

RESOLUTION 20-28 – AUTHORIZING AN AGREEMENT BETWEEN THE DELAWARE RIVER AND BAY AUTHORITY AND SPRUCE TECHNOLOGY, INC. TO PROVIDE WEBSITE REDEVELOPMENT SERVICES

WHEREAS, The Delaware River and Bay Authority (the “Authority”) is a bi-state Authority of the State of Delaware and the State of New Jersey created by Compact; and

WHEREAS, the Authority currently maintains eleven websites, ten of which are in need of updating and modernization, including mobile optimization, new branding, security upgrades, search engine optimization, and Google Analytics implementation; and

WHEREAS, the Authority desires to retain the services of a website developer to implement the phased redesign and redevelopment of the DRBA-family of websites, including the creation of new domains, transition of existing domains, integration of Google Analytics, performance/load testing, DRBA staff training and any additional services necessary to deliver fully-operational websites (the “Services”); and

WHEREAS, The Authority has divided the initial portion of the web redevelopment project into phases, with Phase 1 encompassing the five primary DRBA-branded sites (DRBA.net, DRBA Police, Veterans Memorial Park, Delaware Memorial Bridge, and Airports master landing page); and Phase 2 encompassing each of the five individual airport sites.

WHEREAS, the Authority publicly advertised a Request for Proposals for Phases 1 and 2 of the web redevelopment project in compliance with Resolution 98-31, as amended, which governs the Authority’s procedure for the procurement of professional services; and

WHEREAS, the Authority received and evaluated eleven (11) proposals pursuant to the aforementioned public Request for Proposals; and WHEREAS, a Selection Committee reviewed and evaluated all proposals received, shortlisted four (4) proposals, and conducted in-person interviews with the three (3) firms that accepted the invitation; and

WHEREAS, SPRUCE TECHNOLOGY, INC., was designated as the highest-ranking firm following final evaluation; and

WHEREAS, the Authority evaluated the cost of the services proposed by SPRUCE TECHNOLOGY, INC., for Phases 1 and 2 of the project and determined the proposal to be fair and reasonable; and

WHEREAS, the Budget and Finance Committee has reviewed this recommendation and concurs; and

WHEREAS, the Authority wishes to enter into a Service Agreement (“Agreement”) with SPRUCE TECHNOLOGY, INC.

WHEREAS, upon the completion of Phase 1 of the project, should the Authority decide to order Phase 2, it is in the best interest of the Authority to retain and utilize the services of SPRUCE TECHNOLOGY, INC., for the second Phase of the project; and

NOW, THEREFORE, BE IT RESOLVED, that the Executive Director is hereby authorized to finalize the terms and conditions of the Agreement with SPRUCE TECHNOLOGY, INC. to provide the Services to the Authority and to have such Agreement, with the advice and consent of Counsel, executed by the Chairperson, Vice-Chairperson and Executive Director.

Resolution 20-28 - Executive Summary Sheet

Resolution: Authorizing an agreement between the Authority and SPRUCE TECHNOLOGY, INC. to provide website redevelopment services

Committee: Budget & Finance

Committee/

Board Date: October 20, 2020

Purpose of Resolution:

To authorize an agreement with SPRUCE TECHNOLOGY, INC. to provide website redevelopment services to the Authority.

Background for Resolution:

The proposed Resolution meets the requirements of Resolution 98-31, as amended, which governs the procedure for the procurement of professional services.

The Authority received and evaluated proposals submitted by the following eleven (11) firms, and following preliminary evaluations, invited four (4) of those firms, one (1) of which declined, to attend an interview/presentation session with the Selection Committee at the Authority's headquarters:

Blenderbox, Clearbridge Branding Company, Cloudware LLC, Egrove Systems Corporation, Interpersonal Frequency, Isovera, OPIN Software, Promet Solutions, Spruce Technology, and Stokes Creative Group, Inc.

The Authority conducted oral interviews with the short-listed firms and utilized the advertised final evaluation criteria to establish a final ranked list, with SPRUCE TECHNOLOGY, INC. being identified as the most uniquely-qualified firm to deliver the services. The Authority conducted an analysis of the proposed costs for the services and determined them to be fair and reasonable.