



**METROPOLITAN
TRANSPORTATION
COMMISSION**

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Memorandum

TO: Administration Committee

DATE: February 6, 2013

FR: Executive Director

W. I. 1112 & 1121

RE: Contracts – Outside Print/Web Design, Production & Programming Services (\$350,000):

- i. *MetaDesign, San Francisco, CA*
- ii. *Visual Strategies, Inc., San Francisco, CA*
- iii. *L Studio, Sausalito, CA*
- iv. *Finger Design/Mediatrope, LLC, Oakland, CA*
- v. *MIG, Inc., Berkeley, CA*
- vi. *Civic Resource Group (CRG), Los Angeles, CA*

This memorandum requests approval of a panel of design firms for print and web services for MTC and related entities and projects as well as a budget not to exceed \$350,000 for one or more of the firms on the panel to do such work.

Background:

In November 2012, MTC issued a Request for Qualifications (RFQ) for Design Services for MTC, BATA, SAFE including OneBayArea, with the goal of establishing a bench of qualified consultants to handle a variety of print and electronic design/production/programming tasks through June of 2013, with the option of renewing for three additional years in one-year increments. The outside design consultants provide backup to MTC’s in-house graphics team in order to keep high-profile publications and web projects on track, and to bring expertise to complex projects.

Procurement Process:

A link to the RFQ was sent to several hundred firms via email. MTC received 22 responses, of which 21 were deemed responsive. Staff interviewed eight firms, and is recommending the following six firms be approved as qualified consultants based on their expertise, samples, pricing, experience with the public sector and references:

Meta Design	Print work
Visual Strategies Inc.	Print and electronic work
L Studio	Print work
Finger Design/Mediatrope, LLC	Print and electronic work
MIG, Inc.	Print and electronic work
CRG	Electronic work

The two interviewed firms that were not selected MB/I, Concord, CA and LekasMiller Design, Walnut Creek, CA were deemed by the panel to be not as competitive in light of MTC's needs.

Print and web design projects anticipated through June of 2013 include the draft PlanBayArea and final PlanBay Area and associated documents. We plan to publish a printed newsletter as events warrant, and further develop our online newsletter.

MTC anticipates beginning a significant overhaul of www.mtc.ca.gov and bata.mtc.ca.gov, in recognition of the fact that these have become MTC's primary vehicles for communicating with the public. Specific tasks relating to the website overhaul could include:

- Improving navigation so that our partners, the press, researchers, commuters and interested members of the public can more easily find what they're looking for.
- Improved web usage statistics tools.
- Integrating interactive features such as social media, commenting and photo sharing.
- Exploring a more robust system for posting committee packets and resolutions and audiocasts to the web, and improving search capabilities.
- Examining the benefits, cost and feasibility of developing an agency-wide portal integrating our news and information web sites with our customer service sites, namely the websites for FasTrak[®], Clipper[®] and 511.
- Creating a separate area where transportation partners can exchange technical information.
- Adapting our websites for new delivery platforms such as smart phones and other mobile devices.
- Improving ADA accessibility, and exploring dynamic foreign-language translation.
- Exploring options related to the hosting and infrastructure management of the site(s) at a remote location.

Staff is requesting authority to commit up to \$350,000 this fiscal year for these projects and other similar projects that may arise. We expect that the website overhaul/portal project will extend several months into the next fiscal year.

Once the committee has approved this panel of firms, we will request proposals for the web overhaul project from several of the firms offering electronic design/programming services, with the proposals to include pricing, timing, a suggested design treatment, an approach to developing an easily navigable site and a recommended back-end system.

Recommendation:

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into contracts with one or more of the above-listed firms, in a cumulative amount to be committed this fiscal year not to exceed \$350,000, with the option of renewing this panel of firms for three additional years, in one-year increments and direct the Chief Financial Officer to set aside funds in FY 2012-13 for such contracts.



Steve Heminger

BK:SH

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1112 & 1121

Consultant(s): Meta Design, San Francisco
Visual Strategies Inc., San Francisco
L Studio, Sausalito
Finger Design/Mediatrope, LLC, Oakland
MIG, Inc., Berkeley
Civic Resource Group (CRG), Los Angeles

Work Project Title: Print and electronic design, production and programming services

Purpose of Project: Provide design, production and programming services for MTC's websites, high-profile publications, electronic publications, social media sites and the like.

Brief Scope of Work: Art direct publications and websites; conduct research as to website organization, functions and organization; secure photos and illustrations for publications and websites; art direct photographers and illustrators; provide production services; conduct press checks; develop a CMS system or systems to drive websites; train staff in use of CMS systems; transfer content to new website; create portal to unify MTC's websites; adapt websites for mobile platforms; and other tasks as directed.

Project Cost Not to Exceed: \$350,000

Funding Source: TDA, CMAQ and bridge tolls

Fiscal Impact: Funding is included in 2012-13 MTC and BATA budgets

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into contracts with the above firms to provide print and electronic design, production and programming services through June 2013 with the option of renewing for three additional years, in one-year increments subject to the approval of future budgets, and the Chief Financial Officer is directed to set aside funds in the cumulative amount not to exceed \$350,000 for such contracts in FY 2012-13.

Administration Committee: _____
Dave Cortese, Chair

Approved: Date: February 13, 2013