



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Operations Committee

DATE: June 3, 2011

FR: Executive Director

W.I.: 1223

RE: Contract: 511 Website Services (FYs 2012-2016): Civic Resource Group (CRG)

Staff requests this Committee's authorization to enter into a five-year contract with options to extend for up to five additional years with Civic Resource Group (CRG) to provide website design and development support, as well as website operations and maintenance responsibilities. The base contract period will extend from August 1, 2011 through June 30, 2016. The estimated annual budget is \$270,000, totaling to a five-year not-to-exceed amount of \$1,346,000. The first month of this contract will constitute a transition period from the current contractor, Swirl.

511.org Website Contract Background

Prior to this procurement, 511 web services were provided through a contract that delivered both web services and marketing. This contract ends June 30, 2011. MTC is re-organizing these two functions by moving marketing tasks to the Ridesharing & Bicycling Contract and by contracting with a separate firm for 511 Website Services. The new contractor's initial assignments will be:

- Operations and maintenance of 511.org,
- Website and graphic design for all 511 web pages,
- Web services and expertise to ensure 511.org tools and web features are highly functional and user friendly, and
- Emergency incident response support.

Having a web consultant on-board gives MTC and 511 access to a range of skills and services that would not be possible by hiring a single individual. For example, this team will provide technical guidance on topics such as web page accessibility, multiple language delivery, comprehensive Content Management System incorporation, browser technologies, website standards compliance, and emerging dissemination channel technologies. Details about the Year 1 Scope of Work are provided in Attachment A.

Currently, four separate contractors operate 511 web pages (511.org, Traffic, Transit, and Ridesharing/Bicycling). One outcome of this arrangement is that upgrades and global changes across the website are costly and time consuming. Web and mobile technologies change rapidly, and use of 511.org is about four times the use of 511 phone. In light of these trends, MTC 511 staff are focused on streamlining and more fully integrating web delivery so that we can adapt to changing user needs and technologies more nimbly. This contract is an important part of that strategy. Our goal is to progressively transfer responsibilities (and their budgets) from the other 511 Contractors to this contract, such that the 511 Website Services Contractor becomes responsible for all design, development, and operations and maintenance tasks associated with the 511.org website, and possibly other dissemination channels (e.g., mobile).

Request for Proposal Process

MTC issued a Request for Proposal (RFP) for 511 Website Services in January 2011. We received nine proposals, two of which were found to be non-responsive. The evaluation panel was comprised of MTC staff, along with one technical advisor from BART. The four evaluation criteria were: 1) approach, 2) team qualifications, 3) resource availability and allocation, and 4) communications.

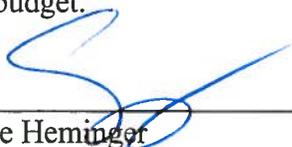
After evaluating the seven responsive proposals, the panel narrowed the field to four firms: Berkeley Transportation Systems, Civic Resource Group (CRG), Science Applications International Corporation, and SymSoft, Inc. The panel held in-person discussions with these proposers in March 2011 and issued a Request for Best and Final Offer (BAFO) in April 2011. The Request for BAFO allowed proposers to revise and re-submit their initial proposals to address the panel's questions and concerns. Panelists evaluated the BAFOs individually and reconvened in May to develop a recommendation.

Based on a thorough review of the initial proposals, BAFOs, and in-person discussions, the panel recommends awarding the contract to CRG, a full-service web services firm based in Los Angeles. CRG serves primarily public sector clients and has prior experience on several transportation agency websites that provide information similar to that of 511. The firm has a proven track record delivering high quality websites and offers an impressive depth of staff with competitive rates. The evaluation panel scored CRG particularly high in the areas of resource availability and allocation, and team qualifications. CRG has in-house expertise in all aspects of our web services needs including design, development, accessibility compliance, and user testing.

The firm's proposal and sample work products showcased attractive graphics and innovative designs. The evaluation panel was also impressed that CRG has in-depth knowledge of important current trends related to mobile applications and social media. References for key CRG staff were extremely positive regarding their design/development abilities and project management skills. During the discussions, the CRG team conveyed an understanding of the importance of communication both with MTC as the client and with other technical contractors already involved in the project. Overall, MTC was impressed by the breadth of CRG's technical and design expertise, and their understanding of the public sector environment.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract in the amount of maximum amount of \$1,346,000 (~\$270,000 annually) with CRG to provide 511 Website Services for a five-year contract period (August 1, 2011 through June 30, 2016) with options to extend for up to five years in increments to be determined by MTC. All funding is subject to inclusion of funds in approved MTC annual budget.



Steve Heminger

SH:ck

Attachment A Year One Scope of Work

For FY 2011/12, the web services contractor will be responsible for assignments in four main areas: 1) operations and maintenance of 511.org, 2) website and graphic design for all 511 web pages, 3) various web services to ensure 511.org tools and web features are highly functional and user friendly, and 4) emergency incident response support:

1. The 511 Web Services Contractor is responsible for front-end maintenance (not including hosting, which is under the 511 Traffic contract) of 511.org and its subpages, including, for example:

- maintaining and accurately updating content, graphics, and interactive tools;
- developing and deploying accurate, error-free promo boxes;
- maintaining the Content Management System; and
- developing new content pages.

2. The 511 Web Services Contractor will provide 511 website and graphic design implementation support across all the 511 web pages. The 511 Web Services Contractor also leads the brand identity of the entire 511 traveler information service to maintain cohesiveness in visual, verbal, and written communications.

3. Through Variable Web Services design work, MTC will rely on the Contractor to provide web services work as needed throughout the year, including, for example:

- Transition responsibility for operations and maintenance of 511.org from Swirl,
- Design, develop, and implement a new interactive feature on the 511.org home page,
- Streamline/enhance existing features, such as revising the MY 511 registration process,
- Develop a downloadable application or widget,
- Provide technical guidance and strategy about web page accessibility,
- Provide technical guidance and strategy about multiple language delivery,
- Provide technical guidance and strategy about site-wide comprehensive Content Management System incorporation, browser technologies, website standards compliance, etc.
- Provide technical guidance and strategy about emerging dissemination channel technologies,
- Work collaboratively with other 511 Contractors to provide technical guidance and strategy about integrating the website backend, and/or
- Conduct user preference and usability studies.

For these assignments, the Contractor will develop discrete task budget estimates and scopes of work which will be incorporated into their annual work plan.

4. The 511 Web Services Contractor will play a key role in ensuring that 511 is the primary source of transportation information in the event of significant regional traffic or transit emergency incidents. The Contractor is required to provide immediate 24/7 assistance to MTC throughout the duration of an incident and may be requested to attend meetings, develop emergency graphics and special incident web pages, and make modifications to the Emergency Toolkit templates.

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1223

Consultant: Civic Resource Group
Los Angeles, CA

Work Project Title: 511 Website Services

Purpose of Project: Deliver 511 website services.

Brief Scope of Work: Operate and maintain 511.org web pages, design and develop web applications, and provide technical guidance and strategy for integrating and streamlining delivery of web and mobile services.

Project Cost Not to Exceed: \$1,346,000 for five years (~\$270,000 annually); proposed budget for FY 2011-12 = \$236,000.

Funding Source: CMAQ, SAFE

Fiscal Impact: Fiscal year budgets subject to annual budgetary approval processes.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a five-year contract with Civic Resource Group to be the 511 Website Services Contractor and the Chief Financial Officer is authorized to set aside funds for such contract in the amounts specified, subject to annual agency approval processes.

Operations Committee:

Jake Mackenzie, Chair

Approved:

Date: June 10, 2011