

STAFF REPORT

DATE: October 23, 2023
TO: Sacramento Regional Transit Board of Directors
FROM: Devra Selenis, VP, Communications and Partnerships
SUBJ: CONDITIONALLY AWARDDING A CONTRACT FOR WEBSITE ADMINISTRATION AND SUPPORT SERVICES TO EXEMPLIFAI, LLC

RECOMMENDATION

Adopt the Attached Resolution.

RESULT OF RECOMMENDED ACTION

Conditionally approving the contract will allow the Sacramento Regional Transit District (SacRT) to upgrade SacRT’s website, enhance accessibility, provide day-to-day support services, and allow for optional services to be performed over the term of the Contract.

FISCAL IMPACT

The firm-fixed costs for Parts 1 through 3 of Website Administration and Support Services scope for FY24 are included in the approved FY24 Operating Budget. Support Services costs for Fiscal Years 2025, 2026 and 2027, totaling \$97,200 detailed in Table A, will be included in the respective Operating Budgets.

Optional Ad Hoc Website Content Creation and Training and Optional Cloud Migration services will be provided on a service request basis. Funding for Ad Hoc Website Content Creation and Training and Website Cloud Migration will be covered by the approved Information Technology Operating Budget in each fiscal year as needed, not to exceed a total of \$120,000 for the term of the agreement.

Table A

FY 2024 - Part 1 Upgrade SacRT Website	\$ 62,400
FY 2024 - Part 2 Website Accessibility Modifications	\$ 13,200
FY 2024 – Part 3 Support Services (6 months)	\$ 18,000
FY 2025 – Part 3 Support Services (12 months)	\$ 37,200
FY 2026 – Patr 3 Support Services (12 months)	\$ 39,600
FY 2027 – Part 3 Support Services (6 months)	\$ 20,400
Part 4 & 5 - Amount Reserved for Service Requests	\$ 120,000
Total	\$ 310,800

DISCUSSION

SacRT is committed to providing relevant, timely, and easy-to-find content to users of the agency website (www.sacrt.com). The current website was last updated in 2018 and no longer meets the needs and expectations of website users or the staff managing the content. Because SacRT does not have the internal staff resources for a comprehensive website update, the stakeholder departments developed a scope of work for an outside contractor to work with the SacRT Website Management Team, consisting of Marketing, Information Technology, and Accessible Services staff, as well as the SacRT user community, to plan, design, develop, deploy, and maintain SacRT's website and associated applications.

A Request for Quote (RFQ) was published on February 2, 2023, on PlanetBids eProcurement system and 380 vendors were notified of the contracting opportunity. SacRT received 10 responsive proposals from: Neumeric Technologies Corporation; Exemplifai, LLC; vTech Solution, Inc.; Jeff Jimerson Design Inc.; Kalamuna; Howard Development & Consulting, LLC; Technology Crest Corporation; AgreeYa Solutions, Inc.; V3iT Consulting, Inc.; and Tunabear Consulting. An RFQ was used because the independent cost estimate for these services was below \$150,000. However, all proposals received were in excess of \$150,000. While an informal solicitation document was used rather than a Request for Proposal, the advertising requirements that would apply to a formal solicitation were met and Staff does not believe the use of the RFQ impacted the quality or quantity of proposals received.

After evaluation of the proposals, the Selection Committee deemed Exemplifai, LLC's proposal to be the highest ranked for Website Administration and Support Services. Procurement has determined the price to be fair and reasonable based on comparison to the other nine proposals. .

The scope of work under this Contract was broken into five parts for pricing purposes. Parts 1 and 2 are one-time services, which are based on a fixed-firm-price, while Part 3 through Part 5 will be ongoing throughout the Contract term. Part 3 is a retainer-based service budgeted annually, while Part 4 and Part 5 are for as-needed Ad Hoc Website Content Creation and Training and Website Cloud Migration, respectively, as outlined below.

- Part 1: Upgrade www.sacrt.com Website
- Part 2: Website Accessibility and Usability Modifications
- Part 3: Day-to-Day Support Services Post Upgrade
- Part 4: Ad Hoc Website Content Creation and Training
- Part 5: Website Cloud Migration

While a Notice of Intent to Award was issued for this solicitation on September 7, 2023, the Contractor has not yet produced satisfactory evidence of compliance with SacRT's insurance requirements. For that reason, Staff is requesting a conditional award subject to compliance with the insurance requirements.

RESOLUTION NO. 2023-10-101

Adopted by the Board of Directors of the Sacramento Regional Transit District on this date:

October 23, 2023

CONDITIONALLY AWARDING A CONTRACT FOR WEBSITE ADMINISTRATION AND SUPPORT SERVICES TO EXEMPLIFAI, LLC

NOW, THEREFORE, BE IT HEREBY RESOLVED BY THE BOARD OF DIRECTORS OF THE SACRAMENTO REGIONAL TRANSIT DISTRICT AS FOLLOWS:

THAT, the Contract for Website Administration and Support Services by and between the Sacramento Regional Transit District (therein "SacRT) and Exemplifai, LLC (therein "Contractor"), whereby Contractor agrees to provide specified services for a 3-year term for an amount not to exceed \$310,800 is hereby approved, conditioned on Contractor's compliance with all applicable insurance requirements.

THAT, the Board Chair and General Manager/CEO are hereby authorized and directed to execute the foregoing contract upon satisfaction of the foregoing contingency.

PATRICK KENNEDY, Chair

A T T E S T:

HENRY LI, Secretary

By: _____
Tabetha Smith, Assistant Secretary