



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Memorandum

TO: Operations Committee

DATE: February 1, 2008

FR: Deputy Executive Director, Operations

W.I. 1223

RE: Contract Amendment – Marketing, Web and Communications Services: Swirl, Inc.

MTC has contracted with Swirl, Inc. to provide marketing, web, and communications services for MTC, MTC SAFE and BATA, including services for the TransLink[®] program. The purpose of this contract amendment is to support the following activities as TransLink[®] continues to be deployed throughout the region:

1. Improvements to the TransLink[®] website such as: a) the creation and addition of how-to videos, animations and graphics to better describe the TransLink[®] system and how customers can make best use of it; b) expanded help functions; and c) modifications to the card ordering and registration processes by making them more streamlined and user-friendly. (\$95,000)
2. Collection of current customer feedback, particularly focused on input that will inform website improvements such as the card ordering and registration process. (\$75,000)
3. Development of a series of TransLink[®] training videos for use by transit agency staff. These videos will focus on the proper use of TransLink[®] devices and will be produced in multiple formats, so they can be viewed in training rooms as well as via the Internet. (\$160,000)
4. Expanded use of TransLink[®] outreach teams on-board buses and at key transit stations to market the availability of TransLink[®] to new customers. (\$25,000)

Revenues for this amendment from Regional Measure 2 have been allocated to MTC and are included in MTC's FY07/08 agency budget.

Recommendation

Staff recommends that the Operations Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Swirl, Inc. in an amount not to exceed \$355,000.

Ann Flemer

AF:NG

J:\COMMITTE\Operations\2008 Operations Comm Packet\Feb2008\TransLink_Swirl ContractAmendment.doc

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract Amendment

Work Item No.: 1223

Consultant: Swirl, Inc.
San Francisco, CA

Work Project Title: TransLink® website development, customer feedback, training videos and outreach.

Purpose of Project: Make improvements to the TransLink® website, collect customer feedback, produce training videos for transit agency staff and expand TransLink® outreach activities to new customers.

Brief Scope of Work: Develop enhanced website content and functionality, training videos for transit agency staff and expanded outreach efforts.

Project Cost Not to Exceed: \$355,000 ; Total Contract \$5,369,515

Funding Sources: RM-2 (Regional Measure 2)

Fiscal Impact: Funds included in FY 2007-08 agency budget.

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a Contract Amendment with Swirl, Inc. and the Chief Financial Officer is directed to set aside funds up to \$355,000 for such Contract Amendment.

Operations Committee:

Sue Lempert, Chair

Approved: Date: February 8, 2008