

MOTION NO. M2014-55
Mobile Web Platform Contract

MEETING:	DATE:	TYPE OF ACTION:	STAFF CONTACT:
<u>Operations and Administration Committee</u>	07/17/2014	Final Action	Brian McCartan, Executive Director of Finance and IT Jamie Whitesell, IT Project Manager

PROPOSED ACTION

Authorizes the chief executive officer to execute a contract with Steer Davies Gleave to provide visual design, user experience, and development services for the Sound Transit Mobile website for a total authorized contract amount not to exceed \$393,508.

KEY FEATURES SUMMARY

- The contractor will design a user-friendly mobile website that provides trip planning capabilities, an interactive map, real time arrival information, schedules, and current mobile website functionality.
- The proposed contract has a term of 18 months with an option to extend for one additional year at Sound Transit's sole discretion.

BACKGROUND

The mobile web is part of a suite of projects developed and supported by Sound Transit's Transit Riders Technology IT Group (TRT). TRT was created to develop a better online user experience (UX) for Sound Transit customers.

Sound Transit launched its first mobile site in the fall of 2011. It met the basic needs of customers but is now out of date. Currently, mobile site traffic is rapidly increasing along with the new demands and expectations from customers. More people use the Sound Transit website on mobile phones and tablets than on traditional computers. The mobile web project will improve the mobile website to meet increasing usage demands and rider expectations.

The mobile website is currently a version of our desktop website. The new mobile website will include all of the current mobile features, content and applications:

- Trip Planner application
- Nearby Stops and Stations
- Alerts via Rich Site Summary (RSS)
- Schedules via Application Programming Interfaces (API)
- Airport service content
- More information content
- Contact us content

On March 18, 2014 Sound Transit issued the Request for Proposals (RFP) for Mobile Web, UX, Visual Design and Developer Services. On June 3, 2014, the committee determined Steer Davies Gleave the highest ranked proposer and offers the best value for Sound Transit.

PROJECT STATUS

Project Identification	Alternatives Identification	Conceptual Engineering	Preliminary Engineering	Final Design	Construction
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Projected Completion Date for Development of first set of improvements: 1Q 2014

FISCAL INFORMATION

The Lifetime project budget for Research and Technology, as shown in the 2014 TIP, is \$14.656 million. Within that amount, \$1,374,000 has been set aside for the OneBusAway Capabilities project in the Research and Technology phase. The proposed action would commit \$393,508 to this line item, leaving a remaining balance of \$722,256.59.

This action is within the adopted budget and sufficient monies remain after approval of this action to fund the remaining work in the Research and Technology phase as contained in the current cost estimates.

R&T Budget

	2014 TIP	Board Approvals	This Action	Board Approved Plus Action	Uncommitted / (Shortfall)
Operation+Maintenance-Agency	276	276		276	-
Agency Administration	2,295	540		540	1,755
Prelim Engineering	882	529		529	353
Research + Technology	11,203	2,441	394	2,835	8,368
TOTAL BUDGET	14,655	3,786	394	4,180	10,475

SUB PROJECT DETAIL

One Bus Away Capabilities

One Bus Away Capabilities	1,374	329	394	722	652
Total Sub Project Budget	1,374	329	394	722	652

CONTRACT DETAIL

Steer Davies Gleave

	Board Approvals to Date	Current Approved Contract Status	Proposed Action	Proposed Total for Board Approval
Contract Amount	-	-	394	394
Contingency Amount	-	-	-	-
Total Not to Exceed Value	-	-	394	394
Percent Contingency	0%	0%	0%	0%

Notes:

Amounts are expressed in Year of Expenditure \$000s.

Board Approvals = Expenditures up to May 14

2014 TIP = Project budget located on page 97 of 198 of the Adopted 2014 Transit Improvement Plan (TIP)

SMALL BUSINESS/DBE PARTICIPATION AND APPRENTICESHIP UTILIZATION

Participation by Small Businesses and Disadvantaged Business Enterprises (DBEs)

Sound Transit promotes and encourages small business participation, which also includes Disadvantaged Business Enterprises (DBEs). Small Business and DBE goals are based upon an examination of subcontracting opportunities contained in the work of this contract and the number of Small Businesses/DBEs available to perform such subcontracting work.

Sound Transit determined that Small Business and DBE subcontracting opportunities are infeasible or improbable based upon the work described in this contract, so Small Business/DBE goals were not established or required.

Although no Small Business/DBE goals were set on this contract, Steer Davies Gleave's voluntarily committed to the following Small Business/DBE participation:

Small Business: 17.82%
DBE: 15%

Subconsultant/Subcontractor	Business Type	% of Work	Amount
AP Designworks LLP	DBE	15%	\$52,656.10
Trannsovation Inc.	SBE	2.82%	\$11,250
Total		17.82 %	\$63,906.10

PUBLIC INVOLVEMENT

User research has been conducted to develop the requirements and features that will be implemented as part of this contract.

TIME CONSTRAINTS

The project cannot move forward without approval of this contract.

ENVIRONMENTAL REVIEW

JI 7/9/2014

LEGAL REVIEW

JW 7/14/2014

MOTION NO. M2014-55

A motion of the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a contract with Steer Davies Gleave to provide visual design, user experience, and development services for the Sound Transit Mobile website for a total authorized contract amount not to exceed \$393,508.

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MOTION:

It is hereby moved by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a contract with Steer Davies Gleave to provide visual design, user experience, and development services for the Sound Transit Mobile website for a total authorized contract amount not to exceed \$393,508.

APPROVED by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on July 17, 2014.


Paul Roberts
Operations and Administration Committee Chair

ATTEST:


Marcia Walker
Board Administrator