

MEMORANDUM

JULY 16, 2013

**TO:** BOSTON REDEVELOPMENT AUTHORITY AND  
PETER MEADE, DIRECTOR

**FROM:** SUSAN ELSBREE, DIRECTOR OF COMMUNICATIONS  
ROBERT P. LUISI, DIRECTOR OF ADMINISTRATION AND FINANCE  
ANDREW GRACE, SENIOR PLANNER/URBAN DESIGNER

**SUBJECT:** AUTHORIZATION TO AMEND THE AGREEMENT WITH BOSTON  
INTERACTIVE FOR THE REDESIGN OF THE BRA WEBSITE

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**SUMMARY:** This Memorandum requests that the Director be authorized to execute the first amendment between the Boston Redevelopment Authority and Boston Interactive.

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**BACKGROUND**

On January 19, 2012, the BRA Board approved the advertisement of a Request for Proposals (“RFP”) for consultant services to redesign the BRA website. The RFP was advertised by the BRA on February 6, 2012, and four (4) proposals were received on March 28, 2012. The four submissions from Blenderbox, Boston Interactive, Communication via Design, and Mnet were extensively reviewed and evaluated by BRA staff. Interviews were conducted with the four respondents on April 20, April 24, May 3, and May 4. Following a thorough review based on the written proposals, interviews, and references, the evaluation team recommended the selection of Boston Interactive due to their experience and comprehensive understanding of the planning, design, development, and deployment of websites. Based on the July 12, 2012 Board approval, the BRA executed a \$240,000 contract with Boston Interactive in August 2012.

As part of the website redesign process, staff determined it would be prudent to introduce the ability for the public to purchase maps online, as well as to create a dynamic glossary for the new site, and allow the public to comprehensively subscribe to events and public notifications through the website. These functions were not originally included in the scope of work, but are a critical component of a new user-focused web presence.

## **RECOMMENDATION**

It is recommended that the Director be authorized to amend the contract amount with Boston Interactive from \$240,000 to \$290,000 to reflect the inclusion of anonline glossary, ecommerce functionality for maps, and an events calendar and email list management tool.

An appropriate vote follows:

**VOTED:** That the Director be, and hereby is, authorized to amend the contract amount with Boston Interactive for the redesign of the BRA website from \$240,000 to \$290,000 to reflect the inclusion of an online glossary, ecommerce functionality for maps, and an events calendar and email list management tool.