



**METROPOLITAN  
TRANSPORTATION  
COMMISSION**

Agenda Item 2h

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## *Memorandum*

TO: Administration Committee

DATE: January 7, 2015

FR: Executive Director

W.I.: 1212

RE: Contract Amendment – Vital Signs Website Design and Development: Lowercase Productions (\$50,000)

Staff seeks the Committee's approval to enter into a contract amendment in the amount not to exceed \$50,000 with Lowercase Productions to conduct additional website design and development activities to support the release of transportation, land use, economic, and environmental data to the public as part of the Vital Signs initiative. The recommended funds are from the MTC General Fund and are already set aside in the agency budget for FY 2014-15.

### Background

In September 2014, Lowercase Productions was selected pursuant to a competitive procurement to design and develop a website for the Vital Signs initiative. Nine responsive proposals were received as a result of a Request for Qualifications that was released in July 2014. A panel that included MTC staff members selected Lowercase Productions, and a contract for \$100,000 was executed under the Executive Director's contract authority. Vital Signs is a regional initiative that seeks to monitor and analyze regional performance trends related to transportation, land use, the economy, and the environment. As a key implementation activity for Plan Bay Area, the Vital Signs website will allow the general public to better understand key regional trends and to explore a vast array of performance data. Lowercase Productions – along with subconsultants Barbary Coast Consulting and PostCode – has been working closely with MTC planning and public information over the past four months to design and build a modern, interactive website that is engaging for the public.

As of January 2015, the consultant team has completed most of the website design work, as well as the development of the website homepage and measure pages for most of the transportation datasets. Additional datasets related to land use, the economy, and the environment are slated to be released through mid-2015 as part of the Vital Signs website. The additional funding requested would go towards the completion of any remaining transportation webpages, as well as pages addressing key regional issues related to land use, the economy, and the environment.

Recommendation

Staff recommends that the Committee authorize the Executive Director or his designated representative to negotiate and enter into a contract amendment with Lowercase Productions in an amount not to exceed \$50,000 to fund additional design and development tasks associated with the remaining phases of the Vital Signs 2015 website launch.



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Steve Heminger

REQUEST FOR COMMITTEE APPROVAL  
Summary of Proposed Contract Amendment

Work Item No.: 1212

Consultant: Lowercase Productions  
San Francisco, CA

Work Project Title: Vital Signs Website Design and Development

Purpose of Project: To design and develop a website for the Vital Signs performance monitoring initiative

Brief Scope of Work: Design and development work for the Vital Signs performance monitoring website, including pages for transportation, land use, economic, and environmental measures

Project Cost Not to Exceed: \$50,000 this amendment  
Previously approved agreement = \$100,000  
Total approved contract amount based on this action = \$150,000

Funding Source: General Fund

Fiscal Impact: Funds are included in the FY 2014-15 Agency Budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Lowercase Productions to provide Vital Signs website design and development as described above and in the Executive Director's memorandum dated January 7, 2015, and that the Chief Financial Officer is authorized to set aside funds from the FY 2014-15 Agency Budget for this purpose in the amount of \$50,000.

Administration Committee:

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Adrienne J. Tissier, Chair

Approved: Date: January 14, 2015