

Bay Area Toll Authority Oversight Committee

June 12, 2019

Agenda Item 4g

Contract Amendment – FasTrak® Customer Information Services: Convey, Inc. (\$100,000)

Subject: This item would authorize a contract amendment with Convey, Inc. in an amount not to exceed \$100,000 for ad-hoc customer information services for the FasTrak® electronic toll collection program, subject to the approval of the FY 2019-20 BATA budget.

Background: In June 2017, the Metropolitan Transportation Commission (MTC) Administration Committee approved an on-call bench of prequalified consultants to provide technical assistance for five design categories: a) Print; b) Digital; c) Website; d) Mapping; and e) Wayfinding to support various agency projects. The RFQ that governed the selection specified that MTC could directly assign work to a particular firm based on the nature of the work, expertise and availability of the firm(s) and staff of those firm(s) or could conduct informal solicitations among qualified firms to assist in assigning work. This bench may be utilized for a three-year period ending June 30, 2020, with an option to extend for an additional three years. The RFQ authorized other public agencies, such as BATA, to obtain services from the bench contractors at the same terms and conditioning provided to MTC.

In October 2018, BATA staff solicited proposals for FasTrak® consultant assistance from all eleven firms available to assist with website design under the on-call bench. BATA received five proposals on October 23, 2018 from Convey, Inc., The Glue, LLC., lowercase productions, LLC., MIG, Inc., and Sidecar, a Division of Swirl, Inc. in response to the RFP. The proposals were evaluated by a panel composed of BATA and MTC staff based on the following criteria: 1) Qualifications and availability of key personnel; 2) Qualifications of firm's ability to complete work; 3) Quality and creativity of sample/previous projects; 4) Cost effectiveness; and 5) Written and oral presentation. Out of a possible 100 points, Convey, Inc. received an overall score of 80; The Glue, LLC received an overall score of 76 points; MIG, Inc. received an overall score of 72 points; lowercase productions, LLC. received an overall score of 69 points, and Sidecar, a Division of Swirl, Inc. received an overall score of 69 points.

In December 2018, under the Executive Director's delegated contracting authority, BATA entered into an agreement in the amount of \$200,000 with Convey, Inc. to provide website development/support and customer engagement services, primarily for FasTrak®, through June 30, 2019. This item seeks approval to enter into a contract amendment in the amount of

\$100,000 for continued website development/support and customer engagement services through FY 2019-20.

Work contemplated under this Amendment includes:

- 1) Website development and deployment on an as-needed, ad-hoc basis;
- 2) Incorporating a style guide into framework for future pages;
- 3) Analysis and deployment of improvements in website navigation to improve customer engagement;
- 4) Continuing coordination with the Fastrak® customer service center website development team; and
- 5) Ongoing website maintenance and updates.

Attachment A includes a summary of Convey, Inc. and its projects team's small business and disadvantaged business enterprise status.

Recommendation: Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment in an amount not to exceed \$100,000 with Convey, Inc. to provide website development and maintenance services for the FasTrak® program through June 30, 2020, subject to the approval of the FY 2019-20 BATA budget.

Attachments: Attachment A: Disadvantaged Business Enterprise Status; and Summary of Proposed Contract Amendment



Therese W. McMillan

Attachment A

		DBE* Firm			SBE** Firm			
	Firm Name	Role on Project	Yes	If Yes, List #	No	Yes	If Yes, List #	No
Prime Contractor	Convey, Inc.	Consultant services	X	38411				X
Subcontractor	Interethnica	Support for consultant services			X			X
Subcontractor	Kalamuna	Support for consultant services			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.:	1252
Consultant:	Convey, Inc. Emeryville, CA
Work Project Title:	FasTrak® Website Development and Maintenance
Purpose of Project:	To provide website develop and ad-hoc website maintenance services for the FasTrak® electronic payments program
Brief Scope of Work:	Consultant will provide website design and maintenance work including incorporating style guides for credentialed pages, as well as ad-hoc tasks such as creating new pages, writing copy for pages and other tasks.
Project Cost Not to Exceed:	This amendment: \$100,000 Current contract amount: \$200,000 Maximum contract amount with this amendment: \$300,000
Funding Source:	Toll Bridge Program Operating Funds
Fiscal Impact:	Funds will be included in the FY 2019-20 Toll Bridge Program Operating Budget, subject to approval.
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Convey, Inc. for website design and maintenance services for FasTrak® as described above and in the BATA Oversight Committee Summary Sheet dated June 12, 2019 and the Chief Financial Officer is authorized to set aside \$100,000 for such amendment, subject to approval of the FY 2019-20 BATA budget.
BATA Operations Committee:	

Amy Rein Worth, Chair

Approved: Date: June 12, 2019