



Engineering & Operations Committee

Authorize Agreement with Metal Toad Media, Inc.

Item 7-3

April 7, 2025

Item 7-3 Approval of Maintenance Contract for External Websites

Subject

Authorize an agreement with Metal Toad Media, Inc. for a new fixed cost of \$299,000 per year with a not-to-exceed amount of \$996,200 for the duration of the three-year agreement to host, manage, and maintain Metropolitan's external websites

Purpose

Since the completion of the mwdh2o.com redesign project, Metropolitan's external websites have been managed by an external provider. After a competitive RFP search, Metropolitan staff identified Metal Toad Media, Inc. as the most qualified provider to support and maintain MWD's external websites moving forward.

Recommendation and Fiscal Impact

Authorize an agreement with Metal Toad Media, Inc. for a new fixed cost of \$299,000 per year with a not-to-exceed amount of \$996,200 for the duration of the three-year agreement.

Fiscal Impact: Expenditures of \$598,000 in operations and maintenance funds for FY 24/25 and 25/26 are planned and budgeted. The remaining \$299,000 will be budgeted in the future in FY 26/27

External Website Support

Background

- External affairs and IT support four public-facing websites for Metropolitan
 - mwdh2o.com, bewaterwise.com, mwdinnovates.com, socalwaterdialogue.org
- In 2019, the board approved a \$1,500,000 website redesign to modernize mwdh2o.com
- This project also included back-end and cloud infrastructure upgrades for all public-facing sites

External Website Support

Background

- Since this upgrade effort, the Metropolitan external websites have been hosted and administered by a Managed Service Provider (MSP)
- Because of uptime requirements, staff availability, specialized skillsets, and cybersecurity considerations, continuing with an MSP is recommended

External Website Support

Vendor Selection

- RFP 1377 was issued on August 29, 2024 and four qualified firms submitted proposals that were evaluated by the committee
- Metal Toad Media, Inc. was selected as the winner of the competitive RFP process due to their staff qualifications, technical expertise, and breadth of included support activities
- This solicitation met the 25% SBE/DVBE participation goal

Board Options

Option #1

- Authorize an agreement with Metal Toad Media, Inc. for a new fixed cost of \$299,000 per year with a not-to-exceed amount of \$996,200 for the duration of the three-year agreement to host, manage, and maintain Metropolitan's external websites.

Option #2

- Do nothing at this time.

Impact:

- This would perpetuate ongoing support and upgrade challenges
- Face potentially significant out-of-budget expenses for support not covered in the fixed cost agreement

Staff Recommendation

- Option #1

