



METROPOLITAN
TRANSPORTATION
COMMISSION

Bay Area Metro Center
375 Beale Street
San Francisco, CA 94105
TEL 415.778.6700
WEB www.mtc.ca.gov

Memorandum

TO: Administration Committee

DATE: April 4, 2018

FR: Executive Director

W. I. 1161; 1112; 1128, 1121

RE: Contract Amendment – Website Operations, Maintenance and Improvement Services: Visual Strategies, Inc. (\$550,000)

This memorandum requests Committee approval of a one-year contract amendment in an amount not to exceed \$550,000 with Visual Strategies, Inc. to build and operate a new Association of Bay Area Governments (ABAG) website and suite of eleven subsidiary sites, and to continue to operate, maintain, and improve the MTC's websites.

Background

In April 2017, this Committee approved a pre-qualified panel of the following five consultants to provide on-call website operations, maintenance and improvement services to MTC on an as-needed basis: Exygy Inc., Visual Strategies, Inc., Symmetrical Designs, MIG Inc., and Civic Resource Group International Inc.

In July 2017, MTC entered into a direct select contract with Visual Strategies to provide website maintenance support and on-call website improvements and services for the MTC and Plan Bay Area (PBA) websites. The Executive Director approved a one-year contract in an amount not to exceed \$200,000 with an option on the part of MTC to extend through June 30, 2021.

Visual Strategies, Inc. has demonstrated a comprehensive understanding of both the intent and needs of the MTC and PBA websites, and is familiar with MTC's staff, work procedures, and technical requirements. Visual Strategies, Inc. built the MTC website as well as the two most recent iterations of the PBA website. Visual Strategies, Inc. has maintained both websites to the highest industry standards.

The proposed contract amendment funds the building and operation of a new ABAG website and suite of eleven (11) subsidiary sites to align with the recently rebuilt MTC website. This includes the design, development, testing, deployment, hosting, operations, maintenance, and improvement of the sites. Additionally, the amendment funds continued operations, maintenance, and improvement of the MTC websites.

This amendment will add \$550,000 and one additional year to the contract, bringing the contract total to \$750,000 for the two-year period. A portion of the necessary funding for this amendment is in the approved FY 2017-18 budget; additional funding is subject to the approval of future agency budgets. Visual Strategies, Inc.'s small business and disadvantaged business enterprise status are shown in Attachment A.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment with Visual Strategies, Inc. for a one-year extension and in an amount not to exceed \$550,000 to build and operate a new ABAG website and suite of eleven subsidiary sites, and to continue to operate, maintain, and improve the MTC websites.



Steve Heminger

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Attachment

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Attachment A

		DBE* Firm			SBE** Firm		
Firm Name		Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	Visual Strategies, Inc.			X	X	2003308	

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL
Summary of Proposed Contract Amendment

Work Item No.:	1161; 1112; 1128, 1121
Consultant(s):	Visual Strategies, Inc. (San Francisco, CA)
Work Project Title:	Website Operations, Maintenance and Improvement Services
Purpose of Project:	Build and operate the ABAG website and suite of eleven subsidiary sites to align with the recently rebuilt MTC website. Operate, maintain, and improve the MTC websites.
Brief Scope of Work:	The design, development, testing, deployment, hosting, operations, maintenance, and improvement of the ABAG websites and suite of eleven subsidiary sites. The operations, maintenance, and improvement of the MTC websites.
Project Cost Not to Exceed:	\$550,000 (this amendment) Total Contract before this amendment: \$200,000 Total Authorized Contract after this amendment: \$750,000
Funding Source:	General Funds, ABAG Funds, SB1 Funds
Fiscal Impact:	\$135,000 is included in the MTC FY 2017-18 budget. \$415,000 is subject to approval of the MTC (\$215,000) and ABAG (\$200,000) FY 2018-19 budgets.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract amendment with Visual Strategies, Inc. to perform website operations, maintenance and improvement work, as described above and in the Executive Director's memorandum dated April 4, 2018, and the Chief Financial Officer is authorized to set aside funds in the amount of \$550,000 for such amendment, subject to approval of necessary funds in future agency budgets as specified above.
Administration Committee:	<hr/> Federal D. Glover, Chair
Approved:	Date: April 11, 2018