



**ITEM ID:** 2024-303-0

**TRANSMITTAL DATE:** October 18, 2024

**MEETING DATE:** October 25, 2024

**TO:** Board of Directors

**FROM:** Lisa Bahr, Chief Customer Experience Officer

**SUBJECT:** Contract No. SP613-25 - Website Maintenance and Support Services - Recommendation to Award - Web Advanced

### **Issue**

The Authority seeks to engage a firm to deliver comprehensive website support services for metrolinktrains.com. This includes website design enhancements, Search Engine Optimization (SEO) improvements, and ongoing maintenance to optimize the customer experience.

### **Recommendation**

Contracts, Operations, Maintenance, and Safety Committee recommended (5-0) the Board authorize the Chief Executive Officer (CEO) to award Contract No. SP613-25, Website Support and Maintenance Services to Web Advanced in a not-to-exceed total contract authority of \$1,177,336.21. The contract term will be for a base period of three years with a single two-year option that may be exercised at the discretion of the CEO. This award is contingent to the resolution of any timely filed protest.

### **Strategic Commitment**

This report aligns with the Strategic Business Plan commitment of:

- **Customers Are Our Business:** We respect and value our customers, putting them at the heart of all we do, and work hard to attract and retain new customers by understanding their needs and finding new and innovative ways to delight them.

### **Background**

Since 2017, the Authority's Marketing and IT departments have collaborated with a website maintenance firm following the redesign of public website metrolinktrains.com. This firm has been instrumental in providing ongoing maintenance, technical support, and cybersecurity services, supported by a dedicated team of back-end developers, UI/UX designers, and project managers. As the existing contract with the website support firm approached its expiration, a new procurement process was initiated. Web Advanced, the incumbent firm, was selected and has continued to deliver these essential website support services to the Authority since 2017.

**Discussion**

On May 16, 2024, the Authority released a Request for Proposal (RFP) for Website Support and Maintenance for a contract term of three years with one two-year option. The solicitation was published in the five member counties, as well as posted on the Authority's online procurement module. Notices were also emailed to firms registered on the Authority's online procurement module. Ninety-eight firms downloaded the solicitation. On May 28, 2024, the Pre-Proposal Conference was held with thirty firms in attendance.

Fourteen proposals were received on June 26, 2024, four of which were deemed non-responsive. Evaluations were conducted for the remaining ten proposers in accordance with the RFP evaluation process as advertised in the Instructions to Proposers. The evaluations were conducted in collaboration with Customer Experience and Information Technology departments with representation on the evaluation committee as well as providing counsel as subject matter experts.

Technical proposals were reviewed and scored. Four of the ten firms met the minimum technical score of 52.5 points. The results of the total scoring, including cost, for the top four proposers, are shown in the following table.

| <b>Firm</b>      | <b>Score</b> |
|------------------|--------------|
| Web Advanced     | 69.28        |
| Exemplifai LLC   | 65.27        |
| InfoStride, Inc. | 57.98        |
| Saigon Tech USA  | 57.17        |

Based on the technical and price proposal evaluation, it is recommended that Web Advanced be awarded Contract No. SP613-25, Metrolink Website Maintenance and Support Services. Web Advanced, the incumbent, is a local business based in Orange County with extensive experience in EPiServer, the Metrolink website content management system.

Upon evaluating the cost proposal submitted by Web Advanced and a comparison with the Authority's estimate, the proposal was determined to be fair and reasonable.

**Budget Impact**

The website maintenance and support services budget are included in the FY25 Marketing budget. In FY25, we will utilize \$231,324.50 of the available \$267,584.50 amount. Future fiscal

