

MOTION NO. M2011-49
Ratification of the Contract with Anthro-Tech, Inc.

MEETING:	DATE:	TYPE OF ACTION:	STAFF CONTACT:	PHONE:
Operations and Administration Committee	06/16/11	Final Action	Brian McCartan, Executive Director of FIT Michel Danon, Chief Information Officer	206-398-5100 206-398-5170

PROPOSED ACTION

Ratifies award of six contracts with Anthro-Tech, Inc. for providing web and customer service information technology services in the amount of \$423,980.

KEY FEATURES

- This action ratifies the award of six contracts that were independently executed within the CEO's authority; the combined total is \$423,980. Staff is seeking Board ratification of the contract awards.
- A contract was procured through a piggy-back contract with the Washington State Department of Information Systems (DIS) for web re-design services. Additional contracts were for separate but similar scopes of work. The contractor, Anthro-Tech, performed the following services:
 - Sound Transit website redesign;
 - New Sound Transit website trip planner;
 - ORCA website customer service improvements;
 - Improvements to Sound Transit's internal intranet;
 - Improved website access by mobile devices; and
 - Training for Sound Transit staff.
- This work will help meet the Board's strategic emphasis on increasing ridership by improving the customer's experience.

PROJECT DESCRIPTION

Anthro-Tech provided Sound Transit with design recommendations for Sound Transit's new website launched in April 2011, for improvements to the ORCA websites, as well as analysis and recommendations for Sound Transit's internal information (Intranet). The contractor utilized User Centered Design (UCD), a customer-centric methodology that researches customers' interactions with website design and provides recommendations for website architecture

FISCAL INFORMATION

Action Item: AnthroTech 2010-2011 contract ratification in the amount of \$423,980

(Expenditures in \$000)

Budget Table 1

Programs Capital and Operating LifeTime Budgets

Program	Project	2011 LifeTime Budget (A)	Actuals and Committed (B)	This Action (incl. in Actuals and Committed) (C)	Uncommitted/ (Shortfall) (D)
Research and Technology		34,131	12,530		21,601
	Trip Planner			98	0
	ST Redesign			50	0
	Mobile			47	
	Training			38	
Fare Administration and Fare Integration		59,817	36,865		22,951
	ORCA			70	0
					0
Total		93,948	49,396	302	44,552

(B) Actuals and Committed amounts are total of Actuals and Commitment remaining per Department as 05/31/2011

Budget Table 2

Department Staff Operations Budget

(Expenditures in \$000)

Department	Project	2010 Staff Operations Budget (A)	2010 Actuals (B)	This Action (incl. in Actuals) (C)	Uncommitted/ (Shortfall) (D)
Finance and Information Technology		18,345	17,333		1,012
	ST Redesign			96	0
	Intranet			26	0
					0
Total		18,345	17,333	122	1,012

(A) 2010 Staff Operations Budget is based on 2010 Adopted Budget information

Summary View

(Expenditures in \$000)

Description

2010 -2011 Programs - AnthroTech Contract Ratification	302
2010 Staff Operations - AnthroTech Contract Ratification	122
Total	424

SMALL BUSINESS PARTICIPATION

A small business goal was not set for these contracts, but Anthro-Tech is a women-owned small business and performed 100% of the work.

EQUAL EMPLOYMENT WORKFORCE PROFILE

9 employees; 78% women; 33% minorities.

BACKGROUND

In September 2009, Sound Transit began a redesign of its website in order to better communicate with riders, prospective riders, and the public. Sound Transit decided to contract with a firm for redesign of the website since research showed that the Sound Transit website is the primary communications channel for the agency. In April 2010, Sound Transit selected Anthro-Tech to provide the needed services. Sound Transit procured the firm's services through the Washington State Department of Department of Information Services (DIS) by piggy backing on a contract DIS had competitively procured. Anthro-Tech's work provided information on customer identity, psychology and use patterns for the current site. It included consulting, field usability studies with customers and validation on design decisions.

Sound Transit determined that a consultant was needed to review the ORCA customers' website and in May 2010 procured Anthro-Tech to perform the services by piggy-backing on the DIS contract. Anthro-Tech developed recommendations for site architecture, design, improvements and rated the site for effectiveness. The consultant work showed that most users have problems navigating the ORCA websites, orccard.com and orccard.biz.

In September 2010, Anthro-Tech was selected through DIS, by piggy-backing on the contract competitively procured by DIS, for research, consulting and usability studies for the trip planner and mapping application project for the Sound Transit website. Anthro-Tech provided UCD consulting in the form of design recommendations, site navigation and functionality recommendations. The firm performed usability studies to evaluate the effectiveness of the application and made recommendations for user improvements.

Anthro-Tech was chosen in December 2010 to research and identify improvements to Sound Transit's intranet that would improve workflow and staff collaboration. The firm's services were procured by piggy-backing on the competitively-procured DIS contract. Anthro-Tech provided UCD consulting in the form of a report and recommendations on the usability of the intranet, including internal websites used to manage projects and division work.

In 2011, Sound Transit selected Anthro-Tech to provide additional UCD work for development of a Soundtransit.org web site for mobile devices. Anthro-Tech also provided staff training in writing for the web, and developing and performing usability studies.

To date, the total amount for Anthro-Tech's consulting services is \$423,980. All of the services were procured through DIS by piggy backing on the Anthro-Tech contract that the department competitively procured.

In 2011, Sound Transit will seek competitive bids through DIS for work related to the website and intranet work already completed, including:

- Design and development of project and planning information and "About Us" information for Soundtransit.org, including audience identification, research, rearchitecture, content development, communication and business efficiency recommendations
- Continued improvement of the Trip Planner and functionality and web content
- ORCAcard.com and ORCAcard.biz user enhancements and future planning

A separate RFQ will be used to seek a contractor to perform this work for Sound Transit.

Analysis of Contracting Out vs. Performing In-House

Sound Transit staff believed that using UCD methodology would optimize the website experience for users and for future web-based projects. The contractor used four senior staff who provided expertise in the area of human centered design. The need for this work is intermittent and it is not cost effective to hire a full-time staff people who specialize in this type of work.

PRIOR BOARD/COMMITTEE ACTIONS

None.

ENVIRONMENTAL COMPLIANCE

JI 6/3/2011

TIME CONSTRAINTS

This work has already been completed. A delay in board ratification would not impact any schedules or budgets.

PUBLIC INVOLVEMENT

Not applicable for this action.

LEGAL REVIEW

LA 6/10/11

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A motion of the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority ratifying the award of six contracts with Anthro-Tech, Inc. for providing web and customer service information technology services in the amount of \$423,980.

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MOTION:

It is hereby moved by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority that the award of six contracts with Anthro-Tech, Inc. for providing web and customer service information technology services in the amount of \$423,980 are ratified.

APPROVED by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on June 16, 2011.



Dave Enslow
Operations and Administration Committee Chair

ATTEST:



Marcia Walker
Board Administrator