

MOTION NO. M2013-01

Contract for User-Centered Design Consulting Services

MEETING:	DATE:	TYPE OF ACTION:	STAFF CONTACT:	PHONE:
Capital Committee	1/10/2013	Final Action	Brian McCartan, Executive Director of Finance and IT De Meyers, Research and Technology Program Manager	206-398-5100 206-398-5199

PROPOSED ACTION

Authorizes the chief executive officer to execute a contract with Anthro-Tech, Inc. to provide design consulting services for various technologies used by Sound Transit customers in the amount of \$2,000,000.

KEY FEATURES SUMMARY

- This contract will be used to improve customer experiences with ticket vending machines (TVMs), websites, mobile applications and other technologies.
- The scope of work under this contract includes conducting studies of customers' workflow, informational needs, web capabilities and preferences; analyzing data; and developing user-centered design (UCD) tools. The contractor will also conduct planning and usability studies. Results of the studies will guide software application development, and create a framework for improving agency technology based on customer feedback.
- Funding for this contract will be allocated from various programs and departments, including the Research & Technology (R&T) Program, Communications & External Affairs (CEA) Department, Design, Engineering & Construction Management (DECM) Department and the ORCA program.
- The contract is anticipated to last three years beginning in January 2013 and ending in January 2016. The proposed amount will cover all three years of the contract.
- This action is within existing budgeted levels.

BACKGROUND

User-centered design (UCD) is a process for analyzing and optimizing technology for users (Sound Transit customers). Rather than requiring users to change their behavior to accommodate the product, UCD changes the product according to user behavior. UCD is the industry standard method for creating interactive technology. Sound Transit has been using this methodology since 2010 in the development of new customer-facing applications, such as the agency's website redesign in the spring of 2011. Customer satisfaction is high with these new applications and Sound Transit has seen an increase of 116% in mobile website use since its launch.

This contract will include work for various programs and departments, including:

ORCA Program

This contract will provide research, early design and testing for Orcacard.com and orcacard.biz website, mobile site and potential other future projects such as open payment pilot.

CEA

This contract will provide research, early design and testing for Sound Transit's intranet redesign, library.soundtransit.org and future potential projects such as improvements to soundtransit.org mobile site.

DECM

This contract will provide research, early design and testing for DECM's capital projects interactive map and potential future projects.

R&T

This contract will provide research, early design and testing for maps, trip planner improvements, rider alerts delivery system, TVM interface redesign, signage at stations and signage control system and potential future projects such as: bike locker technology, parking monitoring and payment.

The consultant was selected through a competitive request for proposal process. A total of five proposals were received and Anthro-Tech, Inc. was selected as the top ranked firm. This contract will use an on-call, task order-based procurement method. This method was selected to reduce staff time, increase project throughput and allow us to deliver each of these projects efficiently.

FISCAL IMPACT

Funding for expenditures will come from administrative and/or preliminary engineering phases within overall capital budgets, or specific expense accounts from Service Delivery or Staff Operating budgets. Since the proposed services would be assigned on an as-needed basis, the distribution of costs will be determined as project schedules and budgets are established.

SMALL BUSINESS PARTICIPATION

Anthro-Tech, Inc. is a small, women-owned business and has committed to providing opportunities to engage other Small Business participation, and to afford equal opportunity for that participation. There are limited subcontracting opportunities for other subcontractor participation and a subcontractor goal has not been set.

EQUAL EMPLOYMENT WORKFORCE PROFILE

10 employees; 80% women; 20% minorities.

PUBLIC INVOLVEMENT

Not applicable to this action.

TIME CONSTRAINTS

The projects described have been budgeted and scheduled for each of these groups within Sound Transit for 2013 and beyond. A one-month delay may impact our ability to deliver the Board approved work or impact the quality of the work.

PRIOR BOARD/COMMITTEE ACTIONS

Motion No. M2012-45: Approved Phase 1 of the ST2 Research and Technology Program to implement improved transit customer rider technologies.

ENVIRONMENTAL REVIEW

Jl 12/6/12

LEGAL REVIEW

JW 1/4/13

MOTION NO. M2013-01

A motion of the Capital Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a contract with Anthro-Tech, Inc. to provide design consulting services for various technologies used by Sound Transit customers in the amount of \$2,000,000.

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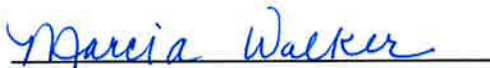
It is hereby moved by the Capital Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a contract with Anthro-Tech, Inc. to provide design consulting services for various technologies used by Sound Transit customers in the amount of \$2,000,000.

APPROVED by the Capital Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on January 10, 2013.



Fred Butler
Capital Committee Chair

ATTEST:



Marcia Walker
Board Administrator