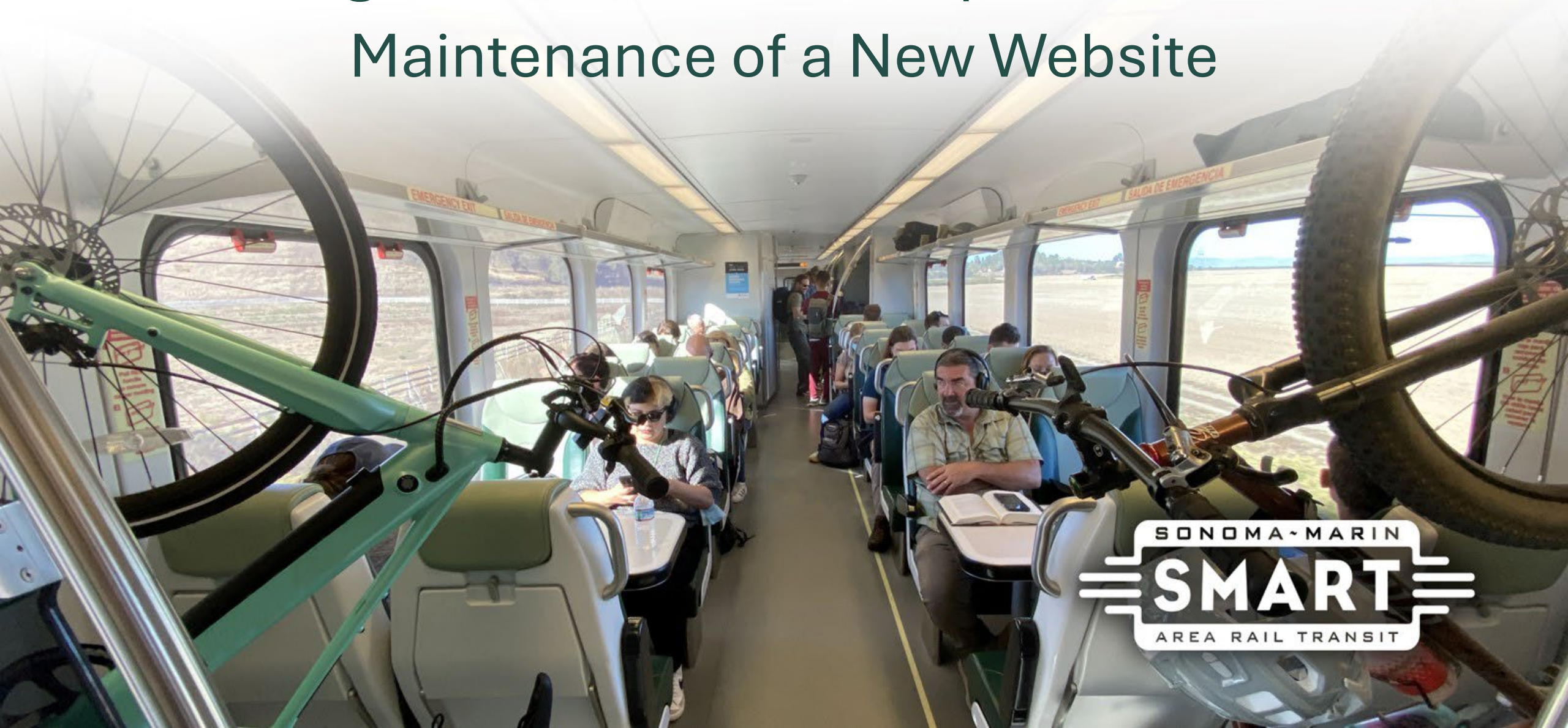


Sonoma-Marin Area Rail Transit District

Agenda Item 7 – Development and Maintenance of a New Website

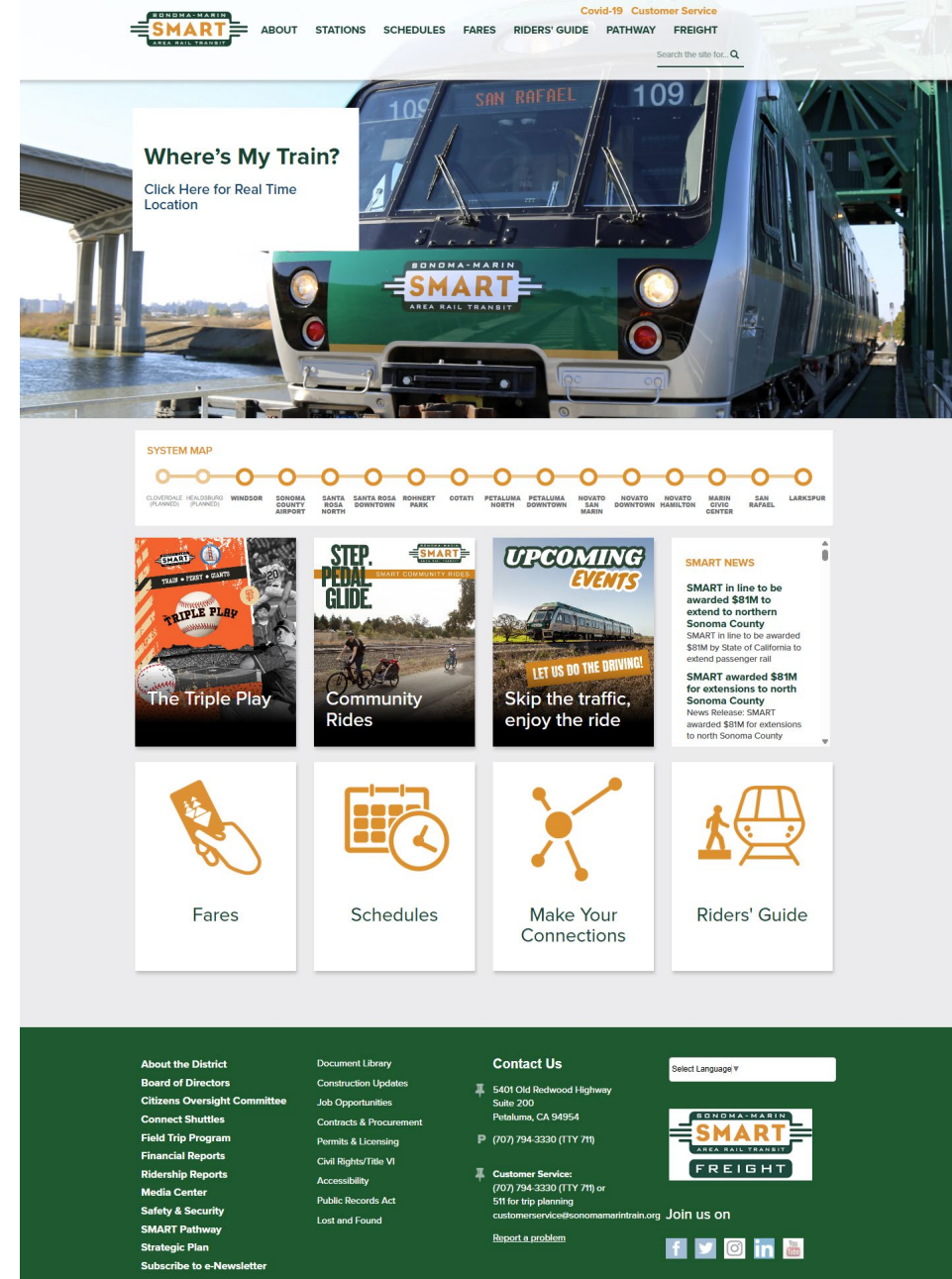


Recommendation

- Staff is recommending the Board authorize the General Manager to execute an Agreement with FivePaths, LLC
- Contract value: Not-to-exceed \$303,300
- Initial 3-year term with up to two (2) one-year extensions

Why a Website Redesign?

- Current site last updated in 2016
- Technology and public expectations have significantly evolved
- Site is outdated in appearance and functionality
- A redesigned site will enhance customer experience, accessibility, and overall public engagement



Procurement Process

- RFP issued February 2025
- 17 responsive proposals received
- Evaluation criteria:
 - Project Approach
 - Relevant Experience
 - Key Personnel
 - Pricing
- Two rounds of interviews
- Comprehensive reference checks
- FivePaths, LLC selected as best overall value for SMART

Project Scope and Timeline

- Comprehensive project involving all SMART divisions
- Scope:
 - Kickoff
 - Discovery and content analysis
 - Website design and configuration
 - Optimization and testing
 - Staff training
 - Launch of new website
- Timeline: 11 months from kickoff to completion

Fiscal Impact

- **One-time project costs: \$169,260**
 - Design
 - Development
 - Content migration
 - Launch
- **Annual recurring service fee: \$44,680**
 - Hosting
 - Maintenance
 - Training
 - Support
- **Year-one total: \$213,940**
- Budget allocation: \$464,000 (FY 2025-26 Adopted Budget) – sufficient to cover costs
- Ongoing costs after year one budgeted in subsequent fiscal years

Benefits to SMART and the Public

- Project will deliver:
 - Modern, user-friendly design
 - Improved mobile functionality and accessibility
 - Enhanced tools for trip planning and customer information
 - Easier updates for staff
 - Strengthened connection and engagement with the communities we serve

Next Steps

- Board approval of Agreement
- Project kickoff with FivePaths, LLC
- Agency-wide collaboration during design and build
- Anticipated launch within 11 months

Questions?