

**Metropolitan Transportation Commission
Administration Committee**

September 13, 2023

Agenda Item 2c - 23-1087

**Contract - Vital Signs Web Development and Data Engineering Services: Peak Digital,
LLC (\$1,101,150)**

Subject:

Authorization to negotiate and enter into a contract in an amount not to exceed \$1,101,150 with Peak Digital, LLC for web development and data engineering services to support the Vital Signs website (“Project”).

Background:

Vital Signs is an interactive website by MTC that offers data, visualizations, and contextualized narratives on important trends in the SF Bay Area related to land use, transportation, the environment, the economy, and equity. The Vital Signs website currently maintains 41 different indicators that typically track a measure of regional planning importance, such as traffic congestion, housing development, poverty, or the cost per passenger in the region's transit systems. The Vital Signs website helps MTC, partner agencies, and residents of the Bay Area make informed decisions towards achieving policy goals.

As of September 2023, the Vital Signs team launched a new website that marked the completion of a multi-year website modernization project. Improvements to the website include frontend layout and design improvements for the public facing website, backend improvements of the content management system to make the website easier for MTC staff to maintain, and dataset updates for approximately half of the Vital Signs indicators.

Under this new contract, the Peak Digital, LLC led team will primarily provide general maintenance, bug support, accessibility compliance, and feature development for the Vital Signs website. The consultant team will also support other tasks related to the Vital Signs product such as refining the indicator dataset development & ingestion pipeline, evolving the product vision, and meeting with internal & external stakeholders to determine product requirements.

Procurement

In December 2020, the MTC Administration Committee approved the 2020 Website Support Services Bench Cycle 1 (“the Bench”), comprised of 20 pre-qualified firms. The 2020 Bench procurement contained two service categories, i.e., areas of expertise: 1) Website Operations and Maintenance Services; and 2) 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 mini-procurement, pursuant to MTC’s procurement procedures.

On May 24, 2023, MTC issued a Mini-Request for Qualifications (RFQ) to procure a consultant or consultant team to conduct the Project for the term of October 1, 2023 through September 30, 2026 with an option to extend for two (2) additional years.. Required services shall be authorized by Task Order and will be based on the Preliminary Scope of Work included in the Mini-RFQ. Email notification of the Mini-RFQ was sent to firms on the Bench and other interested parties via MTC’s Bonfire procurement system. The system recorded 67 individuals from various firms that downloaded the procurement documents. Staff hosted a non-mandatory pre-submittal conference on May 31, 2023 via Zoom, which provided opportunities for firms to ask questions about the Project and the procurement process. The pre-submittal conference was attended by 13 individuals representing 10 different firms. On July 3, 2023, MTC received six submittals in response to the Mini-RFQ.

An evaluation panel comprised of three MTC staff reviewed the submittals on the following evaluation criteria:

1. Qualifications and Team Experience (30%)
2. Approach to completing the Project (30%)
3. Reasonableness and appropriateness of hourly rates (30%)
4. Presentation, as evidenced in the written proposal, and interviews, if held. (10%)

Upon the panel’s review of the consultant submittals, the panel decided to invite four firms for interviews: Peak Digital, TranSIGHT, The Glue, and Stellar Agency. Interviews were conducted on July 27, 2023 via Zoom.

Based on the evaluation panel's review of the consultant submittals and the subsequent interviews, the panel determined the firm with the highest total score was Peak Digital, LLC. The Peak Digital led team demonstrated a strong understanding of website development, data engineering, and other elements of the proposed scope of work. Therefore, the evaluation panel recommends Peak Digital, LLC for the Project. Neither Peak Digital, LLC nor its subconsultants are small or disadvantaged business enterprises.

Issues:

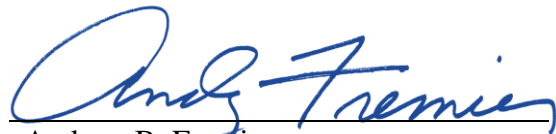
None identified.

Recommendations:

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract in an amount not to exceed \$1,101,150 with Peak Digital, LLC to provide web development and data engineering support services for the Vital Signs website.

Attachments:

- Request for Committee Approval – Summary of Proposed Contract Amendment Sheet


Andrew B. Fremier

Request for Committee Approval

Summary of Proposed Contract

Work Item No.: 1212

Consultant: Peak Digital, LLC
San Francisco, CA

Work Project Title: Vital Signs Web Development and Data Engineering

Purpose of Project: Maintain and develop a website that offers data, visualizations, and contextualized narratives on important trends in the Bay Area.

Brief Scope of Work: The consultant team will provide general maintenance, bug support, and feature development for the Vital Signs website as well as support refining the Vital Signs dataset development & ingestion pipeline.

Project Cost Not to Exceed: \$1,101,150

Funding Source: 1212 - General Fund

Fiscal Impact: \$144,900 is available in the FY23-24 agency budget. For the initial 3-year term, additional funding of \$225,000 in FY24-25, \$225,000 in FY25-26, and \$56,250 in FY26-27 will be requested. For the optional 2-year extension, additional funding of \$168,750 in FY26-27, \$225,000 in FY27-28, and \$56,250 in FY28-29 will be requested. Additional funding is subject to approval of future MTC budgets.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract with Peak Digital, LLC for Vital Signs Web Development and Data Engineering described above and in the Administration Committee Summary Sheet dated September 13, 2023, in an amount not to exceed \$1,101,150 and that the Chief Financial Officer is authorized to set aside funds for such contract.

Administration Committee:

Gina Papan, Chair

Approved: September 13, 2023