

THIS PRINT COVERS CALENDAR ITEM NO. : 10.7

**SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY**

DIVISION: Communications

BRIEF DESCRIPTION:

Authorizing the Director of Transportation to execute Contract Amendment No. 1 to SFMTA Contract No. 2017-49, with FivePaths, LLC, for maintenance and support of the SFMTA’s website, to increase the total contract amount by \$400,000 to a total of \$499,000 and extend the initial term of the contract by six months to March 28, 2020.

SUMMARY:



- The SFMTA’s website is its most important digital communications channel with approximately 1.3 million page views per month, providing comprehensive information about the agency, its services, transportation choices, and sustainability and climate action plans.
- On September 28, 2017, the SFMTA entered into a two-year sole-source contract with FivePaths, LLC (FivePaths) to provide 30 hours of maintenance and consulting services per month to support the website at \$4,000 per month, plus additional as-needed services at \$150 an hour, for a contract amount not to exceed \$99,000.
- FivePaths has developed numerous enhancements to the new website since its launch, including the SFMTA’s rebrand, easier access to SFMTA Board calendar items, content migration from the former website, and the presentation for the agency’s new strategic plan.
- In order to ensure the optimal level of feature enhancements on an ongoing basis, the SFMTA plans to include on the website improvements to digital public notices, emergency communications, and better presentation of routes and stops.
- To support ongoing enhancements to the website, the monthly level of maintenance should be increased from 30 hours to 90 hours, with additional funding of \$400,000 over the amended term of two years and six months.

ENCLOSURES:

1. SFMTAB Resolution
2. Amendment No. 1 to Contract 2017-49

APPROVALS:

DATE

DIRECTOR		5/29/2018
SECRETARY		5/29/2018

ASSIGNED SFMTAB CALENDAR DATE: June 5, 2018

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PURPOSE

Authorizing the Director of Transportation to execute Contract Amendment No. 1 to SFMTA Contract No. 2017-49, with FivePaths, LLC, for maintenance and support of the SFMTA's website, to increase the total contract amount by \$400,000 to a total of \$499,000 and extend the initial term of the contract by six months to March 28, 2020.

STRATEGIC PLAN GOALS AND TRANSIT FIRST POLICY PRINCIPLES

The item will support the following goals and objectives of the SFMTA Strategic Plan:

Goal 4: Create a workplace that delivers outstanding service.

Objective 4.3: Enhance customer service, public outreach, and engagement

This item will support the following Transit First Policy Principle:

2. Public transit, including taxis and vanpools, is an economically and environmentally sound alternative to transportation by individual automobiles. Within San Francisco, travel by public transit, by bicycle and on foot must be an attractive alternative to travel by private automobile.

DESCRIPTION

The SFMTA's website is the Agency's most important digital communications channel, with approximately 1.3 million page views per month. It provides comprehensive information about the Agency's services, transportation choices across the City, and the work that the agency performs to make the City more livable and environmentally sustainable. The website also supports mission-critical communications of the Agency, which include our public meeting calendar, meeting agendas, digital public notices, project information, and the ability for constituents to sign-up for updates on the various activities of the Agency.

In December of 2017, the SFMTA launched a major redesign of the website. This effort was driven by the changing usage patterns of the visitors to the website, with mobile browsing rising from 25% to over 60% from the last revision in 2013. This redesign leveraged the in-depth work that the Communications Division has invested in perception analysis, both inside and outside of the agency. The website was structured around how constituents view their travel choices (Muni, walk, bike, drive & park, taxi, and accessibility) with an appropriate emphasis on the transit-first mission of the agency. Additionally, navigation was simplified, the capabilities of the SFMTA Board pages were expanded, a new neighborhood section was introduced, a comprehensive translation service was integrated, project pages were significantly improved, security patch deployment was enhanced and the website was prepared to better handle continuous enhancements.

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During the development of the new site, FivePaths was a subcontractor with Green Ideas. They were additionally brought in to maintain the previous website during the development of the new site. In order to ensure that the proper skills were available to maintain and continue to enhance the improved website, the Director of Transportation, under his contracting authority, entered into a sole-source two-year contract with FivePaths on September 28, 2017 (the Contract). Under the Contract, FivePaths was to provide 30 hours of maintenance and consulting services per month to support the website for \$4,000 per month, plus additional as-needed services at \$150 an hour, for a contract amount not to exceed \$99,000. This arrangement was based on a previous maintenance agreement with Rolling Orange, the prior provider of maintenance. This monthly amount has proven insufficient to properly deliver the required functionality of the new website, level up the security protection, and continue the introduction of additional enhancements post-launch.

FivePaths' services have included thorough review of security threats and the prompt application of necessary patches, engineering and development of website enhancements and feature requests, and design assistance. Also included in the FivePaths service are proprietary development tools that enable their team to be very responsive and apply their modifications quickly with a minimum of disruption. Since entering into the contract, FivePaths has consistently delivered on the requests made by SFMTA staff during the course of the website redesign. These requests included migrating the thousands of pages from the old website to the new one in order to preserve the public records required of the agency. FivePaths also implemented changes necessary to launch the SFMTA's new brand, including substantial redesign of the website header and the color scheme across the website. Additionally, FivePaths developed a substantially enhanced calendar presentation to improve access to meetings for all committees, units, and projects. FivePaths also developed a compelling presentation of the SFMTA's new strategic plan for the website. These enhancements were not planned as part of the initial maintenance agreement and are expected to quickly exceed the amount of the contract.

In addition to regular maintenance and security support, the SFMTA anticipates the need to make continuous improvements to the website. In the short-term, these plans include adding a digital public notice channel, a system for incorporating emergency communications prominently on the homepage, easier navigation, a direct connection to the Transit Division's routes and stops database to fill the void expected from the termination of 511.org's publishing of various agencies' schedules, and an update to the content management software. In the long-term, feedback from SFMTA staff and the user community will help determine what future enhancements can be made to address concerns about the functionality of the website.

The primary goal of contract amendment #1 is to ensure the optimal level of enhancements on an ongoing basis in order to keep the website's look, feel, and features fresh and relevant. These planned improvements are meant to maintain and grow engagement levels with users of SFMTA.com, which must continue to evolve in order to keep up with the pace of innovation within the transportation industry and websites in general. This amendment seeks to increase the resources available to introduce these new capabilities beyond what was originally scoped as ongoing maintenance requirements. To that end, the amendment will increase the number of hours that

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FivePaths will dedicate to the SFMTA from 30 hours per month to 90 hours per month for an additional \$8,000 a month. To accommodate that increase, the amendment would increase the contract amount to \$499,000. The term of the Contract would be extended from two years to two years and six months, from September 28, 2017 to March 28, 2020 including two options to renew the Agreement for a period of up to one year each.

STAKEHOLDER ENGAGEMENT

As part of the SFMTA.com website redesign, extensive research was performed, both internally with staff who contribute content, as well as externally, with constituents who rely upon the website for information about travel choices and for information about the specific work of the agency.

One key finding was that users are typically focused on a particular mode of transportation during a particular visit to the website. Accordingly, the new website uses transportation mode as its primary navigation. Another key finding was that the website's audience has shifted significantly toward mobile usage. When the previous website went live in 2013, roughly 25% of visitors used a mobile device. In 2017, roughly 60% of traffic was mobile. Therefore, the website has a mobile-first design.

ALTERNATIVES CONSIDERED

In the immediate term there is no practical alternative to extending the contract that does not risk an interruption in the security protection and the enhancements that FivePaths provides. The original contract will run its course by the end of June. Not extending the relationship at this point would leave the website without development support. Staff can continue to post content to the website as it currently is configured, and some degree of limited enhancements may be possible. There is, however, the potential that not maintaining our aggressive security posture would expose the agency's website to security threats. Additionally, the ability of the SFMTA to deliver the important planned enhancements would be impaired or prevented entirely.

FUNDING IMPACT

The amendment will increase the number of hours that FivePaths will dedicate to the SFMTA from 30 hours per month to 90 hours per month, raising the monthly commitment between the SFMTA and FivePaths to \$12,000. To accommodate that commitment, the amendment would increase the contract amount to \$499,000 over a term of two years and six months with an option to extend. These funds would come from the SFMTA's operating budget.

ENVIRONMENTAL REVIEW

On May 11, 2018, under authority delegated by the Planning Department, the SFMTA determined that the proposed contract amendment is not defined as a "project" under the California Environmental Quality Act (CEQA) pursuant to Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b).

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A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors and is incorporated herein by reference.

OTHER APPROVALS RECEIVED OR STILL REQUIRED

The Civil Service Commission approved this amendment on May 7, 2018, under PSC No. 39994-17/18.

The City Attorney has reviewed this report.

RECOMMENDATION

Staff recommends that the SFMTA Board of Directors authorize the Director of Transportation to execute Contract Amendment No. 1 to SFMTA Contract No. 2017-49, with FivePaths, LLC, for maintenance and support of the SFMTA's website, to increase the total contract amount by \$400,000 to a total of \$499,000 and extend the initial term of the contract by six months to March 28, 2020

SAN FRANCISCO
MUNICIPAL TRANSPORTATION AGENCY
BOARD OF DIRECTORS

RESOLUTION No. _____

WHEREAS, The San Francisco Municipal Transportation Agency (SFMTA) relies on the proper maintenance of the SFMTA website for security, enhancements and access as a lynchpin of its digital communications; and,

WHEREAS, On September 28, 2017, the SFMTA entered into a two-year contract with FivePaths, LLC, for the contractor to provide 30 hours of maintenance and consulting services per month to support the website for \$4,000 per month, plus additional as-needed services at \$150 an hour, for a contract amount not to exceed \$99,000; and,

WHEREAS, In order to ensure the optimal level of security and enhancements on an ongoing basis to keep the website's look, feel, and features fresh and attractive, the monthly level of security and maintenance should be increased from 30 hours to 90 hours, from \$4,000 to \$12,000, and the initial term extended by six months; and,

WHEREAS, On May 11, 2018, under authority delegated by the Planning Department, the SFMTA determined that the proposed contract amendment is not defined as a "project" under the California Environmental Quality Act (CEQA) pursuant Title 14 of the California Code of Regulations Sections 15060(c) and 15378(b); and,

WHEREAS, A copy of the CEQA determination is on file with the Secretary to the SFMTA Board of Directors, and is incorporated herein by reference; now, therefore, be it

RESOLVED, The SFMTA Board of Directors authorizes the Director of Transportation to execute Contract Amendment No. 1 to SFMTA Contract No. 2017-49, with FivePaths, LLC, for maintenance and support of the SFMTA's website, to increase the total contract amount by \$400,000 to a total of \$499,000 and extend the initial term of the contract by six months to March 28, 2020.

I certify that the foregoing resolution was adopted by the San Francisco Municipal Transportation Agency Board of Directors at its meeting of June 5, 2018.

Secretary to the Board of Directors
San Francisco Municipal Transportation Agency

**City and County of San Francisco
Municipal Transportation Agency
One South Van Ness Ave., 7th Floor
San Francisco, California 94103**

First Amendment

Contract No. SFMTA-2017-49

THIS AMENDMENT (Amendment) is made as of June , 2018 in San Francisco, California, by and between FivePaths LLC (Contractor), and the City and County of San Francisco, a municipal corporation (City), acting by and through its Municipal Transportation Agency (SFMTA).

Recitals

- A. City and Contractor have entered into the Agreement (as defined below).
- B. City and Contractor desire to modify the Agreement on the terms and conditions set forth herein to increase the contract amount and extend the contract term.
- C. The Civil Service Commission approved this Amendment through issuance of PSC number 39994-17/18 on May 7, 2018;

NOW, THEREFORE, Contractor and the City agree as follows:

Article 1 Definitions

The following definitions shall apply to this Amendment:

- 1.1 **Agreement.** The term “Agreement” shall mean the Agreement dated September 28, 2017, between Contractor and City.
- 1.2 **Other Terms.** Terms used and not defined in this Amendment shall have the meanings assigned to such terms in the Agreement.

Article 2 Modifications to the Agreement

The Agreement is modified as follows:

- 2.1 Article 2 (Term of the Agreement) is replaced in its entirety to read as follows:
 - 2.1 The term of this Agreement shall commence on the Effective Date, and expire on the anniversary of the Effective Date two years and six months, unless earlier terminated as otherwise provided herein.
 - 2.2 The City has two options to renew the Agreement for a period of up to one year each. The City may extend this Agreement beyond the expiration date by exercising an option at the Director of Transportation’s sole and absolute discretion and by modifying this Agreement as provided in Section 11.5 (Modification of this Agreement).

2.2 Section 3.31 (Compensation of Services) is replaced in its entirety to read as follows:

3.3.1 Compensation for Services. Each month during the term of the Agreement, Contractor shall provide the SFMTA up to 90 hours of technical maintenance and consulting support services to maintain and support the SFMTA's website (Services). The SFMTA shall pay Contractor a fixed fee of \$12,000 per month, inclusive of all costs (including, but not limited to, direct, indirect, labor and overhead costs), as compensation for said Services. Hours within the 90-hour allocation that the SFMTA does not use in any one month shall not "roll over" to a subsequent month. The SFMTA may request additional hours of Services in any month, for which the Contractor shall charge the SFMTA \$150 per hour, inclusive of all costs (including, but not limited to, direct, indirect, labor and overhead costs). The amount of this agreement shall not exceed Four Hundred Ninety-Nine Thousand Dollars (\$499,000).

2.3 Appendix A is replaced in its entirety with a new Appendix A attached hereto:

Article 3 Effective Date

Each of the modifications set forth in Section 2 shall be effective on and after the date of this Amendment.

Article 4 Legal Effect

Except as expressly modified by this Amendment, all of the terms and conditions of the Agreement shall remain unchanged and in full force and effect.

IN WITNESS WHEREOF, Contractor and City have executed this Amendment as of the date first referenced above.

CITY	CONTRACTOR
San Francisco Municipal Transportation Agency	FivePaths LLC
_____ Edward D. Reiskin Director of Transportation	_____ Eric Leland Partner FivePaths LLC 548 Market Street, Suite #13255 San Francisco, CA 94104
Authorized By:	
Municipal Transportation Agency Board of Directors	
Resolution No: _____	City supplier number: 98242
Adopted: _____	
Attest: _____ Roberta Boomer, Secretary	
Approved as to Form:	
Dennis J. Herrera City Attorney	
By: _____ Isidro A. Jiménez Deputy City Attorney	

Appendix A Scope of Services

SFMTA requires a content management system (CMS) to support www.sfmta.com (Website). In order to keep the Website stable, secure and optimized, FivePaths (Contractor) shall provide certain ongoing “Services” described in detail below. While Contractor will perform most of the Services remotely, Contractor shall be available for on-site support if so requested by SFMTA.

A. Ongoing Security Maintenance

Contractor shall review Drupal CMS security updates as released. Contractor shall implement security updates that the Drupal community security bulletin expressly categorizes as “critical” or “highly critical” as soon as reasonably possible to ensure the security of the Website. For all other security updates that Contractor recommends implementing, Contractor shall implement on an ongoing basis, but no less than once per month.

B. Ongoing Improvements and Refinements to the Website

Contractor shall provide SFMTA additional support and technical services as requested by SFMTA on an as-needed basis to support or supplement SFMTA staff,.

Examples of such requests include, but are not limited to:

1. Scheduled phone meetings
2. Implementation or refinement of Website features and capabilities.

C. Ongoing Non-Security Software Updates

In addition to security updates, the Drupal community releases other software updates every Wednesday. Contractor shall review Drupal CMS updates as released. If Contractor recommends implementing one or more update(s), Contractor shall inform SFMTA and implement the software changes on the Website’s testing environment. Contractor shall implement on production environment upon SFMTA approval.

Contractor shall perform the following, additional on-going tasks:

1. Review of installed Drupal core and contributed modules for updates.
2. Review of server-related updates reported and required.
3. Implement necessary and compatible updates.
4. Scheduled backups of Website and web database to remote server.

D. Contractor’s Response Time

If the SFMTA discovers an error, defect or malfunction in the Website, Drupal CMS, or other Website software, the SFMTA may request assistance from Contractor via telephone or email. In such cases, Contractor shall respond to the SFMTA as follows:

1. For “critical” issues, Contractor shall respond within two hours. Critical issues include only (i) the Website is down, (ii) the Website is not available or not accessible to users, or (iii) security of Website is at risk or has been compromised.

2. For all other issues, Contractor shall respond within one working day.