



Item #06-1-9  
Consent

## SACOG Board of Directors

January 12, 2006

### **Sole-Source Contract with Sky's The Limit Interactive to Create an Online Regional Commuter Club**

**Issue:** Approval of a \$30,780 sole-source contract with a website developer, Sky's The Limit Interactive (STLI), to create a regional Commuter Club database website, integrated with the Bike Commute Week database and the Commuter Clubs of the transportation management associations.

**Recommendation:** That the Board of Directors authorize the Executive Director to execute a contract for \$30,750 with Sky's the Limit Interactive for Regional Commuter Club development. Normally this item would have gone through the Transportation & Air Quality Committee, but since the Committee meeting was cancelled, and it is a fairly routine, but time-sensitive item, staff is bringing it directly to the Board of Directors.

**Discussion:** This project is included in this year's Overall Work Program, in the Rideshare marketing program. SACOG staff work in partnership with Transportation Demand Management (TDM) Outreach Partners (local transportation management associations, the Placer County Transportation Planning Agency, the City of Roseville, and the El Dorado County Transportation Commission) to develop a marketing program for strategies that encourage the use of alternative modes of transportation such as carpooling, vanpooling, public transit, bicycling, walking, and telecommuting. The TDM Task Force's Marketing Subcommittee introduced the concept of a regionwide on-line Commuter Club, open to all registrants, that will provide commute information and incentives to members, with two goals in mind – to increase the use of alternative modes in the region and to provide information on travel behavior to SACOG and its outreach partners. This information is useful in designing marketing programs and for travel demand forecasting. A web-based Commuter Club will facilitate direct communications between commuters, SACOG, and outreach partners.

The proposal from STLI has been reviewed by SACOG staff for content and cost and has been found to be reasonable.

Please refer to Attachment A for the rationale for a sole-source contract with Sky's the Limit Interactive to perform the computer programming necessary to launch the Regional Commuter Club.

Approved by:

Mike McKeever  
Executive Director

MM:NK:gg  
Attachment

Key Staff: Kenneth Hough, Director of Community Planning & Operations, (916) 340-6229  
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Staff is recommending a sole-source contract with Sky's the Limit Interactive (STLI) for web services relating to the Regional Commuter Club for the following reasons:

- The Regional Commuter Club project is an extension of the development work STLI has performed over the past four years for SACOG and local transportation management associations, starting with 50corridor.com project and culminating in the current Commuter Clubs and Bike Commute Week programs. The Bike Commute Week website recently received the "Creative Excellence" award from the local chapter of the Association for Commuter Transportation and was also presented at the biannual conference of the California Bicycle Coalition.
- The new Regional Commuter Club will have to integrate seamlessly with the existing TMA and Bike Commute Week sites and databases. An intimate knowledge of development of these databases, scripts, and interfaces is essential to the timely and cost effective success of the project. STLI is in a unique position to launch this project without disruption and integrate it with previous website and database work. Completion of this contract in February is essential if the Bike Commute Month website is to launch on time.
- STLI is the choice of the TDM Marketing Subcommittee to perform this contract. STLI has worked with SACOG and its TDM outreach partners (many of whom serve on the subcommittee) on web-based outreach projects since 2001 and is in a position to understand how these organizations operate as well as the motivations and needs of staff and members. Working relationships have been excellent.