

MOTION NO. M2016-02
User-Centered Design Consulting Services Contract

MEETING:	DATE:	TYPE OF ACTION:	STAFF CONTACT:
Operations and Administration Committee	01/07/2016	Final Action	Brian McCartan, Executive Director, Finance and IT Michael Berman, Research & Technology Program Manager

PROPOSED ACTION

Authorizes the chief executive officer to execute a three-year contract with two one-year options to extend with FCV USA, Inc. to provide User-Centered Design consulting services for a total authorized contract amount not to exceed \$1,820,000.

KEY FEATURES SUMMARY

- FCV USA, Inc. will provide User-Centered Design (UCD) consulting services that include conducting audience and user research; planning and conducting surveys, usability tests, and other user feedback tools; developing mockups and prototypes of tools; and other consulting services as needed.
- UCD consulting services will be used to develop a signage control system and tools for phase 2 of the ORCA Program.
- The contract with FCV USA, Inc. will be managed by the IT Department, but the proposed services could support the research needs of all agency divisions.
- The requested contract amount includes the initial three-year contract period. Staff will return to the Board to seek additional funding for the contract options following the initial three-year term.

BACKGROUND

Sound Transit has successfully used UCD services to help design and build the soon-to-be launched ticket vending machine interface redesign, station signage pilot project and the redesign of both the Sound Transit intranet and mobile website. These services provide valuable information about Sound Transit riders and are used to develop and design technology products to meet riders' needs.

This contract will provide UCD consulting services for development of a signage control system, ongoing improvements to the Sound Transit desktop and mobile websites, and further development of the website and other tools for Phase 2 of the ORCA program. This contract will enable UCD work on a task-order basis and could be used by any department in the agency to support research needs.

Sound Transit issued a Request for Proposal (RFP) for User Centered Design (UCD) Consulting Services and received and evaluated seven proposals. FCV USA Inc. best met the evaluation criteria, offered the best value and is in the best interest to Sound Transit.

FISCAL INFORMATION

This contract is being treated as an on-call contract and task orders will be used as needed for the agency R&T Program or other projects and departments as needed. The services described in this proposed action will be assigned on an as-needed basis after available budget is verified. Since

the proposed services will be assigned on an as-needed basis, the distribution of cost will be determined as program schedules require.

The previous contract providing similar on-call services was utilized by ORCA, Signage Improvements, R&T program and the Communications and External Affairs Department (CEA).

SMALL BUSINESS/DBE PARTICIPATION AND APPRENTICESHIP UTILIZATION

Participation by Small Businesses and Disadvantaged Business Enterprises (DBEs)

Sound Transit promotes and encourages small business participation, which also includes Disadvantaged Business Enterprises (DBEs). Consistent with Sound Transit Policies and Federal Regulations, Sound Transit has established Small Business goal for this contract. These goals are based upon an examination of subcontracting opportunities contained in the work of this contract and the number of Small Businesses/DBEs available to perform such subcontracting work.

For this specific contract, the following goals were set and the successful Bidder/Proposer has committed to the following Small Business Participation:

Small Business and Disadvantaged Business Enterprise Goals

Sound Transit Goal:

Small Business: 20%

Commitment:

Small Business: 100%

FCV USA Inc., has been certified as a Small business and will perform 100% of User-Centered Design consulting services for this contract.

PUBLIC INVOLVEMENT

Not applicable to this action.

TIME CONSTRAINTS

A one-month delay would not create a significant impact to the project schedule.

PRIOR BOARD/COMMITTEE ACTIONS

Not applicable to this action.

ENVIRONMENTAL REVIEW

Jl 12/22/2015

LEGAL REVIEW

JW 12/30/2015

MOTION NO. M2016-02

A motion of the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a three-year contract with two one-year options to extend with FCV USA, Inc. to provide User-Centered Design consulting services for a total authorized contract amount not to exceed \$1,820,000.

BACKGROUND:

Sound Transit has successfully used User-Centered Design (UCD) services to help design and build the soon-to-be launched ticket vending machine interface redesign, station signage pilot project and the redesign of both the Sound Transit intranet and mobile website. These services provide valuable information about Sound Transit riders and are used to develop and design technology products to meet riders' needs.

This contract will provide UCD consulting services for development of a signage control system, ongoing improvements to the Sound Transit desktop and mobile websites, and further development of the website and other tools for Phase 2 of the ORCA program. This contract will enable UCD work on a task-order basis and could be used by any department in the agency to support research needs.

FCV USA, Inc. will provide services that include conducting audience and user research; planning and conducting surveys, usability tests, and other user feedback tools; developing mockups and prototypes of tools; and other consulting services as needed.

Sound Transit issued a Request for Proposal (RFP) for UCD Consulting Services and received and evaluated seven proposals. FCV USA Inc. best met the evaluation criteria, offered the best value and is in the best interest to Sound Transit. The requested contract amount includes the initial three-year contract period. Staff will return to the Board to seek additional funding for the contract options following the initial three-year term.

MOTION:


It is hereby moved by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a three-year contract with two one-year options to extend with FCV USA, Inc. to provide User-Centered Design consulting services for a total authorized contract amount not to exceed \$1,820,000.

APPROVED by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on January 7, 2016.



Paul Roberts
Operations and Administration Committee Chair

ATTEST:



Kathryn Flores
Board Administrator