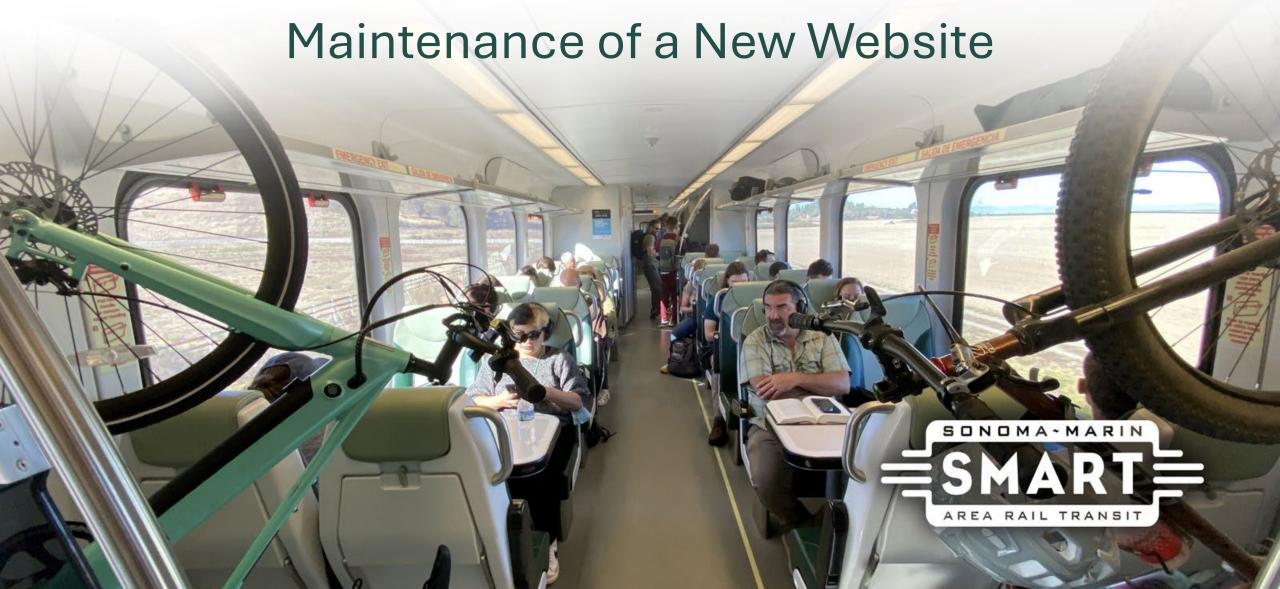
Sonoma-Marin Area Rail Transit District

Agenda Item 7 – Development and



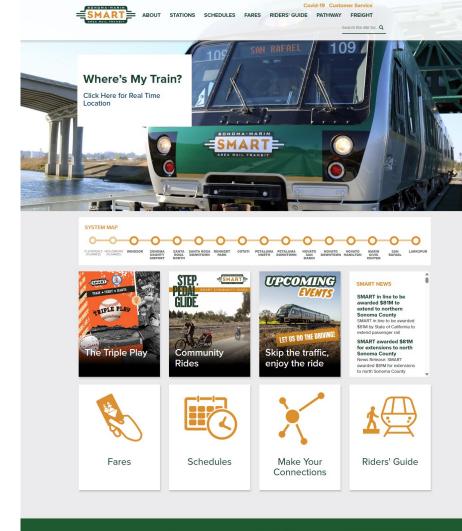
Recommendation

- 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- Site is outdated in appearance and functionality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



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5401 Old Redwood Highway
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SMAR AREA RAIL TRAN

Select Language V

P (707) 794-3330 (TTY 711)

Customer Service:
(707) 794-3330 (TTY 711) or
511 for trip planning

Report a problem





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?

