



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

Agenda Item No. 3f

TO: Operations Committee

DATE: June 1, 2012

FR: Executive Director

W. I. 1224

RE: Contract Change Order - 511 Website Services: Civic Resource Group (\$300,000)

This memorandum asks for Committee approval of a change order in an amount not to exceed \$300,000 to the 511 Website Services Contract with Civic Resource Group (“CRG”) to support the long-term evolution and mobilization of the 511.org website and to explore improvements to support multiple languages.

Background

The 511.org website and its sister pages (Transit, Traffic, Rideshare, Bicycling, and My 511) are a series of interactive, informative features and pages operated by different contractors and maintained on different servers, but linked together under the single “511” name. The 511.org home page originally launched in December 2002 and has gone through two major upgrades since then: the first to bring a live traffic map to the home page, and the second to provide additional interactive features, including the real-time transit departures tool, and the Transit Trip Planner.

Based on lessons learned and user feedback from these upgrade efforts, staff sees opportunities to leverage investments in new technology to streamline 511's back-end systems to enable a better integrated and more efficient site that stays current with user expectations and trends in mobilization and personalization. Upon Committee approval, staff will embark on a multi-phased approach to streamline website operations and hosting, ensure flexibility for future enhancements, provide greater cost effectiveness and efficiencies, and allow for comprehensive mobilization. The requested funds will provide for the initial planning and design phase of this evolution, as well as explore an interactive traffic map app, which is frequently requested by 511.org users.

Additionally, staff will explore multiple language improvements to the 511.org website. Current multilingual offerings are limited to an automated Google translation tool, which provides only a basic level of translation, and does not work with all tools and features on the website. Pending Committee approval, staff will work with CRG to identify alternatives.

CRG Selection Process

In January 2011, MTC issued a Request for Proposal (RFP) for the selection of a 511 Website Services contractor. After the competitive evaluation process, this Committee selected CRG. The RFP provided for a five-year contract, with options to renew for five years in increments to be determined by MTC. This Committee approved a contract in the amount of \$1,346,000 in June 2011. The contract was thereafter amended once to add federal requirements and changes in key personnel and hourly rates only.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a change order to the CRG 511 Website Services Contract in an amount not to exceed \$300,000 to support the long-term evolution and mobilization of the 511.org website, and to explore multiple language improvements, subject to approval of the FY 2012-13 MTC budget.



Steve Heminger

SH/SC

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract Change Order

Work Item No.: 1224

Consultant: Civic Resource Group (CRG)
Oakland, CA

Work Project Title: 511 Website Services Contract

Purpose of Project: Deliver 511 traveler information services through the Internet.

Brief Scope of Work: Plan for the long-term evolution and mobilization of the 511.org website, and explore multiple language improvements.

Project Cost Not to Exceed: \$300,000 – this change order
Total contract prior to today's action = \$1,345,603
Maximum approved contract including today's action = \$1,645,603

Funding Source: STP/CMAQ and SAFE

Fiscal Impact: Funds available in proposed FY 2012-13 MTC budget

Motion by Committee: That the executive director or his designated representative is authorized to negotiate and enter into a contract change order to the CRG 511 Website Services Contract to plan for the long-term evolution and mobilization of the 511.org website, and explore multiple language improvements, as described above and in the Executive Director's memorandum dated June 1, 2012, and the Chief Financial Officer is directed to set aside funds for such change order, subject to approval of the FY 2012-13 MTC budget.

Operations Committee: _____
Jake Mackenzie, Chair

Approved: Date: June 8, 2012