

EL DORADO LAFCO

LOCAL AGENCY FORMATION COMMISSION

AGENDA OF SEPTEMBER 27, 2017

REGULAR MEETING

TO: Shiva Frentzen, Chair, and
Members of the El Dorado County Local Agency Formation
Commission

FROM: José C. Henríquez, Executive Officer

**AGENDA ITEM #7: PUBLIC HEARING TO CONSIDER AMENDING THE 2017-
2018 BUDGET**

RECOMMENDATION

Staff recommends that the Commission adopt the amended budget for Fiscal Year 2017-2018 and Resolution L-2017-11.

REASON FOR RECOMMENDED ACTION

Amending the FY2017-18 budget is necessary to authorize two previously unexpected expenditures. The first is to enter into an open-ended contract with Streamline to update and support the LAFCO website. The second is to authorize hiring a graphic artist to redesign the LAFCO logo. Both of these expenditures will not result in the increase the overall size of the LAFCO budget and will be absorbed by forgoing other expenditures. This amendment will not result in additional contributions from the agencies in El Dorado County.

BACKGROUND

LAFCO Website

El Dorado LAFCO last “revamped” its website in 2006, the project spearheaded by the Executive Officer and its then-Commission Clerk. The website was purposely designed and kept as low-tech as possible to accommodate two distinct groups. The first is composed of the significant portion of the county’s elderly population. The second group is the still-high number of people on dial-up internet connection. This meant that the website would be purposefully kept low-tech and not utilize video, graphics and other bandwidth-intensive features. Instead, it would be optimized for desktop use: the pages were designed horizontally so that they loaded nicely on wide monitors and they rely links, menus and tabs as navigational cues.

Since that time, technology has moved on. People are also accessing the website via smartphones and tablets, adding a new dimension that the website needs to accommodate. Unfortunately, the LAFCO website is not mobile enabled. While people are used to scrolling up and down on their phone, they have little tolerance for scrolling side-to-side or to click on links and tabs that appear too small and are prone to be clicked on accidentally on a smartphone screen. To add to the troubles, the software staff has been using to interface with the agency website is no longer supported and out of date.

After researching various options, LAFCO staff determined that it is no longer feasible to be self-supported web-wise in this day and age. There are now several laws that govern the content that must be disclosed on the agency's website and the software to create and maintain websites is getting more expensive and more specialized. Staff no longer has the time or the expertise to keep up with the technology in any meaningful way.

With these challenges in mind, LAFCO staff heard proposals from four vendors and their approaches to the challenges above. Interestingly enough, these four could be separated into two sets of two: Two sets of similar approaches, two sets of similar programs and two sets of pricing (reasonable for LAFCO's budget and not as reasonable).

Ultimately staff settled for Streamline's solution, which is the lease of a comprehensive proprietary program. This is a meaningful half-and-half approach, comparable to the Laserfiche system used by LAFCO for archiving. The vendor controls the software and is responsible for its update, maintenance and upkeep. LAFCO is responsible for the content. On Streamline's end, their software has a built-in component that would take into account current disclosure requirements and "push out" any new ones that may be adopted by the Legislature. Its module system allows for staff being able to refresh the website without inadvertently causing errors on other pages. In addition, the lease comes with full technical support. Streamline will charge up to \$2,000 to migrate the content from the current website and \$75 per month for the lease of the software (or \$900 for the total cost in a fiscal year).

These costs are within the Executive Officer's authorization limits per the Commission's Policies and Guidelines Section 2.9. As a result, the contract with Streamline itself will not return for your authorization.

LAFCO Logo

Many organizations, public and private, adopt a logo to represent them. Ideally, a logo aids and promotes instant public recognition about the organization's functions, mission and values. In a lot of cases, the logo is known better than the organization itself. Also ideally, the logo should be "scalable" (a logo that can be produced and seen in smaller sizes and across multiple platforms without losing meaning).

The current LAFCO logo was designed by your Executive Officer 12 years ago. While the current logo is OK, it conveys nothing except the geographic location and it is not scalable. Indeed, it is slightly more elaborate than the logos of other LAFCOs, if they have one. The agency should have a distinct marker that instantly connects

constituents with the mission and purpose of this LAFCO. While your staff has many ideas of what should be in a logo, it is unable to put them together into a well-structured logo.

In order to accomplish this, a true graphic artist with experience designing logos is needed. LAFCO staff interviewed three qualified individuals. Of these, staff developed a level of comfort with two of those vendors. They had sufficient experience with logo designs and provided numerous examples of their work (the third vendor was qualified with graphic artwork, but not necessarily with logo design). Staff had intended to engage a fourth artist but he was unable to commit to this project.

River Coyote Design (RCD) is being considered as the selected vendor to design the new LAFCO logo. As part of the design process, RCD incorporates feedback before finalizing the design. As staff envisions it, one of those steps could include bringing it to the Commission for its input prior to finalization. But the contract with RCD itself is not part of this item. Similar to the website matter, the contract falls within your Executive Officer's authorization limits. Your Commission is deciding on whether funds can be allocated for this purpose.

Specific Actions

The Commission is being asked to allocate a total of \$2,400 out of Line Item 6300 "Contingency" and split that amount so that portions of those funds are allocated into Line Items 6000 "Information Services" and 6210 "Office Expense." One thousand dollars will go to Information Services to accommodate the Streamline contract and \$1,400 would go to Office Expense for the logo redesign. Attachment A highlights these changes by italicizing the line items and the amounts.

Original and Revised Budgets at a Glance

Budget	Original FY2017-18	Revised FY2017-18
Employee Expense	\$351,421	\$351,421
Operating Expense	\$118,667	\$121,067
Operating Contingency	\$11,867	\$9,467
Expense Total	\$481,955	\$481,955
Non-Agency Revenues	\$6,977	\$6,977
Agency Contributions	\$355,003	\$355,003
Prior Year Fund Balance	\$119,975	\$119,975
Revenue Total	\$481,955	\$481,955

Alternatively, the Commission could leave the budget as-is and leave these matters completely or postpone for a later decision. The Budget Ad Hoc Committee for the 2018-19 budget can be asked to consider and deliberate for the next fiscal year.

Since no changes are made to the agency contributions, no circulation to the funding agencies is needed under Government Code §56381.

Attachments

- Attachment A: Revised Budget
- Attachment B: Resolution L-2017-11 Approving Revised Budget
- Attachment C: LAFCO's Policies and Guidelines Section 2.9
- Attachment D: Current LAFCO Logo
- Attachment E: Examples of other LAFCO logos