

Metropolitan Transportation Commission Administration Committee

May 13, 2020

Agenda Item 2c – 20-0601

Contract Amendment – Website Operations, Maintenance, and Improvement Services: Visual Strategies, Inc. (\$946,000)

Subject: Staff requests Committee approval of a contract amendment in an amount not to exceed \$946,000 with Visual Strategies, Inc. to rebuild the MTC website to meet the federal Rehabilitation Act Section 508 accessibility requirements, and to bring the MTC website up to current technology and security standards; and to continue 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 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 MTC website. Additionally, the amendment funded continued operations, maintenance, and improvement of the MTC websites.

In April 2019, this Committee approved a one-year contract extension and amendment 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. In November 2019, the Executive Director

approved a one-year contract extension and amendment with Visual Strategies, Inc.

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 would fund the rebuild of the MTC website and the ongoing operation, maintenance, and improvement of the MTC websites, the BARC website, the ABAG website, and the related ABAG websites.

This amendment would add \$946,000, bringing the contract total to \$2,368,000 for the four-year period. Visual Strategies, Inc.'s and its subcontractors' small business and disadvantaged business enterprise status are shown in Attachment A.

The rebuild of the MTC website is essential to meeting the accessibility requirements set forth by Section 508 of the Rehabilitation Act, and to bring the MTC website up to current technology and security standards. The continued operations, maintenance, and security management of the agency websites, for MTC, ABAG, PBA, and BARC, among others is a critical sequential element of ongoing work.

\$507,000 is available for this contract amendment in the FY 2019-20 BATA Operating and MTC budgets. \$439,000 would be subject to approval of the MTC (\$367,000) and ABAG (\$72,000) FY 2020-21 budgets.

Issues: None

Recommendation: Staff recommends that this Committee authorize the Executive Director or designee to negotiate and enter into a contract amendment with Visual Strategies, Inc. in an amount not to exceed \$946,000 to rebuild the MTC website to meet the federal Rehabilitation Act Section 508 accessibility requirements, and to bring the MTC website up to current technology and security standards; and to continue 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.

Attachments: Attachment A – Small Business and Disadvantaged Enterprise Status; and
Request for Committee Approval – Summary of Proposed Contract
Amendment



Therese W. McMillan

Attachment A

Small Business and Disadvantaged Business Enterprise Status

			DBE* Firm			SBE** Firm		
	Firm Name	Role on Project	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
Subcontractor	Jennifer Lampton	Senior Drupal Developer, Lead Engineer			X			X
Subcontractor	Chad Upham	Front-end Developer, UX Designer			X			X
Subcontractor	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:	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:	<p>\$946,000 (this amendment)</p> <p>Total Contract before this amendment: \$1,422,000</p> <p>Total Authorized Contract after this amendment: \$2,368,000</p>
Funding Source:	BATA Operating Funds, General Funds, ABAG Funds
Fiscal Impact:	<p>\$225,000 is included in the BATA Operating FY 2019-20 budget.</p> <p>\$282,000 is included in the MTC FY 2019-20 budget.</p> <p>\$439,000 is subject to approval of the MTC (\$367,000) and ABAG (\$72,000) FY 2020-21 budgets.</p>
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 Administration Committee Summary Sheet dated May 13, 2020, and the Chief Financial Officer is authorized to set aside funds in the amount of \$946,000 for such amendment, subject to approval of necessary funds in future agency budgets as specified above.
Administration Committee:	<hr/> <p>Federal D. Glover, Chair</p>
Approved:	May 13, 2020