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## *Memorandum*

TO: BATA Oversight Committee

DATE: December 7, 2011

FR: Executive Director

W. I. 1253

RE: Change Order – FasTrak<sup>®</sup> Regional Customer Service Center (CSC) – FasTrak<sup>®</sup> Website Improvements: ACS State and Local Solutions, Inc. (ACS)

The current FasTrak<sup>®</sup> website ([www.bayareafastrak.org](http://www.bayareafastrak.org)) was designed in 2004 and officially launched to the public in June 2005, when the Regional Customer Service Center was opened in San Francisco. Except for occasional website updates related to various changes to the FasTrak<sup>®</sup> Program, e.g., new FasTrak<sup>®</sup> -only lanes, modification to existing lanes, toll increases, launch of the Retail Toll Tag Program, free toll promotions, updating the FasTrak<sup>®</sup> pricing study etc, the look and functionality of the website has not changed much over the last six years. Staff is recommending that the website get a “facelift” that would make it more user-friendly, modern, and functional – ultimately resulting in fewer customer complaints and calls to the FasTrak<sup>®</sup> Customer Service Center. In general, the following improvements would be made:

- Simplified homepage with clean designs that will highlight the four crucial functions: signing up, registering a retail toll tag, logging into an account, and paying violations.
- New look-and-feel of all web pages.
- Improved horizontal navigation menus.
- New "How-To" section to provide step-by-step instructions for basic functions (e.g., how to report a lost/stolen tag, how to replace a non-working tag, etc).
- Improved organization of relevant information.
- Wider page widths to accommodate new, larger computer monitors.

ACS State and Local Solutions, BATA's Customer Service Center contractor, is responsible for maintaining and operating the FasTrak<sup>®</sup> website. The design and development of the HTML coding for the new web pages would be provided by BATA's marketing consultant under a separate contract, while implementation of all coding would be done by ACS.

### *Recommendation*

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract change order with ACS in an amount not to exceed \$187,275 to implement FasTrak<sup>®</sup> website improvements.

  


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 Steve Heminger

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# REQUEST FOR AUTHORITY APPROVAL

## Summary of Proposed Contract Change Order

Work Item No.: 1253

Contractor: ACS State and Local Solutions  
San Francisco, CA

Work Project Title: FasTrak<sup>®</sup> CSC

Purpose of Project: Improve FasTrak<sup>®</sup> website

Brief Scope of Work: Implement HTML coding that would improve the look and functionality of the current FasTrak<sup>®</sup> website

Project Cost Not to Exceed: \$187,275 - this change order.  
Original contract and change orders 1-32 = \$160,922,904.  
New Total maximum contract = \$161,110,179

Funding Source: BATA Operating Budget

Fiscal Impact: Project costs of \$187,275 are consistent with funds programmed and budgeted in the FY 2011-12 BATA operating budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a change order to the FasTrak<sup>®</sup> CSC contract with ACS State and Local Solutions for FasTrak<sup>®</sup> website improvements and the Chief Financial Officer is directed to set aside funds up to \$187,275 for such change order.

BATA Oversight Committee: \_\_\_\_\_  
Bill Dodd, Chair

Approved: Date: December 14, 2011