

**SUBJECT**

*Website Technology Upgrade*

**RECOMMENDED ACTION**

*To authorize the President and CEO to enter into a one-year contract with ETA Agency for website design, maintenance, hosting and content management, at a cost of \$186,200 with two, one-year options at \$32,183 each year, for a total authorization amount not to exceed \$250,566.*

**BACKGROUND**

Long Beach Transit's (LBT) website provides important information, such as schedules, maps and trip planning functionality, to assist the public in conveniently using the agency's transit network.

LBT's website audience is comprised primarily of daily customers, occasional customers of special events, tourists and transit advocates in addition to internal stakeholder users, such as employees and the Board of Directors. The majority of these users visit LBT's website to plan trips using the online trip planner, schedules and maps. Other users include job seekers, media, event and conference coordinators, entities looking to do business with LBT, as well as organizations seeking information about advertising with LBT.

The website is visited approximately 4,000 times each day, with 80 percent of users accessing [www.lbtransit.com](http://www.lbtransit.com) from a mobile device.

Due principally to its age, the current website has a number of shortcomings, such as complicated navigation, priority information not prominently featured, lack of responsive design, no opportunity for on-the-fly updates from LBT staff, and no upfront easy-to-access notifications for customer alerts and notices.

In support of LBT's strategic priorities of 'Enhance the Customer Experience' and 'Promote Community and Industry Focus,' LBT wants to strengthen its communication with its customers, the community it serves and the transit industry with a more user-friendly website.

The new website will focus on creating a strong brand and an exceptional customer experience, while leveraging best web practices for information architecture, user experience design, responsive design and overall design/navigation. Moreover, it will include features and technology that are right-sized for any device, eliminating the need for an independent mobile application.

**PROCUREMENT**

LBT issued a Request for Proposal (RFP) to several qualified firms and received 11 proposals. The proposals were evaluated based on the following criteria: experience and qualifications, quality of work, proposal quality and approach and price. A scoring threshold range was established based upon technical evaluation and four firms were selected for in-person interviews. Each of the competitive firms were interviewed, and their presentations were scored on the same criteria. ETA Agency, located in Long Beach, California, scored the highest rating and was found to be responsive and responsible by LBT's Purchasing department at a base contract price of \$186,200 with two, one-year options at \$32,183 each year, for a total authorization amount not to exceed \$250,566.

**DBE/SBE PARTICIPATION**

The Disadvantaged Business Enterprise (DBE) goal established for the solicitation was 14 percent. ETA Agency is a DBE-certified firm and will exceed the DBE contract goal at 100 percent.

**ALTERNATIVES CONSIDERED**

The Board may choose not to award the contract, continuing with LBT's current website. However, staff does not recommend this option as the website is a critical, customer-facing tool and must be updated to retain, reclaim and recruit customers. In addition to the dated technology, the current website is not visually appealing or mobile-device friendly.

**BUDGETARY/FISCAL IMPACT**

Staff is requesting LBT's Board of Directors to authorize the President and CEO to enter into a one-year contract with ETA Agency for website design, maintenance, hosting and content management, at a cost of \$186,200 with two, one-year options at \$32,183 each year, for a total authorization amount not to exceed \$250,566

Funds for this contract were included in the Fiscal Year 2018 Operating Budget.



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Kenneth A. McDonald  
President and Chief Executive Officer