

Bay Area Toll Authority Oversight Committee

September 8, 2021

Agenda Item 4g - 21-0573

Contract – FasTrak® Website Services: Kalamuna (\$300,000)

Subject: A request for Committee approval to enter into a contract with Kalamuna for FasTrak® website services in an amount not to exceed \$300,000.

Background: BATA engages contractors to assist with the implementation of website initiatives to benefit current and potential FasTrak® customers. A primary goal of BATA's customer education and marketing program is to provide a website that makes it easy for current customers to manage their accounts and for potential customers to find information about various programs offered.

In December 2020, the Metropolitan Transportation Commission (MTC) Operations Committee approved an on-call bench of prequalified consultants to provide technical assistance for six categories: 1) Program Management, 2) Planning, 3) Operational Monitoring and Report, 4) Technology Oversight, 5) Communications and Customer Information Services and 6) Compliance and Risk Management Services. In December 2020, the Metropolitan Transportation Commission (MTC) Administration Committee approved an on-call bench of prequalified consultants to provide website assistance for two categories: 1) Website Operations and Maintenance Services and 2) Website Design, Development and Enhancement Services. The RFQs that governed the selection of these benches specified that MTC could conduct informal solicitations among qualified firms to assist in assigning work. Both benches may be utilized for a three-and-a-half-year period ending June 30, 2024. Other public agencies, such as BATA, are authorized to obtain services from the bench contractors at the same terms and conditions provided to MTC.

In May 2021, BATA staff solicited proposals for FasTrak® consultant assistance from the nine firms qualified under the 2020 EPS On-Call Consultant Bench, Category 5: Communications and Customer Information Services and the twenty firms qualified under the 2020 Website Support Services Bench, Category 2: Website Design, Development and Enhancement Services. BATA received nine proposals on July 16, 2021 in response to the Request for Proposals. The proposals were evaluated by a panel of agency staff based on the following criteria: 1) Qualifications and Team Experience; 2) Approach to Completing the Project; 3) Cost effectiveness, including hourly rates, reasonableness and

appropriateness of preliminary task budget; and 4) Presentation, as evidenced in the written proposal. Following are the overall scores:

| Firm | Total Score Out of 100 |
|-------------------------|------------------------|
| Kalamuna | 91.33 |
| Interpersonal Frequency | 81.33 |
| Forum One | 80.00 |
| 360Civic | 79.33 |
| MIG, Inc. | 79.00 |
| Digital Echidna | 77.00 |
| FivePaths LLC | 76.33 |
| Peak Digital, LLC | 69.33 |
| Planeteria Media | 65.00 |

The work contemplated in this contract includes:

1. Review usability studies and conduct new usability studies as needed;
2. Create new and revised pages and wireframes as needed;
3. Translate website text;
4. Implement a site-wide search function; and
5. Research and propose a content management system for the website.

The maximum contract amount is \$300,000, and the period of performance extends to June 30, 2022.

Kalamuna is a small business enterprise but is not a disadvantaged business enterprise. Its subcontractor, Convey, Inc., is both a small business and a disadvantaged business enterprise.

Issues: There are no issues with this proposed contract.

Recommendation: Staff recommends that the Committee authorize the Executive Director or designee to negotiate and enter into a contract with Kalamuna in an amount not to exceed \$300,000 to provide website design and enhancement services as described above.

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


Therese W. McMillan

Attachment A
Disadvantaged Business Enterprise and Small Business Enterprise Status

Prime Contractor

Subcontractor

| Firm Name | Role on Project | DBE * Yes | If DBE Yes, List # | DBE No | SBE* * Yes | If SBE Yes, List # | SBE No |
|------------------|---|----------------------|-------------------------------|-------------------|---------------------------|-----------------------------------|-------------------|
| Kalamuna | Website design and enhancement services | | | X | X | 2009467 | |
| Convey, Inc. | Website support services | X | 38411 | | X | 1367600 | |

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

**Denotes certification by the State of California.

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

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|-----------------------------|---|
| Work Item No.: | 1252 |
| Consultant: | Kalamuna Oakland, CA |
| Work Project Title: | FasTrak® Website Services |
| Purpose of Project: | Provide a website that makes it easy for current customers to manage their accounts and for potential customers to find information about various programs offered. |
| Brief Scope of Work: | Review usability studies and conduct new usability studies as needed; create new and revised pages and wireframes as needed; translate website text; implement a site-wide search function; and research and propose a content management system for the website. |
| Project Cost Not to Exceed: | \$300,000. . |
| Funding Source: | BATA Operating Funds |
| Fiscal Impact: | Funds are included in the FY 2021-22 BATA budget. |
| Motion by Committee: | That the Executive Director or his designee is authorized to negotiate and enter into a contract t with Kalamuna for website design and enhancement services described above and in the BATA Oversight Committee Summary Sheet dated September 8, 2021 and that the Chief Financial Officer is authorized to set aside \$300,000 for such contract. |
| Operations Committee: | <hr/> Amy Worth, Chair |
| Approved: | September 8, 2021 |