

Association of Bay Area Governments

Executive Board

January 21, 2021

Agenda Item 6.e.

Bay Area Regional Energy Network (BayREN)

Subject: Authorization to amend a contract with Visual Strategies for Association of Bay Area Governments website operations and maintenance in an amount not to exceed \$132,500 for Fiscal Year 2020-2021

Background: In support of the Association of Bay Area Governments (ABAG) and its programs, the Metropolitan Transportation Commission (MTC) Technology Services Section (TSS) maintains contracts to operate several websites. Currently, MTC supports the following ABAG-related websites:

- ABAG—abag.ca.gov
- BayREN—bayrenresidential.org
- SF Bay Restoration Authority—sfrestore.org
- SF Bay Trail—baytrail.org

Visual Strategies is MTC's primary website support company, and will design, develop, test and launch two ABAG-related websites:

1. **Bay Area Regional Energy Network (BayREN) website.** The funding associated with this amendment, which is included in the adopted ABAG Budget and Work Program for fiscal year 2020-21, will permit Visual Strategies to build a redesigned BayREN website. The redesign will determine whether to consolidate subsidiary sites of BayREN, improve the branding and accessibility of the site(s), and provide a modern feature set to facilitate frequent content updates. In addition, transferring the BayREN.org website operations and maintenance to Visual Strategies will result in communication and cost efficiencies. The project currently anticipates a relaunched website in June, 2021.
2. **Technical Assistance (TA) web portal, with a focus on housing TA.** Visual Strategies will develop an interactive web portal aimed at delivering TA. When surveying local agencies on ABAG and MTC TA programs, the main feedback is that the programs are hard to find. The web portal is one way to bring more visibility and improve the effectiveness of the TA programs, and be a resource to our local partners. A large component of the work will be to develop housing TA (collaboratives, cohorts, workgroups etc.) and make it easily available to local planning staff.

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Funds will be allocated to Visual Strategies and distributed via a joint MTC/ABAG contract for overall website operations and maintenance.

Issues:

None

Recommended Action:

The Executive Board is requested to authorize the Executive Director of the Metropolitan Transportation Commission, or her designee, on behalf of the Association of Bay Area Governments and the Bay Area Regional Energy Network to enter into a contract amendment with Visual Strategies in an amount not to exceed \$132,500, for a total contracted amount of \$2,353,500, for website operations and maintenance for Fiscal Year 2020-2021.

Attachments:

Summary Approval – Visual Strategies

Reviewed:



Therese W. McMillan