



## Transportation Committee

Item #15-11-6  
Action

November 12, 2015

### Selecting a Vendor for Commuter Club Website Development, Maintenance and Hosting

**Issue:** Should the Transportation Committee recommend a new contract for a Commuter Club website vendor?

**Recommendation:** That the Transportation Committee recommend that the Board authorize the Chief Executive Officer (CEO) to negotiate a new contract for website support for the Commuter Club.

**Discussion:** The Commuter Club website is a regional tool utilized by SACOG, Transportation Management Associations/Organizations/ (TMAs/TMOs), Employer Transportation Coordinators, and members of the public as a way to administer transportation benefits, provide transportation information, and promote alternative modes of transportation via carpool and vanpool matching tools. Additionally, the popular May is Bike Month campaign utilizes the Commuter Club web infrastructure and is included in the website support contract.

The current vendor's contract will expire on December 31, 2015. SACOG's policy is to open the contract through a competitive request for proposals (RFP) process. The RFP was developed to include all of the current Commuter Club functions plus enhancements to administrative, ridematching, and other smaller functions. The RFP was for a two-year contract not to exceed \$230,000, with an option to extend the contract for an additional two years. Through the RFP process, two proposals were received.

Staff worked with members of the Transportation Demand Management (TDM) Task Force to form a proposal review panel of active administrative users of the website. The panel included representatives from SACOG, 50 Corridor TMA, North Natomas TMA, South Natomas TMA, and Sacramento TMA. Upon reviewing proposals, the panel recommended the current vendor, STLi Web Solutions (STLi), be awarded the new contract. STLi's proposal showed not only an understanding of the tasks and knowledge of the team but also the ability to use that immense local knowledge in creating a better web product. Additionally, STLi offered a lower hourly rate, and therefore more hours of work within the same funding amount compared to the other vendor. Finally, this vendor had the most experience creating and maintaining a website with ridematching tools and unique partner website features of the Commuter Club.

Staff has had experience with STLi (company-provided qualifications and experience included as Attachment A) over the course of the last ten years for several projects, including the Commuter

Club. SACOG staff and the review panel recommend continuing to contract with this well-qualified local firm to deliver the web presence for SACOG's TDM program.

This contract amount is already included in SACOG's current Overall Work Program, so there are no budget ramifications.

Approved by:

Mike McKeever  
Chief Executive Officer

MM:SB:AJ:ds  
Attachment

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## Qualifications and Experience

STLi Web Solutions was founded in 1986 as Sky's The Limit, a presentation design and desktop publishing company. Over the years, we've grown up with technology, moving from print design and slide presentations to interactive CD-ROM, touchscreen kiosk, and website design. In 2008 we changed our name to reflect our current focus on Web application development.

Our in-house team of designers and programmers has been working together since 1999. Each of our developers has expert knowledge of a wide range of media including digital design, digital video, HTML5, CSS3, jQuery, JavaScript, PHP, MySQL, Adobe Flash/Flex, server and client side programming, database design, mobile technologies, and server hardware. This technical expertise, combined with our creativity and reliability, helps create one success story after another.

Over the past 10 years, STLi has become one of the leading developers of Web-based community networks. We've developed a suite of online facilities that help bring community members together, allowing them to effectively communicate and collaborate. Website administrators can easily keep the site up to date by posting text, photos, documents and videos. Community members can also contribute content, increasing the number of resources on the site. All projects are integrated, as required, with Facebook, Twitter, YouTube, and other social media sites.

Data visualization is also one of our core services. We develop Web-based interfaces and reporting tools that make large quantities of data easy for the public to search, access, and understand. For location-based data, we partner with Google to produce interactive maps featuring custom overlays, routes, and point of interest markers.

Online training and public outreach has always been a focus for STLi. Much of our work in the past 12 years has been related to developing training and "edutainment" sites for both the general public and select communities. We've learned that combining educational information with incentive programs helps people improve daily habits and lead healthier lives. We developed the acclaimed May is Bike Month site for SACOG that lets area cyclists compete for prizes while collectively logging nearly 2 million cycling miles in one month. An ongoing project is the Sacramento Regional Commuter Club, a site with over 29,000 members that helps local commuters improve air quality and traffic congestion by encouraging them to walk, cycle, vanpool, carpool, or ride transit.

Other current projects include redevelopment and support of the Amtrak California website, and redevelopment and support of the California Phones website that provides free phones to disabled Californians. Other past educational projects include Caltrans' new employee orientation course, a safety quiz for the California DMV's exhibit at Safetyville, DOJ's VCIN training course, a modular Web-based training system for Immuno Concepts, and the Sacramento AQMD's award-winning interactive children's CD-ROM "Save Planet Polluto." We've completed public outreach projects for many other organizations including the California Air Resources Board, Cleaner Air Partnership, California Fuel Cell Partnership, Child Abuse Prevention Center, and Bay Area 511.

With hundreds of completed projects under our belt, it's no wonder STLi's reputation as Sacramento's leading interactive media company stands after over 28 years in business.