, fill in the blanks below only:

Estimated Cost: _____ Amount Budgeted: _____ Additional Requested: _____ Future Annual Cost: _____

Purchasing Considerations (check all that apply):

☐ Not applicable

- ☐ Fully Article X. <https://library.municode.com/ca/lake_county/codes/code_of_ordinances?nodeId=COOR_CH2AD_ARTXPU_S2-38EXCOBI>- and/or Consultant Selection Policy <[http://lcnet.co.lake.ca.us/Assets/Intranet/Policy/Policies+\\$!26+Procedures+Manual/Ch4_2021v2.pdf](http://lcnet.co.lake.ca.us/Assets/Intranet/Policy/Policies+$!26+Procedures+Manual/Ch4_2021v2.pdf)>-Compliant (describe process undertaken in "Executive Summary")
- ☐ Section 2-38 <https://library.municode.com/ca/lake_county/codes/code_of_ordinances?nodeId=COOR_CH2AD_ARTXPU_S2-38EXCOBI> Exemption from Competitive Bidding (rationale in "Executive Summary," attach documentation, as needed)
- ☐ For Technology Purchases: Vetted and Supported by the Technology Governance Committee <<http://lcnet.co.lake.ca.us/Assets/Intranet/Intranet+Forms/Information+Technology/AdvPlan.pdf>> ("Yes," if checked)
- ☐ Other (Please describe in Executive Summary)

Consistency with Vision 2028 <<http://www.lakecountyca.gov/Government/Directory/Administration/Visioning/Vision2028.htm>>

(check all that apply):

- | | | |
|---|--|--|
| ☒ Well-being of Residents | ☐ Not applicable | ☐ Disaster Prevention, Preparedness, Recovery |
| ☒ Economic Development | ☐ Public Safety | ☐ County Workforce |
| ☐ Community Collaboration | ☐ Infrastructure | ☐ Clear Lake |
| | ☐ Business Process Efficiency | |

Recommended Action: Approve the Agreement with black dog DESIGNS for an Amount Not to Exceed \$31,559.97 and Authorize the Chair to Sign