

# Metropolitan Transportation Commission Operations Committee

May 14, 2021

Agenda Item 4e

## Contract – 511 Website Support Services: Kalamuna, Inc. (\$2,000,000)

**Subject:** Request for approval of contract for 511 Website Support Services: Kalamuna, Inc. (\$2,000,000).

**Background:** MTC's 511.org traveler information website serves as a daily tool for Bay Area commuters and as a critical resource for Bay Area travelers during emergency situations and major transportation events. MTC requires consultant support services to operate, maintain, and enhance the 511.org website, and to provide communications services.

In December 2020, the MTC Administration Committee approved the 2020 Website Support Services Bench Cycle 1 ("the Bench"), comprising of 20 pre-qualified firms. The 2020 Bench procurement contained two service categories, i.e., areas of expertise:

- A. Website Operations and Maintenance Services; and
- B. Website Design, Development, and Enhancement Services.

Award of a contract with one of the pre-qualified consultants may take place by direct selection or via a mini-procurement, pursuant to MTC's procurement procedures.

In March 2021, MTC issued a competitive mini-Request for Proposals (RFP) under the Bench for 511 Website Support Services with scope for both service categories A and B. All pre-qualified firms on the Bench were notified of the mini-RFP. MTC received eight (8) complete proposals, from Citrus Studios, Inc, Clarity Partners, LLC, FivePaths LLC, Interpersonal Frequency, Kalamuna, Inc., Stellar Agency, The Glue, and TransSIGHT. One firm, Digital Echidna, submitted an incomplete proposal and its proposal was therefore not evaluated. The complete proposals were evaluated by a panel of MTC staff based on the Evaluation Criteria specified in the mini-RFP, listed below in descending order of importance:

- 1. Proposer's Approach and Clarity of Response (30%)
  - 2. Technical Understanding and Approach (30%)
  - 3. Project Manager Qualifications, Proposer Experience (30%)
  - 4. Cost Effectiveness (10%)
- (100%)

Each criterion was scored with a total possible score of 100.

The table below provides the final ranking based upon panel evaluations:

Consultant	Ranking
1. Kalamuna, Inc.	1
2. TransSIGHT	2
3. The Glue	3
4. Stellar Agency	4
5. Interpersonal Frequency	5
6. Clarity Partners, LLC	6
7. Citrus Studios	7
8. FivePaths LLC	8

Kalamuna, Inc. was deemed qualified by the evaluation panel and received high scores in all evaluation categories.

Kalamuna Inc's and its subcontractors' small business enterprise and disadvantaged business enterprise status is set forth in Attachment A.

**Issues:** None identified.

**Recommendation:** Staff recommends that the Operations Committee authorize the Executive Director or designee to enter into a contract with Kalamuna, Inc. to perform 511 website support services in an amount not to exceed \$2,000,000 through June 2024 with an option to extend for two additional years.

**Attachments:** Attachment A: Contractor Small Business and Disadvantaged Business Enterprise Status.

  
Therese W. McMillan

**Contractor 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 Consultant	Kalamuna, Inc.	Prime Consultant			X	X	#2009467	
	Convey	Subconsultant	X	#38411		X	#1367600	
Subconsultant	Trillium Solutions	Subconsultant			X			X
Subconsultant	Lemberg Solutions	Subconsultant			X			X
	GreenInfo Network	Subconsultant			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

Work Item No.:	1224
Consultant:	Kalamuna, Inc. Oakland, CA
Work Project Title:	511 Website Support Services
Purpose of Project:	Deliver 511 website support services.
Brief Scope of Work:	Provide support services to operate, maintain, and enhance the 511.org website, and to provide communications services.
Project Cost Not to Exceed:	\$2,000,000
Funding Source:	STP, Toll Credits
Fiscal Impact:	\$100,000 is included in the FY 2020-21 budget. \$ 700,000 is subject to approval of FY 2021-22 agency budget \$ 600,000 is subject to approval of FY 2022-23 agency budget \$ 600,000 is subject to approval of FY 2023-24 agency budget
Motion by Committee:	That the Executive Director or designee is authorized to negotiate and enter into a contract with Kalamuna, Inc. for the purpose described above and in the Operations Committee Summary Sheet dated May 14, 2021 and that the Chief Financial Officer is authorized to set aside \$2,000,000 for such contract, subject to approval of future agency budgets.
Operations Committee:	<hr/> Carol Dutra-Vernaci, Chair
Approved:	May 14, 2021