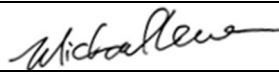


# M · E · M · O

## Alameda Corridor Transportation Authority

*September 10, 2020*

<b>To:</b>	Governing Board
<b>From:</b>	Michael C. Leue, Chief Executive Officer 
<b>Subject:</b>	<i>Approval of Agreement No. C0892 with Faye Business Systems Group, Inc. for Website Redesign Services (APPROVAL)</i>

**Recommendation:**

Approve Agreement No. C0892 with Faye Business Systems Group Inc. for Website Redesign Services in an amount not-to-exceed \$75,000 for a three-year term; and authorize the Chief Executive Officer or Chief Financial Officer to execute said agreement.

**Discussion:**

ACTA is in need of website redesign services. ACTA's website, [www.acta.org](http://www.acta.org), serves a critical role in the agency's business and public outreach. Through its online presence, ACTA provides a repository of current and historical information and data to enhance communication and relationships with stakeholders. ACTA's website provides current information regarding Governing Board meetings, revenue and volume statistics, financial and budgetary reporting, and contracting opportunities. The website also contains historical information about the agency itself, Governing Board agendas, financial documents, projects, and press releases. The current website is not utilizing the latest website features and technologies that are standard for most public entities. The website redesign will make ACTA's information more accessible and user-friendly.

In lieu of issuing a Request for Proposals (RFP), ACTA staff recommends that ACTA utilize Faye Business Systems Group, Inc. (Faye) with whom the City of Los Angeles Harbor Department (POLA) currently has a contract for website design services. POLA awarded a three-year contract to Status Not Quo, Inc. in November 2017 following a competitive RFP process. In August 2020, POLA extended the contract for an additional two years and assigned the contract to Faye, which had acquired Status Not Quo, Inc. in July 2020.

ACTA staff consulted with staff from the Port of Long Beach (POLB) and POLA regarding their current website design and maintenance contracts and the services being provided under each contract. POLA's contract with Faye had a scope of work and rates that could be utilized in establishing a new contract between the consultant and ACTA.



ACTA's proposed agreement with Faye has the same scope of work as POLA's contract and the same rates will be utilized throughout the agreement term. ACTA's website needs are not as complex as those of the ports, which is reflected in the lower contract value. The agreement includes an initial scope of work for a full redesign of ACTA's website for approximately \$60,000, and the remaining contract value of \$15,000 may be utilized for additional on-call services as needed during the remaining term of the agreement. A three-year term is being requested in order to utilize the consultant for any additional on-call services that may be required after the initial website design. It would not be practical or advantageous to conduct a competitive selection process for the on-call services after the initial website redesign due to the low dollar value of the services, combined with the ability to maintain continuity of services with the same consultant. To date, ACTA staff has provided ongoing maintenance services for the ACTA website and will continue to do so for the foreseeable future.

**Background:**

ACTA's first website was established in the late 1990's as the World Wide Web became the primary mode of communication for all entities. Since 2000, ACTA has redesigned its website only twice, in 2003 and 2008, with all services totaling less than \$35,000. ACTA utilized Hyperdisk Media, Inc., in 2003, and defyAgency, in 2008, to provide the website redesign services.

**Budget Impact:**

Funds for the initial website redesign are included in the FY21 Program and Operating Budget. Monies for future task-specific services, should they be required, will be included in future budgets.

**Co-General Counsel Review:**

ACTA's Co-General Counsel has reviewed and approved the proposed Agreement as to form.

Transmittal:

Transmittal 1 – Agreement No. C0892 with Faye Business Systems Group, Inc.