

PORT OF SEATTLE
MEMORANDUM

COMMISSION AGENDA

Item No. 5d

Date of Meeting January 13, 2009

DATE: December 19, 2008

TO: Tay Yoshitani, Chief Executive Officer

FROM: Peter Garlock, Chief Information Officer

SUBJECT: ICT requests that the Port Commission authorize the Chief Executive Officer to authorize all work, contracts and procurement including: advertise, award, administer, prepare, execute and amend any and all necessary contracts, purchases, service agreements, software licenses, equipment, materials and related maintenance and support for the Internet Website Redesign Project for a project amount not to exceed \$500,000.

BACKGROUND

The Port of Seattle's Internet web site was launched in the late 1990's. Since this time, there have been dramatic changes in how the Internet is used to interactively conduct business, exchange information, collaborate, and redefine social networking. Today's websites are compelling, engaging, and informative. In order to leverage the full potential of the Internet to meet the needs and expectations of the local community, our business partners, and customers, the Port must now invest in major revisions to its website infrastructure and applications.

New technology must be deployed to streamline and decentralize content management, enable multi-media delivery, commerce/advertising management, and member/collaboration management. The current web update process will be highly simplified and expanded to engage more participation by information providers within the organization, enabling greater transparency, which will improve collaboration and partnership with those outside of the Port.

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PROJECT DESCRIPTION AND SCOPE OF WORK

Project Statement

The project will create a new Internet web site, and underlying infrastructure, with dynamic content and interactive communication tools, e.g., blogs, video, podcasts, discussion forums and interactive maps.

Project Objectives

1. Refresh Port image. Use compelling design, dynamic content and interactive tools to engage the public with a positive message of the Port's world-class role in a vibrant, international economy and sustainable environment.
2. Redefine targeted audiences. Ensure the Port site provides information and services, improved interactivity, updated applications, improved navigation and full-site language translations as appropriate and useful to targeted audiences
3. Replace outdated systems. Replace broken, out-dated web publishing tools. Improve ease-of-maintenance, employ new maintenance options and workflows that help users keep content timely.
4. Deliver services for all of the Port's public-facing departments. (Web forms, applications, materials, services, video streaming, navigational aids, on-demand reports). Ensure systematic renewal of information by promoting departmental ownership and contributions within published and monitored guidelines.
5. Lower support costs. New SharePoint infrastructure provides tools to facilitate and simplify web publishing without extensive training in HTML development. Business staff can perform many web update functions traditionally performed by information technology designers and programmers.

Scope of Work

- Engage an Internet consulting firm to design and create a new web site using the latest technology and communication techniques
- Work with Port divisions and departments to build new message delivery processes and dynamic content
- Deploy the new Internet web site using the latest Internet technology infrastructure
- Develop new processes and policies to efficiently administer and maintain the new site

STRATEGIC OBJECTIVES

This project supports the following Port strategies:

- Enhance public understanding and stimulate support of the Port's role in the region

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- Deliver strong, positive brand to a world-wide audience; deliver a personalized experience through videos, blogs; and managed content.
- Develop new economic opportunities for the Port
 - Drive traffic to Port tenants and partners; explore advertising opportunities.
- Be a high performance organization
 - Involve Port employees by expanding web collaboration skills that will inform and engage the public and maintain a transparent organization.

RECOMMENDED ACTION

Use interactive web functionality and dynamic content to build a new web site that leverages the latest Internet technology to effectively deliver our messages. Using external networked SharePoint technology, we can provide new collaboration opportunities for many upcoming projects and future requirements.

FINANCIAL IMPLICATIONS

Budget/Authorization Summary

Original Budget	\$500,000
Budget Transfers	\$0
Revised Budget	\$500,000
Previous Authorizations	\$0
Current request for authorization	\$500,000
Total Authorizations, including this request	\$500,000
Remaining budget to be authorized	\$0

Project Cost Breakdown

Web Design and Development	\$318,000
Project Management	\$70,000
Deployment and Implementation	\$67,000
Tax 9%	\$0
Contingency 10%	\$45,000
Total	\$500,000

Source of Funds

This project is budgeted in the Internet Redesign CIP (C800319) and is included in the 2009 Plan of Finance as a committed project.

Financial Analysis Summary:

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CIP Category	Renewal/Enhancement
Project Type	Technology
Risk adjusted Discount rate	NA
Key risk factors	NA
Project cost for analysis	\$500,000
Business Unit (BU)	Corporate
Effect on business performance	NA
IRR/NPV 5 year	NA
CPE Impact	NA

PROJECT SCHEDULE

Web Site Design Complete	March 2009
Content Development Complete	July 2009
Content Deployment Complete	August 2009
Project Complete	September 2009

REQUESTED ACTION

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