

**Metropolitan Transportation Commission
Administration Committee**

May 08, 2024

Agenda Item 2c-24-0503

Contract Amendment – Agency Website Support Services: Peak Digital, LLC (\$2,075,000)

Subject:

Authorization to negotiate and enter into a contract amendment with Peak Digital, LLC in the not to exceed amount of \$2,075,000 for agency website support services.

Background:

In December 2020, the Metropolitan Transportation Commission (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.

The Bench is written to provide consultant support for any agency website and to accommodate the consolidation of website management skillsets and resources. The Bench supports the MTC and the Association of Bay Area Governments (ABAG) web program, which establishes and implements agency-wide web standards, provides broad-ranging website support services, and guides best practices for web security. The web program has worked to standardize websites onto MTC’s preferred, upgradeable, secure, and supportable content management platform in a consolidated hosting environment. The web program is also responsible for ensuring agency website compliance with the Federal Rehabilitation Act Section 508 accessibility requirements.

In February 2021, after a comparative review of the Bench Statement of Qualification (SOQ) documents evaluating project and programmatic needs, consideration of the direct experience with similar projects, and relevant experience of the key staff, MTC web program staff determined that Peak Digital, LLC was the best fit for performance of the anticipated scope of work and recommended a direct selection award. MTC executed an agreement with Peak Digital, LLC to provide website support services to operate, maintain, and enhance MTC and Association of Bay Area Government (ABAG)-related agency websites through June 30, 2024,

with an option to extend for two additional years. This option to extend has been exercised, and the current contract term is through June 30, 2026.

The Peak Digital, LLC contract is scalable to meet the needs of MTC. Since the initial contract execution, several sites have been built or rebuilt to agency standards. Additionally, smaller sites built on older technology have been consolidated into larger, standardized sites to streamline operations and maintenance resources. The Peak Digital, LLC contract fulfills MTC's needs for a cost-effective, efficient, consolidated resource that delivers website support services and expertise. The contract supports more than a dozen MTC and ABAG agency websites and web portals of varying technical complexity – each representing a range of program needs, brand requirements, and serving different target audiences.

This proposed amendment would allow Peak Digital, LLC to provide ongoing website support services to operate, maintain, host, and enhance agency websites for FY 2023-24 and FY 2024-25. In addition, Peak Digital, LLC provides technical support for compliance with Section 508 of the Federal Rehabilitation Act, which is essential to ensure that agency websites meet the accessibility standards set forth by Section 508. Peak Digital, LLC also provides technical support for Brown Act compliance. Continued technical support for the abovementioned federal and state requirements is a critical sequential element of ongoing work and the continued operations, maintenance, security management, and hosting of the agency websites are critical sequential elements of ongoing work.

This proposed amendment would add \$600,000 for FY 2023-24 and \$1,475,000 for FY 2024-25, bringing the contract total not to exceed amount to \$5,315,750 through the term ending June 30, 2026. MTC will contribute \$1,875,000, and ABAG will contribute \$200,000, towards this amendment. \$600,000 is available for this contract amendment in the FY 2023-24 MTC budget, \$1,475,000 would be subject to approval of the FY 2024-25 MTC and ABAG budgets.

Neither Peak Digital, LLC nor its subconsultants are small or disadvantaged business enterprises.

Next Steps:

Staff will seek to amend the existing contract.

Issues:

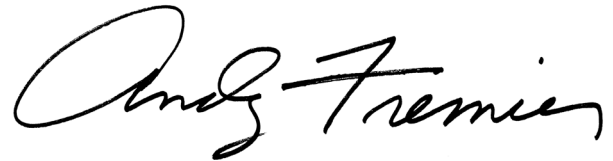
None identified.

Recommendations:

Staff recommends that the Committee authorize the Executive Director or his designee to negotiate and enter into a contract amendment in an amount not to exceed \$2,075,000 for a new contract not to exceed amount of \$5,315,750 through the term ending June 30, 2026, to perform agency website support services.

Attachments:

- Attachment A – Small Business and Disadvantaged Business Enterprise Status: Neither Peak Digital, LLC nor its subconsultants are small or disadvantaged business enterprises.
- Request for Committee Approval – Summary of Proposed Contract Amendment Sheet



Andrew B. Fremier

Attachment A

Agency Website Support Services Contract

Disadvantaged Business Enterprise and Small Business Enterprise Status

	Firm Name	Role on Project	DBE* Yes / No	If DBE Yes, List #	SBE** Yes / No	If SBE Yes, List #
Prime Contractor	Peak Digital, LLC	Website Support Services	No		No	
Subcontractor	Jeneration Web Development	Website Development	No		No	
Subcontractor	Covive, LLC	Website Design and Development	No		No	
Subcontractor	Center 4 Accessible Technology	Accessibility Specialist	No		No	
Subcontractor	Lohnes & Wright	GIS and Mapping Specialist	No		No	

*Denotes certification by the California Unified Certification Program (CUCP).

**Denotes certification by the State of California.

Request for Committee Approval

Summary of Proposed Contract Amendment

Work Item No.: 1121, 1122, 1127, 1161, 1162, 1612, 1721

Consultant: Peak Digital, LLC

Work Project Title: Agency Website Support Services

Purpose of Project: Deliver agency website support services.

Brief Scope of Work: Provide support services to operate, maintain, host, and enhance the agency websites.

Project Cost Not to Exceed: \$2,075,000 (this amendment)

Total Contract before this amendment: \$3,240,750

Total Authorized Contract after this amendment: \$5,315,750

Funding Source: General Fund (\$1,450,000), Capital Fund (\$350,000), ABAG (\$200,000), RM2 Marketing (\$75,000)

Fiscal Impact: \$600,000 is included in the MTC FY 2023-24 budget.

\$1,475,000 is pending approval of the MTC and ABAG FY 2024-25 budgets.

Motion by Committee: That the Executive Director or designee is authorized to negotiate and enter into a contract amendment with Peak Digital, LLC for the purposes described above and in the Administration Committee Summary Sheet dated May 8, 2024, and that the Chief Financial Officer is authorized to set aside \$2,075,000 for such amendment, subject to necessary budget approvals as referenced above.

Administration Committee:

Gina Papan, Chair

Approved: May 8, 2024