



METROPOLITAN  
TRANSPORTATION  
COMMISSION

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## *Memorandum*

TO: Administration Committee

DATE: April 3, 2019

FR: Executive Director

W. I. 1161; 1121; 1612

RE: Contract Amendment - Website Operations, Maintenance and Improvement Services: Visual Strategies, Inc. (\$425,000)

This memorandum requests Committee approval of a one-year contract amendment in an amount not to exceed \$425,000 with Visual Strategies, Inc. to operate, maintain, and improve the MTC websites, the Bay Area Regional Collaborative (BARC) website, the Association of Bay Area Governments (ABAG) website, and the related ABAG websites.

### **Background**

In April 2017, following a competitive procurement process, 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. The RFQ provided for a contract period through June 30, 2019 with an option on the part of MTC to extend through June 30, 2021.

In July 2017, MTC selected Visual Strategies, Inc. from the pre-qualified panel 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 \$160,000.

In December 2017, through a mini-procurement of the pre-qualified on-call website operations, maintenance and improvement services panel, the Executive Director approved a contract amendment with Visual Strategies, Inc. to build, operate, and maintain a new Bay Area Regional Collaborative (BARC) website.

In April 2018, this Committee approved a one-year contract extension and amendment with Visual Strategies, Inc. to build and operate a new ABAG website and suite of related websites to align with the recently rebuilt MTC website. Additionally, the amendment funded continued operations, maintenance, and improvement of the MTC websites.

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

The proposed contract amendment funds the operation, maintenance, and improvement of the MTC websites, the BARC website, the ABAG website, and the subsidiary ABAG websites.

This amendment will add \$425,000 and one additional year to the contract, bringing the contract total to \$1,222,000 for the three-year period. Funding for this agreement is subject to approval of the draft FY 2019-20 agency budgets. Visual Strategies, Inc.'s and its subcontractors' small business and disadvantaged business enterprise status are shown in Attachment A.

**Recommendation**

Staff recommends that this Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Visual Strategies, Inc. for a one-year extension in an amount not to exceed \$425,000 to operate, maintain, and improve the MTC websites, the BARC website, the ABAG website, and the related ABAG websites.



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Therese W. McMillan

TM:an  
Attachment

## Attachment A

	Firm Name	Role on Project	DBE* Firm			SBE** Firm		
			Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	Visual Strategies, Inc.	Website maintenance support, website improvements, and update services			X	X	2003308	
Subcontractor	Carrie Santi DeLucchi	Project manager, Lead Front-end Designer			X			X
	Jennifer Lampton	Senior Drupal Developer, Lead Engineer			X			X
	Chad Upham	Front-end Developer, UX Designer			X			X
	Brandon Bergren	Drupal Specialist			X			X
	Elena Genova	Custom Programming Engineer			X			X

\*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; 1612; 1121
Consultant(s):	Visual Strategies, Inc. (San Francisco, CA)
Work Project Title:	Website Operations, Maintenance and Improvement Services
Purpose of Project:	Operate, maintain, and improve the MTC websites, the BARC website, the ABAG website, and the related ABAG websites.
Brief Scope of Work:	The design, development, testing, deployment, operations, maintenance, and improvement of websites.
Project Cost Not to Exceed:	\$425,000 (this amendment) Total Contract before this amendment: \$797,000 Total Authorized Contract after this amendment: \$1,222,000
Funding Source:	General Funds, ABAG Funds
Fiscal Impact:	\$425,000 is subject to approval of the MTC (\$315,000) and ABAG (\$110,000) FY 2019-20 budgets.
Motion by Committee:	That the Executive Director or 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 3, 2019, and the Chief Financial Officer is authorized to set aside funds in the amount of \$425,000 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 10, 2019