TO: AC Transit Board of Directors  
FROM: Michael A. Hursh, General Manager  
SUBJECT: Contract Award for Modernization of the District’s website.

**ACTION ITEM**

**RECOMMENDED ACTION(S):**

Consider awarding a three year contract with two one year options to Planeteria Media for design and implementation services associated with the modernization of the District’s website.

**BUDGETARY/FISCAL IMPACT:**

The project is funded from the current capital budget. The contract is a not to exceed amount of $150,000, including design, development, implementation, and on-going hosting and support for the three (3) year contract period. Support for option year 4 and 5 will be $24,000 per year.

**BACKGROUND/RATIONALE:**

The current website was launched in 2009 by deploying an Open Source Content Management System (CMS). The Board authorized the release of a solicitation on April 11, 2018 to modernize the District’s website, actransit.org.

The new website has three primary objectives:

- To transition from obsolete technology to a new modern and mobile-friendly information architecture.
- To present multilingual and ADA-compliant information in a way that is useful to the public.
- To integrate various digital services such as real-time bus arrivals, interactive mapping, trip planning, Board agendas, staff reports, employment opportunities, service announcements, vendor registration, and bid management.

The District issued a Request for Proposals on July 25, 2018, which included a customer needs assessment, deployment of a Content Management System (CMS), provisioning of a hosting service, design, implementation, training and on-going support for the website.

Twelve firms responded to the solicitation. Two responders did not meet the District’s goal to have at least 15% of the work done by Small Business Enterprise/Disadvantage Business Enterprise firms. The remaining ten firms were evaluated on technical merit by a panel of seven District staff members from the Marketing and Communications and Innovation and Technology departments. As mentioned in staff report 18-058, staff did not solicit outside evaluators in order to meet an aggressive timeline for completion.
In order to determine the best candidate, evaluators performed a qualitative evaluation of various aspects of the proposals. The various aspects were grouped into the following categories and maximum scores:

- Qualifications & Experience: 20 points
- Project Approach: 40 points
- Support: 10 points

Based on technical scores the top firm’s were:

<table>
<thead>
<tr>
<th>Firm</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>TransSight</td>
<td>61</td>
</tr>
<tr>
<td>ForumOne</td>
<td>58</td>
</tr>
<tr>
<td>Tractor / FuseLab</td>
<td>46</td>
</tr>
<tr>
<td>Planeteria</td>
<td>44</td>
</tr>
<tr>
<td>Sirius</td>
<td>43</td>
</tr>
</tbody>
</table>

Technical scores were determined independently of the cost proposals which were kept from the evaluation panel. Cost Proposals were then factored into the scoring by the Contract Specialist with a maximum of 30 points. The results are as follows:

<table>
<thead>
<tr>
<th>Firm</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planeteria</td>
<td>74</td>
</tr>
<tr>
<td>TransSight</td>
<td>70</td>
</tr>
<tr>
<td>ForumOne</td>
<td>59</td>
</tr>
<tr>
<td>Tractor / FuseLab</td>
<td>51</td>
</tr>
<tr>
<td>Sirius</td>
<td>44</td>
</tr>
</tbody>
</table>

The competitive range was determined from an aggregate of the technical and cost scores.

Clarifications to the proposals were solicited from the top four (4) firms in this list. Technical scores were adjusted by individual evaluation team members based on the clarifications made by each vendor. The top four firms were then given the opportunity to submit a Best and Final Offer (BAFO). The cost scoring was adjusted after the BAFO with the following results:

<table>
<thead>
<tr>
<th>Firm</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planeteria</td>
<td>74</td>
</tr>
<tr>
<td>TransSight</td>
<td>71</td>
</tr>
<tr>
<td>ForumOne</td>
<td>62</td>
</tr>
<tr>
<td>Tractor / FuseLab</td>
<td>59</td>
</tr>
</tbody>
</table>

After Planeteria Media placed first in the final scoring, members of the evaluation team and the contract specialist conducted reference checks. No past performance issues were identified.

Planeteria’s body of work shows consistently clean, organized design. Their portfolio includes public agencies such as the City of Sebastopol, Boston Housing Authority, Solano Transit Authority and Benton Public Utility District. They also have transit agency experience with Livermore Amador Valley Transit. Selecting Planeteria Media allows the District to meet the primary objectives of the project in a cost-effective manner. Support includes 10 hours per
month that can be used for maintenance support such as software upgrades, feature requests, bug fixing, etc. Unused hours may be rolled over into the following month.

ADVANTAGES/DISADVANTAGES:

Award of this contract would permit staff to implement the Board's direction to modernize the website and organize information in a cohesive manner.

ALTERNATIVES ANALYSIS:

As an alternative, the Board may direct staff to cancel the current solicitation and maintain the current legacy website as-is. The servers are reaching end-of-life for support at the end of 2019 and the technology and layout of information is having a negative impact on the user experience.

As another alternative, the Board may direct staff to cancel the current solicitation and hire contractors to design, implement and maintain the website. This alternative carries the risk of delays and higher costs.

Cancellation of a solicitation carries significant risk of protest.

PRIOR RELEVANT BOARD ACTION/POLICIES:

Staff Report 18-058 – Solicitation for Modernization of District Website

ATTACHMENTS:

1) Staff Report 18-058 – Solicitation for Modernization of District Website

Approved by: Ahsan Baig, Chief Information and Technology Officer

Reviewed by: Denise Standridge, General Counsel
Claudia Allen, Chief Financial Officer
Beverly Greene, External Affairs, Marketing & Communications Executive Director
Gene Clark, Procurement & Materials Director
Michele Joseph, Marketing & Communications Director
Manjit K. Sooch, Director of Systems and Software Development
Aundra Richards, Acting Assistant Director, Procurement and Materials
W. Michael Daly, Contract Specialist

Prepared by: Darrell Takara, Project Manager, Innovation and Technology