# STa
### Solano Transportation Authority
...working for you!

**Solano Transportation Authority**

Member Agencies:
Benicia ♦ Dixon ♦ Fairfield ♦ Rio Vista ♦ Suisun City ♦ Vacaville ♦ Vallejo ♦ Solano County

One Harbor Center, Suite 130, Suisun City, CA  94585-2473 ♦ Telephone (707) 424-6075 / Fax (707) 424-6074
Email:  info@sta.ca.gov ♦ Website: sta.ca.gov

# SR2S-AC

## SAFE ROUTES TO SCHOOL ADVISORY COMMITTEE MEETING AGENDA

**Wednesday, August 16, 2017**
**1:30 p.m. – 3:00 p.m.**
**Solano Transportation Authority**
**Conference Room 1**
**One Harbor Center, Suite 130**
**Suisun City, CA 94585-2473**

| ITEM | STAFF PERSON |
|------|-------------|
| **1. CALL TO ORDER** | Jim Antone, Chair |

**2. INTRODUCTIONS**

**3. APPROVAL OF AGENDA**                                                           SR2S-AC Members
(1:30 – 1:35 p.m.)

**4. OPPORTUNITY FOR PUBLIC COMMENT**
(1:35 – 1:40 p.m.)

**5. COMMENTS FROM STAFF AND REPRESENTATIVES FROM ADVISORY COMMITTEES**
Introduce Dr. Bela Maytas, Solano Public Health Officer who will be the new Public Health contact on the SR2S Advisory Committee.
(1:40 – 1:45 p.m.)

**6. CONSENT CALENDAR**                                                              Sheila Ernst, STA
Recommendation:  Approve the following consent item.
(1:45 – 1:50 p.m.)

**A.    Minutes of the SR2S-AC Meeting of May 17, 2017.**
Recommendation:
Approve SR2S-AC minutes of May 17, 2017.
**Pg. 5**

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**SR2S-AC MEMBERS**

| Mitchell Romao | Jim Antone, Chair | Mike Segala | Garland Wong | Lisette Estrella-Henderson |
|---|---|---|---|---|
| **Vallejo City USD** | **YSAQMD** | **STA BAC** | **City of Fairfield** | **Solano County Superintendent of Schools** |
| Andrew White, Vice-Chair | Lt. Damiean Sylvester | Kevin McNamara | Gwen Owens | Dr. Bela Matyas |
| **Suisun City Police Department** | **Benicia Police Department** | **STA PAC** | **City of Vacaville** | **Solano County Public Health** |

**7. ACTION NON-FINANCIAL**

    **A.**    **None.**                                                     Jim Antone, STA

**8. ACTION ITEMS – FINANCIAL**

    **A.**    **Safe Routes to School – Contract with Bay Area Children's**     Lloyd Nadal, STA
            **Theatre for FY 2017-2018 School Year**
            Recommendation:
            Forward a recommendation to the STA TAC and Board to
            authorize the Executive Director to enter into an agreement with
            Bay Area Children's Theatre for an amount not-to-exceed
            $42,000 for up to 25 Rock the Block educational theatre shows
            across Solano County.
            (1:50 – 1:55 p.m.)
            **Pg. 9**

    **B.**    **Solano SR2S Website Redesign and Development Contract**     Lloyd Nadal, STA
            Recommendation:
            Contract with Planeteria Media LLC to redesign and develop the
            Solano SR2S Website. The vendor was the apparent best-
            evaluated Proposer for contract award for website design and
            development for the SR2S website. They were chosen through
            an RFP process which included document review, formal
            interviews and reference checks with 3 competitive vendors.
            (1:55 – 2:00 p.m.)
            **Pg. 13**

**9. INFORMATIONAL ITEMS – DISCUSSION**

    **A.**    **Youth Engagement Program Update - PRESENTATION**     Vacaville REACH
            (2:00 – 2:15 p.m.)                                                 Coalition
            **Pg. 73**

    **B.**    **One Bay Area Grant (OBAG) Update**     Anthony Adams, STA
            (2:15 – 2:20 p.m.)
            **Pg. 75**

    **C.**    **Office of Traffic Safety (OTS) Grant Update**     Lloyd Nadal, STA
            (2:20 – 2:25 p.m.)
            **Pg. 77**

    **D.**    **Walking School Bus Pilot Program FSUSD Update**     Betsy Beavers, STA
            (2:25– 2:30 p.m.)
            **Pg. 79**

    **E.**    **SR2S Program Coordinator Updates**     SR2S Staff
            (2:30 – 2:40 p.m.)
            **Pg. 85**

| | | | |
|---|---|---|---|
| **F.** | **Solano County Public Health Update** | | Dr. Bela Matyas, |
| | (2:40 – 2:45 p.m.) | | Solano County Public Health |

| | | | |
|---|---|---|---|
| **G.** | **Advisory Committee Support – FY17-18 School Year** | | Jim Antone, Chair |
| | (2:45 – 3:00 p.m.) | | Lloyd Nadal, STA |

**10. INFORMATIONAL ITEMS – NO DISCUSSION**

    **A.**     **2017 SR2S-AC Meeting Schedule & Attendance Matrix**               Sheila Ernst, STA
             **Pg. 87**

**11. FUTURE AGENDA ITEMS AND MEMBER COMMENTS**           Group
- SR2S 2018 Plan Update
- OTS Grant Update
- Enforcement Grant Update

**12. ADJOURNMENT**
The next regular meeting of the SR2S-AC will be at **1:30 p.m., Wednesday, November 15, 2017 at the Solano Transportation Authority in Conference Room 1, located at One Harbor Center, Suite 130, Suisun City, CA 94585.**

<u>For questions regarding this agenda:</u>
Please contact Lloyd Nadal at (707) 399-3219 or [lnadal@sta.ca.gov](mailto:lnadal@sta.ca.gov)

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**SAFE ROUTES TO SCHOOL ADVISORY COMMITTEE**
**Draft Minutes of May 17, 2017**

1. **CALL TO ORDER**
   The Safe Routes to School Advisory Committee (SR2S-AC) was called to order at approximately 1:35 p.m. in the STA Main Conference Room.

   **SR2S-AC Members**
   **Present:**

   | | |
   |---|---|
   | Jim Antone | Yolo-Solano Air Quality Management District |
   | Tracy Nachand | Solano County Public Health |
   | Gwen Owens | City of Vacaville, Public Works Department |
   | Damiean Sylvester | City of Benicia Police Department |
   | Andrew White | City of Suisun City Police Department |

   **SR2S-AC Members**
   **Absent:**

   | | |
   |---|---|
   | Lisette Estrella-Henderson | Solano County Office of Education |
   | Kevin McNamara | Pedestrian Advisory Committee Representative |
   | Mitchell Romao | Vallejo City Unified School District |
   | Mike Segala | Bicycle Advisory Committee |
   | Garland Wong | City of Fairfield, Traffic Engineering |

   **STA Staff Present:**

   | | |
   |---|---|
   | Anthony Adams | STA |
   | Betsy Beavers | STA |
   | Ryan Dodge | STA |
   | Sheila Ernst | STA |
   | Tiffany Gephart | STA |
   | Lloyd Nadal | STA |
   | April Wells | STA |

   **Others Present:** None.

2. **INTRODUCTIONS**
   A quorum was confirmed.

3. **APPROVAL OF AGENDA: May 17, 2017**
   With a motion from Andrew White and a second from Gwen Owens the SR2S-AC unanimously approved the agenda.
   (5 Ayes, 5 Absent)

4. **OPPORTUNITY FOR PUBLIC COMMENT**
   None.

**5.** **COMMENTS FROM STAFF AND REPRESENTATIVES FROM ADVISORY COMMITTEES**

**6.** **CONSENT CALENDAR - APPROVAL OF MEETING MINUTES**
<u>Recommendation:</u> Approve the SR2S-AC minutes of February 15, 2017.

On a motion from Andrew White and a second from Gwen Owens the SR2S-AC approved the February 15, 2017 meeting minutes. (5 Ayes, 5 Absent)

**7.** **ACTION ITEMS – NON-FINANCIAL**
  **A. None.**

**8.** **ACTION ITEMS – FINANCIAL**
  **A. Local Motion - Bay Area Bike Mobile Contract**
  Lloyd Nadal stated that since October 2014, Bay Area Bike Mobile has completed thirty-seven (37) successful events in Solano County with one pending. He explained that events hosted at various schools and locations across the county has accounted for 763 bikes repaired and 1,213 people engaged.

  <u>Recommendation:</u>
  Continue contract with Bay Area Bike Mobile for up to 20 Bike Mobile events per year in 2017-2018. Bike Mobile events cost $1400/per event and the maximum funding amount allocated for these activities is $28,000.

  With a motion from Andrew White and a second from Damiean Sylvester the SR2S-AC unanimously approved the recommendations. (5 Ayes, 5 Absent)

  **B. Solano Safe Routes to School Assessment, Evaluation and Plan Update**
  Lloyd Nadal stated the Solano SR2S Program is preparing to re-engage with each City/School District's SR2S Community Task Force in 2017 to review initial improvements from the existing 2013 SR2S Plan, discuss any new schools or areas within each jurisdiction for future safety infrastructure projects and perform walkability assessments and audits at these locations and prioritize existing or new projects and programs to include in the updated SR2S Plan for 2018. Mr. Nadal stated that SR2S Staff is also researching best methods for evaluating the program's overall effectiveness especially in relation to how it ties into our Safe Routes to School infrastructure projects.

  <u>Recommendation:</u>
  Forward a recommendation to the TAC and STA Board to authorize the Executive Director to:
  1. Release a Request for Qualification (RFQ) for the following Safe Routes activities:
     a. Countywide Walkability Assessments and Audits across various schools
     b. Safe Routes to School Program Evaluation
     c. 2018 Safe Routes to School Plan Update
  2. Enter into a contract with the selected firm(s) in an amount not-to-exceed $500,000.

With a motion from Andrew White and a second from Gwen Owens the SR2S-AC unanimously approved the recommendations. (5 Ayes, 5 Absent)

9. **INFORMATIONAL ITEMS – DISCUSSION**
   A. **Solano SR2S Program 2017 Update**
     1. National Bike to School Day
     Betsy Beavers stated that National Bike to School Day took place on Wednesday, May 10th. She stated that last year 26 elementary and middle schools throughout Solano County participated and this year 39 schools participated. She explained that all students who rode their bike to school received a prize and certificate for their participation.

     2. 3rd Annual Countywide Poster Contest
     April Wells explained that Solano SR2S hosted their 3rd Annual countywide poster contest for students in grades TK -8th. She explained that the students designed a poster for a contest telling their classmates "Why it's good to walk, bike or ride a scooter to school" and members of the Safe Routes to School Advisory Committee and the STA Board of Directors determined first, second and third place.

     3. Data Collection
     Tiffany Gephart provided a brief update on the data collection from the surveys on getting to school. She explained that Solano SR2S is currently compiling all of the hand tally data from 2008 till present to obtain potential trends. She stated that the SR2S coordinators are recommending a request to release an RFQ to hire a consultant who can help with program evaluation efforts.

     4. Youth Engagement Pilot Program
     Lloyd Nadal provided a brief update on the Youth Engagement Pilot Program. He explained that 7 youth/school groups are working on projects to increase middle and high school youth leadership and involvement in Safe Routes to School activities countywide and engage in youth-led projects that can lead to sustainable solutions in transportation and that can increase walking, biking and overall physical activity amongst Solano County youth.

   B. **One Bay Area Grant (OBAG) Update**
   Anthony Adams provided a brief OBAG update. He explained that a total of $438,547 of the $4.6M open call for projects is required to be dispersed to Solano SR2S program to meet the minimum county SR2S disbursement; therefore, the SR2S Project at Grange Middle School was recommended for funding for $438,547 with $260,000 going to the City of Fairfield to enhance two high visibility crosswalks. He concluded that the remaining $178,000 will be allocated to the SR2S Program to support program and evaluation support of the project working directly with the schools and the communities involved.

   C. **ATP 2 Project Update in Benicia and Vallejo**
   Anthony Adams provided a presentation on the ATP 2 project in Benicia and Vallejo. He explained that meetings were held with the City of Vallejo to finalize infrastructure changes at Cooper Elementary and Lincoln Elementary. He stated that

all of these infrastructure improvements are priority projects identified in the STA's SR2S Plan completed in 2013 and that construction will start in 2017-18.

### D. Enforcement Grant Update from Suisun City
Andrew White provided an update on the enforcement grant for Suisun City. He explained that the Suisun City Police Department continued to engage in education and encouragement activities which includes hosting a Community Safety Fair, school day events, rallies and participating in stakeholder meetings and PTA groups. Commander White concluded that they also have been doing direct enforcement during school drop off and pick up hours at various schools in Suisun City.

### E. Walking School Bus Pilot Program
Lloyd Nadal provided an update on the Walking School Bus pilot program. He explained that the SR2S staff is proposing to contract with Fairfield-Suisun School District (FSUSD) to pilot implementation of a Walking School Bus or a WOW Program in 6 schools within the district administered by 1 individual school on-site Part-Time staff. He explained that the exact number of schools and hours of each school staff will be decided by STA and FSUSD.

### F. SR2S Planning Update for School Year 2017-2018
Lloyd Nadal provided a brief update on the SR2S Planning Update for School Year 2017-2018. He explained that the Solano SR2S Program is seeking input from the Advisory Committee members on education, engagement, engineering and/or evaluation ideas or suggestions for the program in general or things that can be done in each city. Mr. Nadal provided a quick update of SR2S activities happening by city to help support the feedback session.

### G. Solano County Public Health Update
Tracy Nachand provided a brief Solano County Public Health update. He stated that the Vacaville Reporter conducted an interview with the Dixon Cadet Program that focused on the state of the program, the SR2S program and Bike to School Day. He stated that these stories made the front cover of the Vacaville Reporter and that copies are available at his office to anyone that wants one.

Lloyd Nadal will email the group with survey to committee members and participants to improve the SR2S Program.

Mr. Nadal announced that the STA will be presenting at the bi-annual Child Obesity Conference in San Diego.

**10. FUTURE AGENDA ITEMS AND MEMBER COMMENTS**
None.

**11. INFORMATIONAL ITEMS – NO DISCUSSION**
  **A. 2017 SR2S-AC Meeting Schedule**
  **B. Attendance Matrix**

**12. ADJOURNMENT**
The meeting was adjourned at 3:25 p.m. The next regularly scheduled meeting of the SR2S-AC will be August 16, 2017 at 1:30 p.m. in the STA Conference Room.

DATE:       August 16, 2017
TO:         SR2S Advisory Committee
FROM:       Lloyd Nadal, SR2S Program Administrator
RE:         Safe Routes to School – Contract with Bay Area Children's Theatre for FY 2017-
            2018 School Year

**Background:**
The Solano Safe Routes to School (SR2S) Program works to increase the number of students walking and bicycling to school by helping to make the journey safe, fun and healthy. Using a comprehensive approach, the program includes 6 "E's": education, encouragement, enforcement, engagement, engineering and evaluation. The program is available to all schools countywide and focuses on activities and programs that educate students on safety, health awareness and identifying improvements within communities countywide to enhance active student travel safety.

The Bay Area Children's Theatre was founded in 2004 to enrich children's lives, inspire their imagination, and introduce them to lifelong enjoyment of theatre. They currently serve more than 90,000 children and adults each year with the goal of bringing high-quality artistic experiences to the families of the Bay Area. They specifically provide professional productions especially designed to engage young audiences and theatre education for students in more than 10 East Bay communities.

One of the theatre education productions they developed is called "Rock the Block: A Walk and Roll Musical" for elementary school students. The show features singing, dancing, comedy, and lessons about safely walking and bicycling to and from school. The show has been performed at schools in Alameda County, San Francisco and San Mateo County and they are interested in working with us in Solano County this upcoming school year.

**Discussion**
Over the past few years, interest from schools in our safety assemblies has steadily decreased. During the 2015-2016 school year, there were only 7 requests for safety assemblies and only 1 done this past year. Upon recent conversations with the Bay Area Children's Theatre, they were interested and willing to perform the Rock the Block educational theatre show for up to 25 schools in Solano County. This aligns with our 6 E's goals to provide an education and encouragement assembly that will address pedestrian and bicycle safety making it safer for youth to walk and bike to school. They are the only group in the bay area that does an educational theatre production addressing Safe Routes to School activities and the show itself can be tailored specifically to meet the needs of our schools and communities in Solano County. Not to mention, Rock the Block has gotten great reviews from our Safe Routes to School partners in Alameda County and San Francisco.

**Financial Impact:**
A maximum amount of $42,000 through June 30, 2018, has been identified for this contract, which will provide up to 25 Rock the Block Educational Theatre shows in Solano County. The money is in the SR2S program budget and will be paid for through TDA Article 3, CMAQ and Yolo Solano Air Quality Management District (YSAQMD) Clean Air Funds.

**Recommendation:**
Authorize the Executive Director to enter into an agreement with Bay Area Children's Theatre for an amount not-to-exceed $42,000 for up to 25 Rock the Block educational theatre shows across Solano County.

Attachments:
   A.  Bay Area Children's Theatre Scope of Work and Proposed Budget for 2017-2018 School Year

# SOLANO SAFE ROUTES TO SCHOOL PROGRAM

**Scope of Work and Timeline**
**August 2017 - June 2018**

| | |
|---|---|
| **ORGANIZATION NAME:** | Bay Area Children's Theatre |
| **PROJECT TITLE:** | Solano Safe Routes to School (SR2S) Program Contract for Fiscal Year (FY) 2017-2018 |
| **SR2S PROGRAM GOALS:** | Increase the number of Solano County students walking & biking to school safely, reduce traffic congestion & improve air quality around schools. Improve the PA environment surrounding schools to make it easier and safer to walk and bike to school while increasing student's daily physical activity levels and reducing obesity and other health risks. |
| **BACKGROUND:** | Solano Transportation Authority (STA) and the SR2S Program requests the Bay Area Children's Theatre to perform the "Rock the Block – a Walk and Roll Musical" educational theatre assembly for up to 25 schools in Solano County during the 2017-2018 School Year. They are the only group in the bay area that does an educational theatre production addressing Safe Routes to School and this assembly aligns with our 6 E's goals that teaches pedestrian and bicycle safety to encourage youth to walk and bike to school. |

| SCOPE OF SERVICES | TIMELINE | OUTPUTS |
|---|---|---|
| 1) Project Kick-off Meeting with STA and Bay Area Children's Theatre to discuss logistics, plan for evaluation, finalize task budget and create a school schedule with milestones to complete the assemblies. | Aug 2017 | Finalized Budget, Post Evaluation Survey or Methodology and School Assembly Schedule |
| 2) Deliver up to 12 Rock the Block educational theatre shows in 2017 with elementary schools across Solano County | August – December 2017 | Completed Rock the Block shows in at least 12 different elementary schools in Solano County |
| 3) Midpoint Check-in Meeting with STA and Bay Area Children's Theatre to discuss how shows are going and if there's any feedback, issues or modifications that need to take place | January 2018 | Meeting Agenda and Modified School Assembly Schedule (if needed) |
| 4) Deliver the remaining Rock the Block educational theatre shows to elementary schools in 2018 | January-May 2018 | Completed Rock the Block shows at 25 different elementary schools across Solano County |
| 5) Final Check-in Meeting or Call with STA and Bay Area Children's Theatre to finalize all invoices | May 2018 | Meeting Agenda, Final Student Participation List of Schools and Evaluation Feedback Report from Schools |

**Proposed Schools List (25)**
**\*Subject to change**
Benicia: Matthew Turner, Mary Farmer, Henderson, Mary Semple, St. Dominic's

Dixon: Anderson

Fairfield: Anna Kyle, B. Gale Wilson, Cleo Gordon, David Weir, K.I. Jones, Laurel Creek, Tolenas

Rio Vista: DH White Elementary

Suisun City: Suisun Elementary, Dan O. Root

Vacaville: Callison, Fairmont, Markham, Padan

Vallejo: Cooper, Lincoln, Pennycook, Steffan Manor, Widenmann,

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STA
Solano Transportation Authority

DATE: August 16, 2017
TO: SR2S Advisory Committee
FROM: Lloyd Nadal, Program Administrator
RE: Solano SR2S Website Redesign and Development Contract

**Background:**
The STA manages and markets a variety of transportation related programs and services. Staff, at times using consultant support, has accomplished this through the use of press releases, events, mailings, publications, brochures, websites, promotional campaigns, ads and more. The STA overall, capital projects, plans, and specific programs and services are promoted. STA, SolanoExpress, Solano Napa Commuter Information (SNCI), Safe Routes to School (SR2S), and Mobility Management programs continue to rely on support from marketing consultants.

**Discussion:**
The Safe Routes to School (SR2S) website is the primary online presence for schools in Solano County (including administrators, teachers, program participants, parents and students) to participate in the SR2S programs. The site's detailed mapping tool provides access for locating the safest route for students to walk or bike to their school destination.

STA/SR2S Website Redesign and Development RFP
Two of STA's websites are in need of redesign and development (STA and SR2S). The web platforms no longer provide adequate security for the sites, and the technology and content management systems are outdated. The new websites will be designed as 'responsive' sites, which means they are mobile-friendly and automatically optimize for use on a personal computer, a tablet device, and a smart phone. Recent changes in SEO (Search Engine Optimization) policy by Google make this change even more important, as sites that are not mobile-friendly experience a dramatic decline in mobile rankings and are not as discoverable by the public.

**Fiscal Impact:**
The STA Executive Director authorized STA staff to issue a Request for Proposal (RFP) for website redesign and development for the Safe Routes to School (SR2S) website (www.SolanoSR2S.ca.gov) with the maximum funding amount allocated not to exceed $20,000 per year. This amount was also included in the FY 2017-18 STA budget proposal.

**Recommendation:**
Contract with Planeteria Media LLC to redesign and develop the Solano SR2S Website. The vendor was the apparent best-evaluated Proposer for contract award for website design and development for the SR2S website. They were chosen through an RFP process which included document review, formal interviews and reference checks with 3 competitive vendors.

Attachments:
   A. Planeteria Scope of Work
   B. RFP Proposal

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**To: Jayne Bauer, Marketing & Legislative Program Manager**
**Solano Transportation Authority**
**One Harbor Center, Suite 130**
**Suisun City, California 94585**

Planeteria respectfully submits our proposal for the website redesign and development for STA. This proposal contains quotes for both STA and SR2S. The size and technical requirements for your project are a good fit for our team and we hope that this proposal will give you an idea of what it will be like to work with us. We have experience working with cities, transit agencies and municipalities as demonstrated in this proposal.

We are proposing the open-source WordPress CMS as an ideal solution for STA's new websites. We have implemented several customized WordPress installations for transportation agencies, cities and government entities around the country and they have proven to be secure, flexible and user-friendly in providing a self-service government experience. This proposal is valid for 90 days.

As stated by STA, the issues with the current websites are:

> *"The original websites (Townsquare platform) are somewhat outdated in appearance, structure, and in the presentation of content."*

Our goal while working with STA will be to update outdated website design, simplify a system that is difficult for STA staff to manage and create a user friendly experience for your customers while keeping in line with STA's branding.

Our Primary philosophy is building websites for life. Our sites are easy to modify as STA grows and changes. The CMS not only allows control of all content by non-technical staff, but also allows global design and functionality changes without re-building the entire site. A website for life keeps your brand fresh and your audience engaged.

Planeteria is a tight knit team that values the back and forth of a collaborative creative process. This keeps the quality of our work high, as you'll see in the examples provided in this proposal. We love what we do, and are excited about the possibility of working with the Solano Transportation Authority.

We dedicate time to understand both the organization & community culture through an in-person visit and stakeholder interviews. This information will guide the look and feel of our final design.

Thank you for considering us as a partner in the redevelopment of your website.

Warm Regards,

Tyler Coffin – Business Development Manager
707-849-3773 - Tyler@planeteria.com

# *Hello.*

PROPOSAL FOR WEBSITE REDESIGN AND DEVELOPMENT

RFP # 2017-04

Proposal for Solano Transportation Authority & Solano Safe Routes to School Websites

June 26th, 2017

Proposer
**Planeteria Media LLC**
110 Stony Point Suite 225
Santa Rosa, CA 95401
707.843.3773

For



Solano Transportation Authority
ATT: Jayne Bauer & Daryl K. Halls
One Harbor Center, Suite 130
Suisun City, California 94585

## Planeteria crafts websites for municipalities who value fine web design.

Planeteria is a 17-year-old, full service digital marketing company with 25 employees who specialize in web site design/development, custom applications, e-commerce, content management systems, blogs & internet marketing (SEO/SEM/SMO). Utilizing the latest technologies - ASP, .Net, C#, JavaScript, SQL, PHP and MySQL – and Content Management Systems Drupal, WordPress and Kentico - we are a Kentico Gold Partner and a Google Premier Partner. All work is done in-house & not outsourced to any other vendors or subcontractors. There is no pending litigation against Planeteria.

We have our main office located in Santa Rosa and would like to be considered for the *Local Preference* for the selection criteria as we will be able to attend meetings in person with ease.

Since 1999, we have designed and developed hundreds of high quality and feature rich websites for all types of clients across the nation. Planeteria's specialty is building custom websites for content-heavy, private and public organizations with diverse stakeholder groups. When working with Planeteria you are working with Municipal/Government website design experts with extensive experience. Some of our clients include **Livermore Amador Valley Transit Authority, City of Sebastopol , San Diego City Employees' Retirement System, STA of Sonoma, Boston Housing Authority, Benton PUD, Kendall Jackson Wine, Hanna Boys Center and GBD Architects.**

*Planeteria Media*
*110 Stony Point Rd, Suite 225*
*Santa Rosa, CA 95401*

*phone: 707-843-3773*
*mobile: 858-945-4961*
*www.Planeteria.com*

The following are examples of modular tools and capabilities Planeteria uses to address the key communication and website management challenges for most clients. We imagine the needs of STA will align very similar to the needs and features included in the work we provided for the Livermore Amador Valley Transit Authority. The tools below will demonstrate our expertise for design & development. All the functionality & features listed in the RFP can be accomplished.

## *Features/Functionality/Tools/Capabilities/Plugins*

### *Global Settings*
Our custom site options allow global updates to colors (links, titles, copy, etc.), adjustments to slideshow settings (speed and display time), and changes to footer and header information.

### *Drag and Drop*
We use a custom tool to modify the order of your site's content by dragging and dropping. For example, you can create a new navigation link and easily change where it shows up in a menu list.

### *Auto complete Search to Associate Content*
With this tool, you can create associations between content. For example, if you have a past article about a specific topic you can easily pull in its content as part of a new article. You just start typing in the search field and select it.

### *SEO Tool*
One of our favorite tools is called "SEO by Yoast". With each page you create you can see how the page will show up in search engines, see keyword recommendations, and make modifications accordingly.

### *Page Builder*
Several of our WordPress clients want to be able to build their own page designs. We can allow that control through a page builder tool. The tool can be customized to only allow only approved layouts or allow full control.

### Forms

Our clients can build a custom form by dragging and dropping each field, post the form to the site, monitor form submissions, and even set up conditional logic parameters to control where the form is emailed.

### 301 Redirects

CMS websites have some great tools for setting up 301 redirects. When your URLs change, you can use this tool to ensure your audience can still use an old link without getting a 404 File Not Found error.

### Utility

Every design element must have a purpose. We don't do fluff. This doesn't mean we don't like big imagery or tasteful scroll animations (we do), but when a client or a potential employee visits your new website, they will quickly understand what you're about. Planeteria hones each design element down to its essence and tests it against your messaging goals.

### Simplicity

Our designs are clean. Your users are busy so we minimize the number of decisions they have to make, whether those are visual decisions (where to look first) or interaction decisions (where to click first). Visual hierarchy is important to us which is why like to use size, patterns, contrast, and color to identify what is important on the page.

### Full Content Control

Planeteria will build your website on a WordPress framework. Twenty-five percent of all websites across the globe are powered by WordPress for a reason. It is reliable, open source, secure and extremely flexible. Your employees will easily manage all content on the site through our customized WordPress CMS.

### Multi Language Functionality

Planeteria will use native-speaking translators to translate the website into the following 8 languages: Spanish, Chinese, Russian, Vietnamese, Indonesian, Arabic and Thai. If more translations are required, we will incorporate Google Translate.

### Compliments & Complaints

Create forms for complaints and compliments that can be deployed anywhere on the site. When a user submits a form, conditional logic sends it to the appropriate party within your organization.

### Calendar & Events

Promote community and business events throughout the site from one simple interface. Events are displayed conditionally based on the parameters you set.

### Social Media

Easily link your social media channels to your website so you can pull in content from the community and display current topics of interest. This makes your site an active and up-to-date platform for community discussions.

### Document Downloader

WordPress allow for simple management of all document types. Documents such as employment applications can be easily downloaded from your website.

### In-Site Search (Site Specific Search)

Our search tool provides helpful results to relevant pages and documents on the site. This can help website visitors quickly and easily navigate to needed information on your website.

### Website Analytics

Our analytics integrations generate charts and graphs that show who is visiting your site, what content they are most interested in, when the site is most visited, which platforms it is being loaded on, and many more data sets.

### Content Scheduler

To help you keep to a consistent content schedule, this tool allows you to set dates and times for publication. Your site then pushes out content automatically.
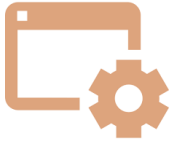
### Page Templates

When your site needs a new page, you just have to choose from the design templates we've created. Content can then be conditionally assigned to the new page or placed manually.

### Responsive Design

In early 2014, the number of mobile users surpassed traditional desktop users. Presenting your audience with a mobile friendly website is now a standard and Planeteria acknowledges this by designing mobile layouts first. We develop our designs beginning with the most restrictive mobile platforms, phones. From there we use a concept called progressive enhancement where we add design and

### Multi Browser Support

Verified to work in the most recent browser versions of Internet Explorer/Edge, Firefox, Safari and Chrome

### WYSIWYG Editor

Simple content editing tool established within the website editing back end.

### Photo Gallery/Image Slideshow

Easily incorporate images in a slide show, gallery or rotating header on your website.

### Video Center

If you have video content, such as an instructional video, introduction video or a commercial, this content can easily be incorporated into your new website. Streaming video is also possible.

### Ecommerce

Whether you are selling a physical product or tickets to an event or accepting donations, Planeteria can implement a safe and secure ecommerce solution.

### Map/Directions/Trip Planner

A map can be utilized in a number of ways. It can help customers navigate to your business, point to multiple locations, plan a trip using public transit and much more.

### News Feeds, Emergency Alerts & RSS

If you need breaking news bulletins to be displayed on your website as a customized banner, a news feed is a great solution to disseminate this information. Other display options: pop-up, fly-in, etc.

### Roles and Permissions/Approval Rights

Your website works best when it can serve throughout all levels of the organization. With our permissions-based system, an administrator from each of your departments can login and see a simple, user-specific interface that displays only the tools they need to control their department's content.

### ADA Compliant

Working with a lot of government entities and municipalities, we have extensive experience with creating an ADA Compliant solution.

### Copywriting

Pages and content on an existing site can be re-written by our professional copy writers. Or they can create new pages of content from scratch.
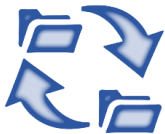
### Content Migration

Any existing content already on your website can be migrated into your new website design.

### Job Postings

Our job postings tool allows you to add listing information into your custom template, set an expiration date, feature the job post if desired, and receive applicant information and documents automatically into your email account.

### Citizen Interaction/E-Mailing Lists

Easily allow your website visitors to sign up for your emailing lists via Constant Contact. Opting into your mailing list is one of best ways to stay in contact with your customers.

### Intranet

This portal is a secure site where you can easily share and discuss information within your company or organization to keep your staff and employees on the same page. Some features can include online forms and/or links to PDF documents for download.

### Archive Center/Document Library

The document library can store a variety of media (Word Documents, Excel Spread Sheets, PDF Files, etc.) that can be available for download and searchable.

### Calculators

A calculator can be created as a tool to calculate utility rates. This calculator can be customized for specific rates and formulas.

### Departmental Home Pages

Departments will have the ability to have dedicated pages within the site that follow the same design as other interior pages.

### Business and Staff Directories

Citizens will have the ability to search and sort lists of staff and/or business information. Staff can add or modify these listings and business can claim listings to make edits.

### Frequently Asked Questions

This section of the website will host dynamic category based FAQs that are searchable.

### 3rd Party Applications

External applications can be incorporated into the website in a number of ways (embedded, plugins, API access, etc.).

### Printable Pages

Customers and consumers can print pages of the website.

### RFP/Bid Posting

Posting bids, awards and results will be easy for staff. Third party RFP platforms can be incorporated upon request.

### Surveys and Polls

Need to hear from your customers/audience? Easily create surveys and polls to quickly learn the needs of your audience.

Essential tools will be determined during the discovery phase of the project. Some of these tools will be essential for EVERY client, such as mobile responsiveness, social media, page templates, etc. As we fine tune the needs of STA, we will identify other additional needs, like creating an event calendar, job posting or consumer surveys.

All functionality requirements listed in the RFP can be met without problem using WordPress as the CMS. Management of WordPress does not require any coding knowledge and minimal support from our team.

WordPress are both powerful publishing platforms, and come with a great set of features designed to make your experience as a publisher on the Internet as easy, pleasant, and appealing as possible. We are proud to offer you a freely distributed, standards-compliant, fast, light, and free content management system, with sensible default settings and features, and an extremely customizable core.

## *Approach & Management Plan*
## *Our Strategy*

### *Unique Solution based upon a strategic approach*

- Our approach is completely different than the template solutions offered by our competitors. They provide a cookie-cutter approach to designing websites making your website resemble other websites. These can never match the results of a website built for your own unique needs.

- Planeteria is not simply a web design company; rather we take a strategic approach by understanding your needs first, then developing and implementing internet strategies which complement and extend your overall goals. While other firms are made up of technicians, our team members include designers who have extensive business and government work experience in addition to their technical expertise. We will implement a solution designed to solve your most pressing needs. Our tools and components give you the assurance of proven reliability and are designed to fulfill your most important goals. This translates into a website solution that will deliver on its full potential.

### *Planeteria 8-Step Process*

- Over the years, Planeteria has developed and refined an 8-step process which defines our methodology **- a hybrid of strategic development and custom website architecture and GUI design.** Planeteria will foster the definition of clear site architecture, and technological solutions that feels seamless with your organizational processes and culture while at the same time delivering dynamic design.

- Planeteria takes an integrative approach to every project. Starting with understanding the marketing initiative—needs and organizational goals; followed by creation of an architectural design that addresses the target users; development of Mood Boards that showcase the possible design options leading to the development of a custom design; and then recommending a complementary technology solution, which addresses the needs of the audience. This approach forms the basis of Planeteria's 8-step process.

| Discovery and Insights | Define | Design | Development | Content | Review | Training / Metrics | Launch |
|---|---|---|---|---|---|---|---|
| Understand goals of the project and determine success factors. Conduct stakeholder interviews. | Develop wireframes to define navigation and website structure based on core target needs | Develop mood boards and creative concepts. Finalize unique design direction. | Programming and development of website using a suitable content management system. | Develop new Content or Migrate Content from existing site | Conduct quality assurance testing, multi browser testing and multi device testing. | Develop custom training material and conduct training for website administrators and install analytics. | Yay, we are live! |

# *Our Approach*

Planeteria's philosophy is to keep process simple.
We use the following approach when conducting our website projects:

## Clear goals

We take the time to understand our client's business practices, strategies and use that understanding to inform and evaluate decisions we make throughout the project.

## Web based project hub

We keep both our team and client organized using an online project management tool called Basecamp. Basecamp centralizes all project discussions, meeting notes, to-do lists, calendars and documents.

## Dynamic Technology

To streamline the avalanche of decision making that needs to happen early in the project, we use a suite of interactive tools to present wireframes and designs.
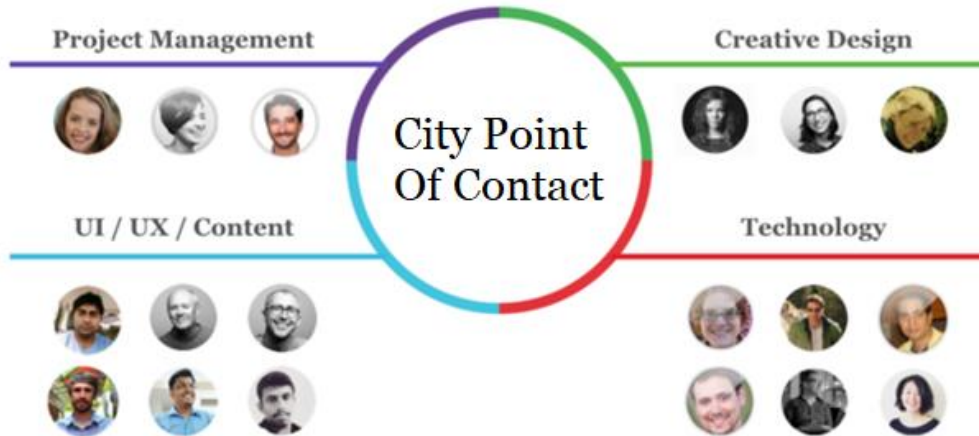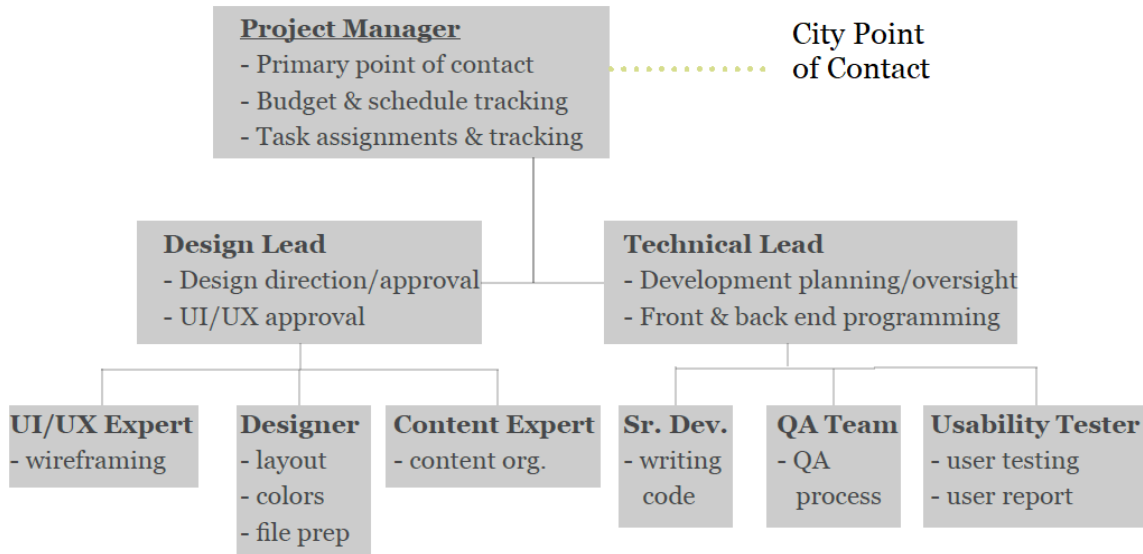
## In-person meetings

We believe good work comes out of string relationships. So we take time to make presentations in person. Traveling from Sonoma County will allow us to attend in person meetings.

## Planeteria Team

# Strong Diverse Team



Project Management

Creative Design

City Point Of Contact

UI / UX / Content

Technology

## Project Organization Chart



**Project Manager**
- Primary point of contact
- Budget & schedule tracking
- Task assignments & tracking

City Point
of Contact

**Design Lead**
- Design direction/approval
- UI/UX approval

**Technical Lead**
- Development planning/oversight
- Front & back end programming

**UI/UX Expert**
- wireframing

**Designer**
- layout
- colors
- file prep

**Content Expert**
- content org.

**Sr. Dev.**
- writing
  code

**QA Team**
- QA
  process

**Usability Tester**
- user testing
- user report

## Project Management Reviews

All primary meetings and decision-making processes are overseen by our project manager and include our design and technical lead as appropriate. Client engagement is the cornerstone to our project management. Throughout the project, we schedule weekly check-ins. We dedicate one staff member to manage your project and establish a clear decision-making path early on, ideally selecting a single person on the client side as the final decision maker. For projects with a group of decision makers, we are careful to define goals for each meeting, clearly record decisions, and frequently remind the team of feedback opportunities and deadlines.

## Web Based Project Hub

We stay digitally connected through our online project management tool called Basecamp. By logging into Basecamp, both the Planeteria team and STA can find documents, track to-dos, collaborate with a version-controlled text tool, and view schedules. Basecamp sends out reminders about deadlines, updates the team daily on ongoing discussions, and at the end of the project serves as an archive of all project information.
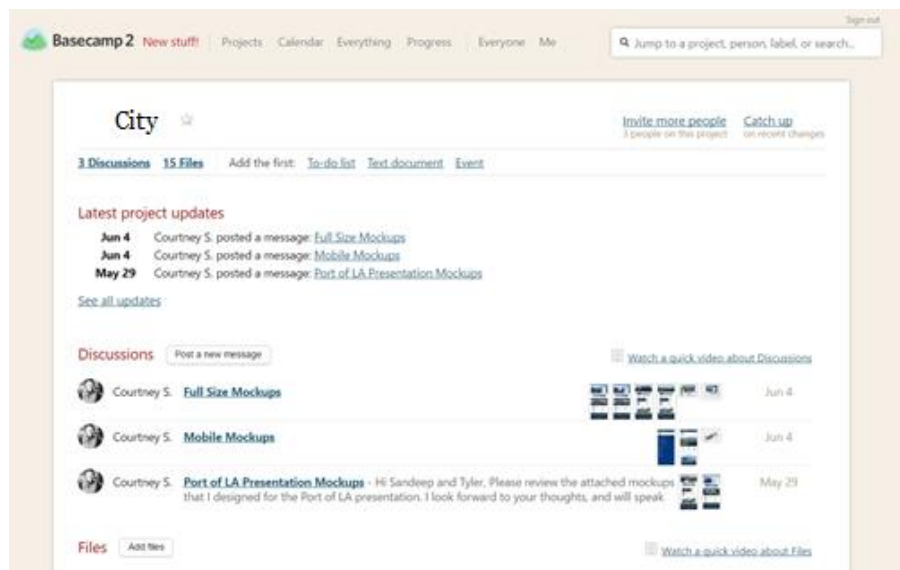
## Client Support Portal (for post Launch support)

Planeteria uses a Freshdesk based Client Support Portal.

Clients can submit tickets from this portal without having to login. You just need to click the new floating "Support" button on our website (www.planeteria.com) and enter the details; OR you can send an email to support@planeteria.com. Our support system will automatically create a ticket on your behalf. You will also be notified of our responses and status changes to your tickets via email. You can also send out your replies directly by email.

The first time a client sends us a support email, or raises a ticket, they will receive an email with activation instructions to login to our support portal at support.planeteria.com. By logging in to this portal, clients can check the status of your support tickets or add comments.

Our support team also listens to conversations on our Twitter handle (@planeteria) and Facebook page (facebook.com/Planeteria).
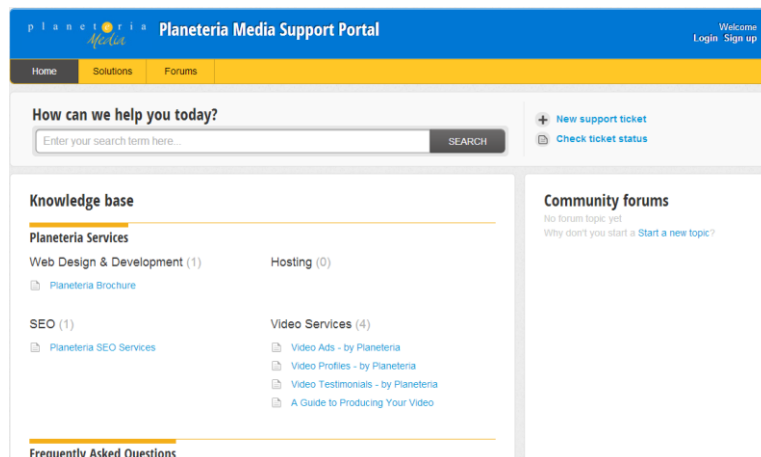
## Qualifications and Experience

### Our Work and Awards

We have three offices – one in Portland OR, one in Denver CO, as well as our Head Office based in Santa Rosa CA. We have designed and developed hundreds of high quality and feature rich Web sites across the nation for clients in various industries for 17 years. Our local team, based in California is proud of our some of our recent achievements and client associations as listed below. As a local company, we are well prepared to maintain a regular physical presence at monthly meetings.



Recent Awards | National Projects | West Coast Projects

## *Livermore Amador Valley Transit Authority*

https://www.wheelsbus.com

Livermore Amador Valley Transit Authority (LAVTA) provides public transit in the cities of Dublin, Livermore, Pleasanton, and in unincorporated areas of Alameda County. We designed and developed the entire website and design process for LAVTA. No work was subcontracted.
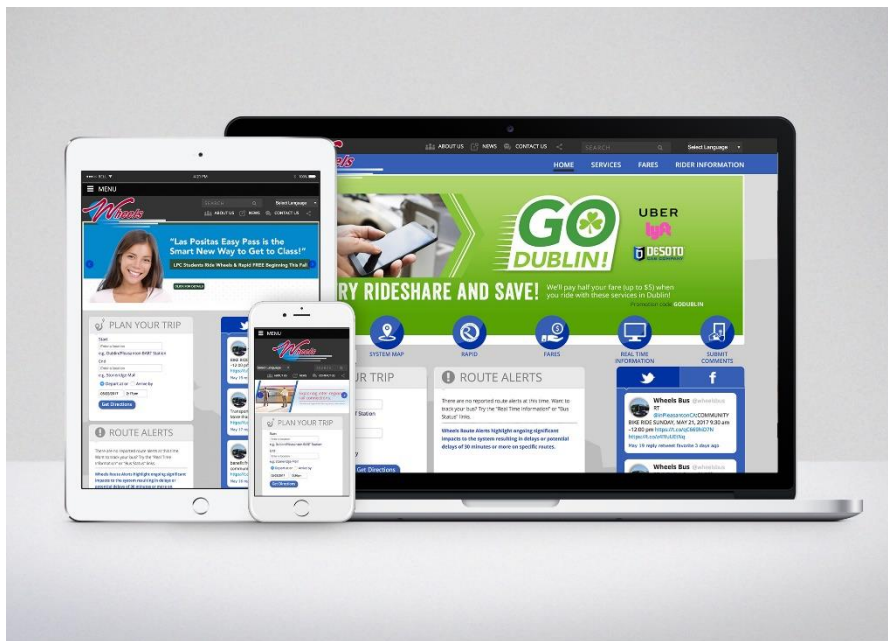


LAVTA had an outdated website that did not provide info, consistent transit information in a timely manner. It was also not easy for their staff to update content easily and promptly. It was also not mobile responsive.

Planeteria completed an in-depth usability audit for LAVTA. This included an on-site facilitation for general needs analysis. Based on these discussions, we built a new website with has route planner, route alerts, signup functionality and easy to use route maps.

**Featured Functionality:** Payment portal, emergency alerts, site search functionality, trip planners, real time information, video embedding/streaming, document archive, online forms, news/announcements, social media integration, rotating banners of photos/video and more.

### Services Provided
Usability audit/Wireframes/Custom mobile responsive design/Web development: PHP, HTML5, JavaScript/jQuery Route Search functionality/ADA compliant/Multilingual/ Ongoing maintenance/Hosting

### Contact:
Michael Tree
mtree@lavta.org
925-455-7500

# *Downtown Oregon City*

https://www.downtownoregoncity.org

The Downtown Oregon City Association is a non-profit tasked with promoting business, development, and events. Planeteria designed and built their new website using mobile responsive technology, HTML, and JavaScript/jQuery using a custom WordPress CMS. We included a permissions-based login for multiple users, including business owners, to manage various content types. The site has a custom map with filter functionality, an easily updateable calendar system, and integrated social media content.
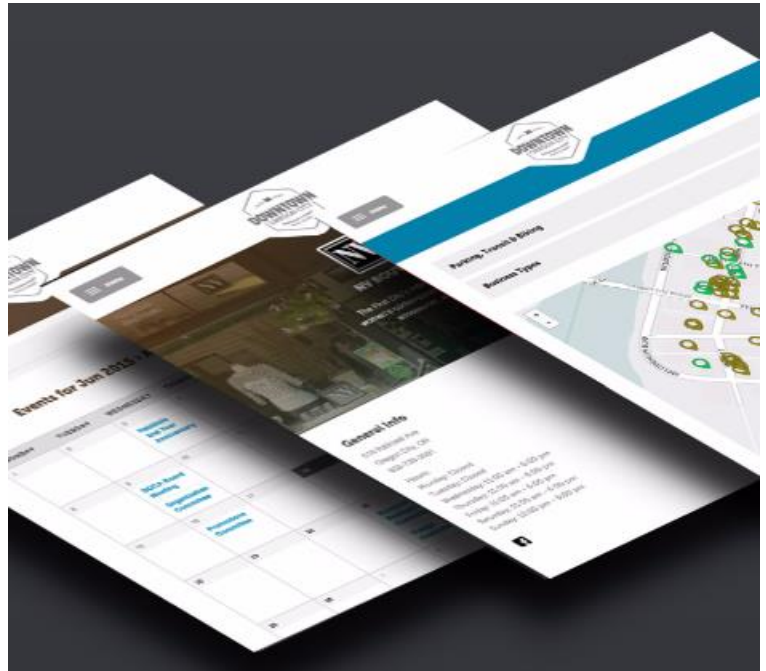


Because of the variety of user groups (public, businesses, city planners, government, and media), we set aside extra time for a thorough wireframing process. Using our interactive wireframing tool, we conducted several rounds of review and revision and allowed for testing by each user group. In this way, we created a user experience that provided several pathways through the site. each user can access their point of interest quickly and efficiently.

**Featured Functionality:** Business directory, event calendar, document archive, business directory, directory map, online forms, news/announcements, social media integration, Instagram photo feed, rotating banners of photos/video and more.

Services Provided
Brand identity design
Collateral design
Wireframing
Mood boarding
Website design and mobile design
Custom interactive map development
HTML, PHP and JavaScript/jQuery coding
WordPress cms customization
User permissions system

Contact:
Jonathan Stone, Executive Director
Main Street Oregon City Inc.
jon@downtownoregoncity.org
(971) 202-1604

# City of Sebastopol

http://www.cityofsebastopol.org

The City of Sebastopol (California) recently required a new site design, hosting and maintenance. Planeteria created a modern design to meet their exact needs through interviewing different city departments. Planeteria designed this full website from start to finish, including design and development.

The website's CMS allows the administrator to update images, add content (photos, text, downloadable PDFs, video) and create new pages as necessary. A main website administrator can quickly post important announcements on the homepage, swap out branding imagery, update the header and navigation, and control all links both internal and external.

**Featured Functionality:** Business directory, job board/career opportunities, payment portal, site search functionality, event calendar, video embedding/streaming, document archive, business directory, directory map, online forms, news/announcements, social media integration, rotating banners of photos/video and more.

Services Provided
Custom mobile responsive design
User interface design
Visual design
Customized WordPress CMS
Ongoing maintenance
Web development: PHP, HTML5, JavaScript/jQuery

Contact:
Mary Gourley
mgourley@cityofsebastopol.org
707-823-1153

# *Staffing Plan*

### SANDEEP MEHTA
*Technical Director*

Sandeep is a business executive and effective leader. He has over 20 years international experience managing creative technology projects in multiple organizations. In his previous role, he was instrumental in developing the first payment gateway for Citibank. He is frequently invited to conferences to share his wisdom on trends in technology. He is passionate, dedicated, and derives deep satisfaction from exceeding customer expectations. To stay grounded in what is important to him Sandeep meditates and practices yoga regularly. He has lived and worked around the world, always curious to explore new cultures.
*Related government experience:* Livermore Amador Valley Transportation Authority, Santa Clara LAFCO, San Diego City Employees Retirement System, City of Sonoma, and Boston Housing Authority.

### KEEGAN ORTIZ-DEKRAMER
*Senior Developer*

Keegan's philosophy in life is "talk a little, listen a lot, and then over-deliver on client expectations". He has been programming websites for ten years, leading our development team since 2009, and brings a contagious enthusiasm to our projects. If there is a CMS customization that can be done, Keegan has done it.
*Related government experience: Livermore Amador Valley Transportation Authority,* Austin Integral Care, Boston Housing Authority, City of Sonoma and San Diego City Employees Retirement System.

## CHLOE STEINHOFF-SMITH
*Senior Designer*

Chloe has nine years of experience creating brands, designing websites, and building user interfaces for a variety of clients. While running her own business she honed her expertise at listening closely to clients' business goals and translating those into design strategies. She is a key player in Planeteria's refined design aesthetic.
*Related experience:* Benton PUD, Alliant Systems, Bend Parks & Districts, Boston Housing Authority, City of Sonoma.

## HEIDI PEYSER
*Content Strategist & UX Specialist*

When Heidi sits with a client to learn their needs and to map them to what is technologically possible her end goal is to make the world a better digital place. You can learn a lot from Heidi through her favorite comments to clients: "Everything is possible and there are 10 different ways to do it. So tell me about your pie in the sky and then we'll scale it back to its core." And "We aren't just building for now anymore, we are building now for later."
She approaches her personal life with a similar big-picture approach.
*Related experience:* Livermore Amador Valley Transit Authority, San Diego City Employees Retirement System, Boston Housing Authority, and City of Sonoma.

## COURTNEY STARKS
*Designer*

Proficient in website development and programming using proper structural coding methods, cross browser compatible design, as well as multiple platform development. Proficient in device responsive structures and design.
Proficient with HTML, CSS, Wordpress, HTML5, PHP, JavaScript and JQuery, MySQL database coding, and ASP.net. Proficient in website development troubleshooting and debugging. Knowledgeable in DNS transfer, hosting account management, and file uploading.
*Related experience:* Benton PUD, City of Sebastopol & Hanna Boys Center.

## FARA HEATH
### *Project Manager*

Fara is a Digital Project Manager with 10+ years' Time Warner and Blue Mouse Monkey and with clients that include Collage Creative, WebForDoctors and Cleanse Tec. Beginning her career building websites, Fara quickly fell into a web producer role with Time Warner. Since then, she has managed hundreds of projects, ranging from multi-million dollar budgets to start-ups with small $30,000 caps. She has a strong understanding of design, manages schedules and timelines, streamlines process and collaborates with teams and manages projects within the web, marketing, branding and social media platforms.

## WYATT BENOIT
### *Project Manager/Designer (Project Main Point of Contact)*

Wyatt has studied writing, design, and user strategy and is a strong backbone to each project we do. She provides excellent communication and planning support for both our internal team as well as our clients. She manages our State of Oregon Early Learning Division and Basin Recreation (Summit County, Utah) projects, both similar to your audiences and needs.

*Related government experience:* State of Oregon Early Learning Division, and Basin Recreation (Summit County, Utah). One of her projects recent won MarCom's gold medal.

## TYLER COFFIN
### *Business Development Manager (Proposal Main Point of Contact)*

Tyler has over a decade of internet marketing experience helping businesses turn project ideas into a reality. Communicating website design needs can prove to be difficult but Tyler prides himself of educating clients so they are happy with the final product. Open communication is key to a successful project from the start.
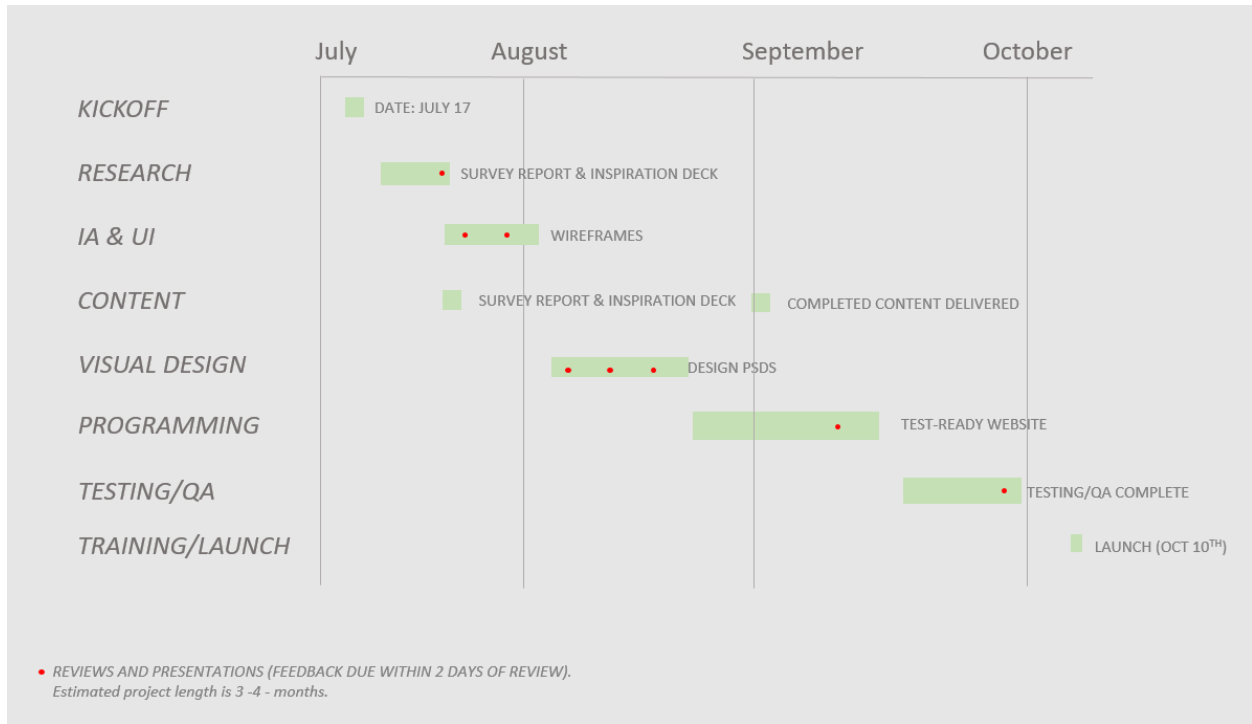
# *Work Plan & Schedule*

## *Detailed Design Process and Tasks*

| | Work Product(s) | Tasks | Approach/Method |
|---|---|---|---|
| **Discovery (July 17)** | – Report: Audience feedback and associated recommendations<br>– Report: Content Audit<br>– Site Map | Kickoff Meeting, Review Timeline, Content Inventory **(Tasks 1.1-1.3)** | During our in-person kickoff meeting, our main task will be to walk through your existing website to understand your content and determine what content stays, what goes, and what is a candidate for being condensed. Also, we establish measurable goals for the project's success, review the scope of work, discuss past successes and failures, and train your team on using Basecamp (our online project management tool). |
| | | Stakeholders Interviews **(Task 2.1)** | After kickoff, we work with STA to identify candidates for informational interviews. We will conduct one interview per user group (e.g. residents, business owners, officials, and employees). Interviews are conducted via phone using a predetermined list of questions. |
| | | Content Audit **(Task 2.2)** | While interviews are being conducted, we audit your content. This includes determining the amount of content, identifying each content type, listing which content types are relevant to each user group, and making recommendations on how to re-organize and re-configure your content |
| | | Site Map | Planeteria creates a site map incorporating what we learn from the interviews, the audit, and from studying other websites within and outside your industry. The map is presented for critique. Feedback due in three days |
| **Info Architecture & UI** | – Interactive Wireframes | Homepage Wireframe | Planeteria establishes the layout, the user interactions, and the main navigation structure of the website by wireframing out the homepage. The frames are reviewed and critiqued by our internal team, and presented to STA for two rounds of review. |
| | | All Pages Wireframes | All page templates are wireframed out in both desktop and mobile views. The frames are reviewed and critiqued by our internal team, presented to STA for two rounds of review. One in-person meeting. |

| | | | |
|---|---|---|---|
| Visual Design | – Mood Boards<br>– Photoshop Design Files<br>– Style Guide | Moodboard & Initial Design | Planeteria will present a mood board (a set of images that explain look and feel) in tandem with three visual concepts for the homepage. Based on STA's feedback, we will make adjustments and present a final homepage concept for approval. Two rounds of review. |
| | | Create Style Guide | Based on the approved style of the homepage, our designer will document the fonts, color codes, image treatments, and overall look and feel in a CSS style sheet. We will post a web-based style guide for STA's reference. |
| | | Page Designs<br>(Task 3.1-3.3) | Each page template will be designed according to the visual direction established by the approved homepage design. Page designs will receive up to three rounds of review before approval. Designs are reviewed as .jpgs in-browser in both desktop and mobile views. |
| Development | – Beta Site | CMS Recommendation | Planeteria's CMS of choice is called WordPress. We will provide you with WordPress's profile to review for final approval, including a list of the benefits and detriments. Other CMS profiles will be provided for comparison. |
| | | Server Set Up | Create necessary accounts, set up GIT (version control), create database. |
| | | Install CMS & Plugins | Plugins will address functionality such as: pulling in and styling social media feeds, forms, document management, SEO optimization, spam filtering, calendar/events management, trail mapping, activity signup, user permissions management, and language translation. |
| | | Security | Modify CMS based on security best practices including renaming files, locking down permissions, creating strong passwords, and other measures. |
| | | CMS Interface Customization | Based on the established design and content requirements, Planeteria will modify the CMS to create an intuitive administration interface. For example, we will create custom fields for content input such as associating documents with calendar events. |
| | | Input Design & Content Migration | We set up the CSS and input all page designs. Planeteria will present an itemized content list for City approval. Upon approval, Planeteria will modify and input content, including all PDF documents, copy, and images. |

| | | | |
|---|---|---|---|
| | | 301 Redirects | So that your current URLs do not lead to dead ends once the new site launches, we set up URL forwarding and input the necessary addresses. |
| | | SEO, Google Analytics, Modification & CDN | We ensure each page's content is tagged and titled appropriately for SEO. The site is linked to STA's Google account and tested. Also for SEO purposes, we maximize site performance by minifying code and setting up a CDN (content delivery network). |
| | | Delivery & Review **(Task 4.1-4.2)** | Planeteria presents the new password-protected beta site in -person for review and feedback. Mobile and desktop versions reviewed. Adjustments made as necessary. |
| User Review | – User Feedback Document – Recommended Adjustments Document | User Interviews **(Task 5.1-5.4)** | Planeteria organizes and conducts interviews of one person per user group. We observe each user's interaction and hear their feedback on the site. |
| | | Documentation | We document the interview results and make recommendations for adjustments. |
| | | Adjustments | Planeteria applies City-approved adjustments. |
| Testing & QA | – Launch Ready Site | QA | All page content reviewed for accuracy. STA and Planeteria log issues or bugs in our ticketing system for tracking. |
| | | Browser Testing | IE 11+ (PC), Firefox/Opera/Safari/Chrome (Mac & PC) |
| | | Mobile Testing | Popular devices (iPhone, Android, Windows) |
| Training & Launch (October 10) | – Screencasts documenting website administration tasks – Live Site! | Training **(Task 7.1-7.4)** | Planeteria hosts a hands-on training where administrators interact and practice modifying content in a testing environment. |
| | | Screen Cast Recording | We record and host screencast tutorials explaining CMS functionality for STA's reference. |
| | | Launch **(Task 6.1-6.2)** | In preparation for launch we help STA write a press release. Once launched, we promote the new website through our own channels with STA's approval. |
| | | Monitoring | For one week after launch, we carefully monitor the site and provide 24 hour support for any issues. |

## Project Timeline



| | July | August | September | October |
|---|---|---|---|---|
| KICKOFF | | DATE: JULY 17 | | |
| RESEARCH | | SURVEY REPORT & INSPIRATION DECK | | |
| IA & UI | | WIREFRAMES | | |
| CONTENT | | SURVEY REPORT & INSPIRATION DECK | COMPLETED CONTENT DELIVERED | |
| VISUAL DESIGN | | DESIGN PSDS | | |
| PROGRAMMING | | | TEST-READY WEBSITE | |
| TESTING/QA | | | | TESTING/QA COMPLETE |
| TRAINING/LAUNCH | | | | LAUNCH (OCT 10TH) |

• REVIEWS AND PRESENTATIONS (FEEDBACK DUE WITHIN 2 DAYS OF REVIEW).
Estimated project length is 3 -4 - months.

## Costs Control

The cost proposed for each website is a fixed price. Because of the extensive and detailed planning, these totals are final and firm. All costs are included in the *Budget* section below.

We have strong project management process in place to help ensure there are no cost overruns and projects are completed on time within budget

## Additional Relevant Information
## *Training*

Planeteria hosts a hands-on training where administrators interact and practice modifying content in a testing environment. This training will emphasize the how to for all features and capabilities implemented in the site as requested in the RFP.

Following the completion of the hands-on training, we provide manuals online to support our training as well as serve as an online support resource. This resource is a recorded screencast of the training sessions. This means the training manual will be

specific to the EXACT functionality implemented into the cities website. New videos are created and added in response to real-time questions and requests. You can see an example here:

https://www.youtube.com/playlist?list=PL_xmdN4cSHkP7MOLrRA3QYf5b4jKLyN4y

Tiny URL: https://tinyurl.com/m94rcba

Upon request, this training can be done on-site, but typically clients receive equivalent value by utilizing video conferencing training. Our training staff is part of the team that helped develop and implement the cities WordPress design. This allows you to be trained by the most knowledgeable person possible. No one will know more about your WordPress build than your training professional.

## *Support*

The monthly maintenance fee covers the following support:

- Technology updates including but not limited to WordPress and plugin updates.
- Security monitoring and updates.
- 24/7 monitoring website for uptime. And investigate if the website is down.
- 99.9% uptime guarantee.
- Unlimited incoming bandwidth.
- Standard daily backups
- Repair, at no additional charge, of all bugs in code for the lifetime of the site as long as: 1). the code was not modified by a third party (client included), 2). the bug is not due to a change in technology including browser, plugin, and CMS updates, and 3). the bug was not caused by the addition of content.

Our support is administered through an online ticketing system. Requests are addressed within 24 hours directly by our staff and not a third party. For urgent issues our clients can contact our project manager directly via his/her cell phone 24 hours a day.

## Website Hosting

Planeteria offers a reliable, secure, scalable website hosting plans which includes the following:

- 99.9% uptime guarantee.
- Unlimited incoming bandwidth.
- Website hosted on shared server
- Standard daily backups
- Dedicated IP address (if required)

## Managed Hosting/Maintenance Plan

Planeteria offers a fixed cost monthly plan that includes the following:

- Regular and timely Technology updates including but not limited to WordPress software and plugin updates.
- Security monitoring and updates.
- 24/7 monitoring website for uptime. And investigate if the website is down.
- Remove malicious code (if the site gets hacked).
- Repair, at no additional charge, of all bugs in code for the lifetime of the site as long as: 1). the code was not modified by a third party (client included), 2). the bug is not due to a change in technology including browser, plugin, and CMS updates, and 3). the bug was not caused by the addition of content.
- Any client-requested site modifications requiring less than 30 minutes of time. Three (3) requests per month.

## Security

On the Server:

- Restrict server access by IP
- Disable FTP, only allow SSH/SFTP connections
- Make sure your hosting password is different than domain registrar password
- Use strong passwords, change regularly, and no sharing via email
- Remove any unnecessary functions, services, and ports
- Use SSL/TLS to encrypt communications that will be used to communicate any sensitive information

- Maintain daily backups for the past two weeks and weekly backups for the past month
- Antivirus on server to help prevent the uploading of virus/malware
- Best practices in development for any custom code to prevent the likelihood of web site vulnerabilities such as sql injections, xss, etc
- Installation of hardware firewall and/or web application firewall (optional)

In WordPress:

- Two-factor authentication system
- Change the pre-fix of the databases
- Restrict database user privileges
- Move and secure wp-config.php file
- Lock down directories when possible
- Change the default login URL
- Remove default admin user
- Regular review of registered users
- Use well-known and trusted plugins
- Install security related and monitoring plugins
- Make sure that any custom inputs in your CMS sanitize and validate data so malicious code can't be inserted or injected into your site

If there is a breach:

- Clean up the files or revert to backup if necessary (backups made daily)
- Identify and close out vulnerability
- Provide an incident report within two days

## References

Below are references for each key team member:

*Sandeep Mehta – Technical Director*

1. San Diego City Employees Retirement System – Christina Chadwick – 619-525-3600
2. City of Sebastopol – Mary Gourley – 707-823-1153
3. Livermore Amador Valley Transit Authority – Michael Tree – 925-455-7500
4. Boston Housing Authority – David Seldin – 617-988-4000
5. City of Sonoma – David Goodison – 707-938-3681

*Keegan Ortiz-Dekramer – Senior Developer*

1. Austin Integral Care
2. Boston Housing Authority – David Seldin – 617-988-4000
3. City of Sonoma – David Goodison – 707-938-3681

4. San Diego City Employees Retirement System – Christina Chadwick – 619-525-3600

*Chloe Steinhoff-Smith – Senior Designer*
1. City of Sonoma – David Goodison – 707-938-3681
2. Boston Housing Authority – David Seldin – 617-988-4000
3. City of Sebastopol – Mary Gourley – 707-823-1153

*Heidi Peyser – Content Strategist & UX Specialist*
1. City of Sonoma – David Goodison – 707-938-3681
2. Boston Housing Authority – David Seldin – 617-988-4000
3. San Diego City Employees Retirement System – Christina Chadwick – 619-525-3600

## *Budget*

*Cost for STA Website Re-Design:*

| | Task | Hours | Rate | Cost |
|---|---|---|---|---|
| Discovery | Kickoff Meeting | 5 | $110 | $550 |
| | Interviews | 4 | $110 | $440 |
| | Content Audit | 5 | $110 | $550 |
| | Site Map | 2 | $110 | $220 |
| | **Discovery Subtotal** | | | **$1,760** |
| Wireframe | Homepage Wireframe | 10 | $110 | $1,100 |
| | Internal Pages Wireframes | 10 | $110 | $1,100 |
| | **Wireframe Subtotal** | | | **$2,200** |
| Visual Design | Moodboard & Initial Design | 20 | $110 | $2,200 |
| | Create Style Guide | 10 | $110 | $1,100 |
| | Interior Page Designs | 15 | $110 | $1,650 |
| | **IA &UI Subtotal** | | | **$4,950** |
| Development | Server Set Up | 2 | $110 | $220 |

| | | | | |
|---|---|---|---|---|
| | Install CMS & Plugins/Modules | 10 | $110 | $1,100 |
| | Theme Development | 20 | $110 | $2,200 |
| | Customization | 20 | $110 | $2,200 |
| | Content Migration | 20 | $75 | $1,500 |
| | 301 Redirects | 2 | $110 | $220 |
| | SEO, Google Analytics, Minification & CDN | 5 | $110 | $550 |
| **Development Subtotal** | | | | **$7,990** |

| | | | | |
|---|---|---|---|---|
| Testing & QA | QA | 15 | $110 | $1,650 |
| | Cross Browser Testing | 10 | $110 | $1,100 |
| | Mobile Testing | 10 | $110 | $1,100 |
| **Testing & QA** | | | | **$3,850** |

| | | | | |
|---|---|---|---|---|
| Training & Launch | Training | 10 | $110 | $1,100 |
| | Launch | 2 | $110 | $220 |
| **Training & Launch Subtotal** | | | | **$1,320** |

| | |
|---|---|
| **Grand Total (Design)** | **$22,070** |

| | | |
|---|---|---|
| Support | Managed Hosting | Monthly | $125 |
| | Hosting | Monthly | $30 |

*These quotes above are FIXED cost, and the STA will not be charged additional unless there is change in scope of work.

*Cost for SR2S Website Re-Design:*

| | Task | Hours | Rate | Cost |
|---|---|---|---|---|
| Discovery | Kickoff Meeting | 5 | $110 | $550 |
| | Interviews | 4 | $110 | $440 |
| | Content Audit | 5 | $110 | $550 |
| | Site Map | 2 | $110 | $220 |
| | **Discovery Subtotal** | | | **$1,760** |
| Wireframe | Homepage Wireframe | 5 | $110 | $550 |
| | Internal Pages Wireframes | 5 | $110 | $550 |
| | **Wireframe Subtotal** | | | **$1,100** |
| Visual Design | Moodboard & Initial Design | 10 | $110 | $1,100 |
| | Create Style Guide | 10 | $110 | $1,100 |
| | Interior Page Designs | 10 | $110 | $1,100 |
| | **IA &UI Subtotal** | | | **$3,300** |
| Development | Server Set Up | 2 | $110 | $220 |
| | Install CMS & Plugins/Modules | 10 | $110 | $1,100 |
| | Theme Development | 20 | $110 | $2,200 |
| | Customization | 20 | $110 | $2,200 |
| | Content Migration | 20 | $75 | $1,500 |
| | 301 Redirects | 2 | $110 | $220 |
| | SEO, Google Analytics, Minification & CDN | 5 | $110 | $550 |
| | **Development Subtotal** | | | **$7,990** |

| Category | Item | Qty | Rate | Amount |
|---|---|---|---|---|
| Testing & QA | QA | 15 | $110 | $1,650 |
| | Cross Browser Testing | 10 | $110 | $1,100 |
| | Mobile Testing | 10 | $110 | $1,100 |
| | **Testing & QA** | | | **$3,850** |

| Category | Item | Qty | Rate | Amount |
|---|---|---|---|---|
| Training & Launch | Training | 5 | $110 | $550 |
| | Launch | 2 | $110 | $220 |
| | **Training & Launch Subtotal** | | | **$770** |

| | | |
|---|---|---|
| **Grand Total (Design)** | | **$18,770** |

| Category | Item | Frequency | Amount |
|---|---|---|---|
| Support | Managed Hosting | Monthly | $125 |
| | Hosting | Monthly | $30 |

*These quotes above are FIXED cost, and the STA will not be charged additional unless there is change in scope of work.

# *Thank You*

## WE LOOK FORWARD TO WORKING WITH YOU

**Contact Us**
Tyler Coffin
110 Stony Point Road Suite 225, Santa Rosa, CA 95401
707-843-3773 / tyler@planeteria.com
www.planeteria.com

June 6, 2017

To: Consultant

RE: Request for Proposals (RFP 2017-04) for Website Redesign and Development (STA & SR2S)

The Solano Transportation Authority (STA) invites you to submit a proposal for website redesign and development for the Solano Transportation Authority website (www.sta.ca.gov) and/or the Solano Safe Routes to School website (www.solanoSR2S.ca.gov).

To obtain a printed copy of the Request for Proposal (RFP), please call the STA at (707) 424-6075 to request a copy be mailed to you, or download the RFP as a PDF file from the STA website: http://tiny.cc/jobsrfps

The RFP describes the project, requirements and evaluation criteria of the proposals.

Qualified individuals/firms are invited to submit four (4) copies and one (1) digital copy (flash drive) of your proposal to the STA office no later than Monday, June 26 at 3:00 pm to:

<div align="center">

Attn: Jayne Bauer
Marketing & Legislative Program Manager
Solano Transportation Authority
One Harbor Center, Suite 130
Suisun City, CA 94585

</div>

**Note that this deadline is firm**, and late submittals **will not** be accepted. Proposals will be reviewed and the individuals/firms whose proposal most closely meets the STA's needs may be invited to an interview on Wednesday, June 28, 2017 if interviews are required.

The STA has adopted a Local Preference Policy which encourages the hiring of local firms. While there is no adopted goal for this Project, firms are still encouraged to utilize the services of local firms in the preparation of a response to this RFP. The STA has prepared a database of contact information for local firms for convenience purposes only and without guarantees as to the ability of such firms to provide the services. This database and the Local Preference Policy can be viewed at http://tiny.cc/jobsrfps.

If you have any questions regarding this project, please contact Jayne Bauer, Marketing & Legislative Program Manager at jbauer@sta.ca.gov or (707) 424-6075.

Sincerely,

Daryl K. Halls,
Executive Director

# REQUEST FOR PROPOSALS
# (RFP # 2017-04)

for
Website Redesign and Development

for
A.  Solano Transportation Authority <u>and/or</u>
B.  Solano Safe Routes to School

Release Date: June 6, 2017

# RESPONSES DUE: June 26, 2017

## *Table of Contents*

Solano Transportation Authority
One Harbor Center, Suite 130
Suisun City, CA 94585-2473

## DISCLOSURE

The master copy of each response to this RFP shall be retained for official files and will become a public record after the award of a contract unless the qualifications or specific parts of the qualifications can be shown to be exempt by law (Government Code section 6250 et seq.). Each Responding Firm may clearly label part of a submittal as "CONFIDENTIAL" if the Responding Firm agrees to indemnify and defend the STA for honoring such a designation. The failure to so label any information that is released by the STA shall constitute a complete waiver of all claims for damages caused by any release of the information. If a public records request for labeled information is received by the STA, the STA will notify the Responding Firm of the request and delay access to the material until seven working days after notification to the Responding Firm. Within that time delay, it will be the duty of the Responding Firm to act in protection of its labeled information. Failure to so act shall constitute a complete waiver.


## PROTEST AND APPEALS

Any actual or prospective bidder, offeror, or contractor who is aggrieved in connection with the Solicitations or Notice of Intent to Award a contract may protest to the Executive Director. The protest shall be submitted in writing to the Executive Director within seven (7) working days after such aggrieved person or company knows or should have known of the facts giving rise thereto. All letters of protest shall clearly identify the reasons for the protest. The protest also must state the law, rule, regulation, or policy upon which the protest is based. The Executive Director shall issue a written decision within ten (10) working days after receipt of the protest. The decision shall; state the reason for the action taken; and inform the protester that a request of further administrative appeal of an adverse decision must be submitted in writing to the Clerk of the STA Board of Directors within seven (7) working days after receipt of the decision by the Executive Director.

# INTRODUCTION

Solano Transportation Authority's (STA) mission is to improve the quality of life in Solano County by delivering transportation projects to ensure mobility, travel safety and economic vitality.

The STA was created in 1990 through a Joint Powers Agreement between the cities of Benicia, Dixon, Fairfield, Rio Vista, Suisun City, Vacaville, Vallejo and the County of Solano to serve as the Congestion Management Agency (CMA) for Solano County.  As the CMA for Solano County, the STA partners with various transportation and planning agencies, such as the Metropolitan Transportation Commission (MTC) and Caltrans District 4.

The STA is responsible for countywide transportation planning, programming transportation funds, managing and providing transportation programs and services, delivering transportation projects, and setting transportation priorities.   The STA uses an open and inclusive public involvement process through various committees made up of local elected officials, public works directors, transit operators, and interested citizens.

Safe Routes to School (SR2S) in Solano County is a program of the STA that encourages children to walk or bike to school.  The number of children who walk or bike to school in the US has steadily decreased over the last 50 years.  At the same time communities, including Solano County, are seeing increases in traffic around schools, air pollution, and increased childhood obesity.  To help address these problems, the Solano Transportation Authority (STA) launched the Solano County Safe Routes to School program in 2008.  In partnership with Solano County Public Health, the program brings together city planners, traffic engineers, law enforcement, educators and parents to create safer, less congested routes to school.

# BACKGROUND

The STA is accepting proposals from individuals and firms to redesign the agency's main website (www.sta.ca.gov) and/or the Solano Safe Routes to School (www.solanosr2s.ca.gov).  **Individuals/firms may submit proposals for either website or for both websites.**  The purpose of this RFP is to provide a fair process for evaluating interested candidates and to share with them the criteria that best suits our needs for the website.

The original websites (Townsquare platform) are somewhat outdated in appearance, structure, and in the presentation of content.

    A.   www.sta.ca.gov
STA staff envision a more streamlined, less text-heavy design that makes use of a library system to declutter the current content.  Staff envisions a highly visual site that incorporates our new SPOT Solano tool (http://spotsolano.org/) as a basis for the project content.  Much of the current site content needs to be archived so staff can highlight the most relevant content.

    B.   www.solanosr2s.ca.gov
SR2S staff envision using much of the existing site copy in the redesign.  Despite its lack of modernization, the Solano SR2S website has remained a good informational resource for our school audiences countywide.  With an improved website, there is huge potential to highlight the school champions who make the program work and reach out to a broader audience that can

help the program reach its goals of increasing students walking and biking to school in Solano County.  Staff wants to retain these elements specific to the SR2S site in the redesign: Google Map Tool and the schools database.

The STA will select the proposer(s) whose proposal presents the best value and is most advantageous to STA and the public.  Accordingly, the STA may not necessarily select the proposer with the highest technical ranking or the proposer with the lowest price proposal if doing so would not be in the overall best interest of the STA.  STA reserves the right to expand or reduce the proposed scope of work during the contract negotiations based on budget constraints.

The approved budget for the STA website upgrade is $25,000.  The approved budget for the SR2S website upgrade is $20,000.  We are looking for clean, streamlined, user-friendly website designs in a fairly tight timeframe.  We are not able to exceed these budget amounts, and prefer to spend less than our budget.


## FINAL PRODUCT

The final product will be a fully integrated, interactive, and searchable website.  The following is a list of features to be included, but not limited to, in the website:

- Responsive site
- Designed for Accessibility
- Appropriate security in place
- Content Management System editable by STA staff
- Approximately 6 page templates
- Full access to back-end code by STA staff and consultants as needed
- User and editor friendly
- Visually attractive
- Clean, simple navigation
- Ability to customize page names for more relevant URLs
- Ability for STA staff to add drop-down menus or add items to existing headers
- Photo resize options within website/easy to upload
- Incorporate SPOT Solano tool as basis for project interface (STA website)
- Incorporate current Google Map Tool and schools database (SR2S website)
- Incorporate our Google Analytics tracking
- Incorporate Google translator widget/Title VI requirements with multi-language text
- Incorporate Constant Contact/Vimeo/YouTube/Facebook/Instagram/Twitter
- Capability for STA staff to embed videos
- Robust 'library' for all documents organized by category with automatic archiving
- Calendar element to list meetings/events
- Easy to upload Jobs/RFPS/Grants
- News element/current year press releases
- Include links to STATUS newsletter (Constant Contact) with ability to sign up for emails.
- Footer with Links to STA family of websites: STA, SolanoExpress, Solano Mobility, SR2S.
- Provide STA with all native electronic files (graphic elements, photos, etc.) in agreed-upon file format (i.e., Adobe Creative Suite) for future product updates and duplication.

## SCOPE OF SERVICE TASKS

The STA intends to retain a qualified and committed individual or firm to work closely with STA and SR2S staff to prepare the websites via the following major tasks:

1. Budget and Schedule
2. Meetings with the Staff
3. Preliminary website identity and set-up
4. Prepare initial structure of website
5. Finalize structure and content of website
6. Launch website to public
7. Training and instruction guide

## Task 1.  Meet with the STA Staff

Develop detailed project budget and schedule.  The development of content and layout of the website will be conducted in conjunction with STA staff.  Weekly updates on work plan and progress is required.

| | | |
|---|---|---|
| Task 1.1 | Kick off meeting with STA and selected consultant(s) to review and finalize scope of work, negotiate final task budget and confirm schedule with milestones to complete website. |
| Task 1.2 | Review timeline for product review process and meeting schedules including any recommendations for phasing of website implementation. |
| Task 1.3 | STA staff will provide consultant with an initial inventory of content to be included on website.  Review content inventory for inclusion on website. |

| Task 1 Deliverable |
|---|
| 1) Finalized budget and detailed project schedule with milestones |
| 2) Weekly memo summarizing meeting outcomes with STA staff and progress on project. |

## Task 2.  Review Websites

Review websites that illustrate functionality, design, layout and organization desired for inclusion in website.

| | |
|---|---|
| Task 2.1 | STA staff will provide existing website URLS to illustrate features desired on the website redesign. |
| Task 2.2 | Identify and summarize strengths and weaknesses of the websites. |

| Task 2 Deliverable |
|---|
| 1)  Memo with recommendations on priority features to include in website |

## Task 3.  Attend 3 Additional Meetings

Meetings to review layout and content to be included in the website.

Task 3.1    Attend second meeting with the Website Committee.
            Utilize visual and print materials to present website,, in its developmental format. Present 2 or 3 homepage layout/design options. Staff will provide input to be incorporated and presented at the next meeting.
Task 3.2    Attend third meeting to include director level staff to present draft of website. Staff will provide input to be incorporated and presented.
Task 3.3    Attend a fourth meeting at which staff will finalize the design.

| Task 3 Deliverable |
| --- |
| 1)  Attend second meeting with Website Committee to present 2 or 3 homepage layout/design options<br><br>2)  Include recommendations in structure of website<br><br>3)  Attend two additional meetings to present draft and final versions of website design, incorporating input from staff. |

## Task 4.  Prepare initial structure of website

Construct website based on scope of work parameters.

Task 4.1    Prepare and present to STA initial structure of website incorporating staff recommendations and key features identified in scope of work.
Task 4.2    Present to STA method to update, add and delete website content.

| Task 4 Deliverable |
| --- |
| 1)  Production and presentation of structure and layout of draft functioning website, including working widgets and links, to STA staff |

## Task 5.  Finalize structure and content of website

After all comments on content and layout have been incorporated into the design of the website, the consultant will perform a "soft launch."  The intention is to allow STA and partner agencies to test the website and find any potential problems before public release.

Task 5.1    Based on staff input, finalize website structure and content.
Task 5.2    Conduct a 2 week long "Soft Launch" of website by providing website link to STA staff, who will share it with partner agencies.
Task 5.3    Create centralized interface, accessible by STA staff and consultant, to collect and organize comments, and present summary of findings on functionality to STA staff.
Task 5.4    After initial 2 week "Soft Launch," and based on comments from STA and website partners, make approved modifications to website.

| Task 5 Deliverable |
|---|
| 1) Finalize website structure and design for "soft launch" of website to STA. <br><br> 2) Based on comments from STA and partner agencies, make approved modifications to website content or layout |

## Task 6. Launch Website to public

Consultant will be responsible for official launch of website to public and troubleshooting any problems that arise during launch.

| | | |
|---|---|---|
| Task 6.1 | Bring website live to public. |
| Task 6.2 | Troubleshoot any problems related to design and development aspects of website. |

| Task 6 Deliverable |
|---|
| 1) Final website for launch to STA and public <br><br> 2) Troubleshoot any problems related to design and development aspects of website |

## Task 7. Training

After the website has launched to the public, the STA staff will be responsible for content updates and monitoring activity. The consultant will provide 4 hours of group training to 3 STA administrators on all relevant aspects of the website maintenance.

| | |
|---|---|
| Task 7.1 | Train 3 STA administrators on full usage of website and how to update content. |
| Task 7.2 | Train 3 STA administrators on how to monitor website usage, run statistical reports, and any other administrative features. |
| Task 7.3 | Train 3 STA administrators on how to maintain website. |
| Task 7.4 | Provide a Frequently Asked Question (FAQs) or troubleshooting guide for making content changes or running analyses, including a written step-by-step instruction guide. |

| Task 7 Deliverable |
|---|
| 1) Comprehensive training of 3 STA administrators, for 4 hours each, on all relevant aspects of website <br><br> 2) Written instruction guide |

# RFP SUBMITTAL REQUIREMENTS

Please prepare your proposal in accordance with the following requirements.

8. *Cover Letter:* Include a cover letter describing the firm's/team's interest and commitment to the proposed project, which will be valid for a 90-day period, addressed as follows:

> Jayne Bauer, Marketing & Legislative Program Manager
> Solano Transportation Authority
> One Harbor Center, Suite 130
> Suisun City, California 94585

9. *Proposal:* The proposal will cover the following and will not exceed 10 double-sided pages:

   a) *Project Understanding:* Clearly convey understanding of the nature of the work, and issues related to designing and implementing a fully interactive, integrated, searchable, website.

   b) *Approach and Management Plan:* Describe proposed approach and management plan. Include an organizational chart showing the proposed relationships among individuals/team, STA staff and any other parties that may have a significant role in the delivery of this project.

   c) *Qualifications and Experience:* Provide qualifications and experience of the individuals/team that will be available for the STA and/or SR2S Website. Include hyperlinks to previously created websites and list platforms used for each (WordPress, Joomla, Drupal, etc.), Emphasize specific qualifications and experience from similar projects for the Key Team Members. Key Team Members are expected to be committed for the duration of the project, and replacements will not be permitted without prior consultation with and approval of the STA.

   d) *Staffing Plan:* Provide a staffing plan (by week) and an estimate of the **total hours** (detailed by position) required for the project. Discuss the workload, both current and anticipated, for all Key Team Members, and their capacity to perform the requested services according to the proposed schedule. Discuss the approach for completing the project within budget.

   e) *Work Plan and Schedule:* Include a description and schedule of how each task deliverable will be completed. Show the expected sequence of tasks and include durations for the performance of each task, milestones, submittal dates and review periods for each submittal. Discuss the approach for completing the project on schedule. **The project is expected to commence no later than July 17, 2017 and be implemented no later than October 10, 2017.** *(NOTE: If possible, we would like to accelerate the schedule for the SR2S website to be implemented earlier - late August or early September)*

   f) *Cost Control:* Describe how project costs will be controlled to ensure all work is completed within the negotiated budget. Include name and title of individual responsible for cost control.

   g) *Additional Relevant Information:* Provide additional relevant information or examples that may be helpful in the selection process.

   h) *References:* For each Key Team Member, provide at least three references (names and current phone numbers) from recent work (previous three years).

i) *Budget:*  The budget should indicate the number of anticipated hours and hourly rate by the individuals/team members.  The estimated level of hours for other staff can be summarized in general categories.  The project is funded by State Transportation Assistance Funds (STAF) and TDA Article III.

8. *Submittal of Proposal:*  Four (4) hard copies and one (1) digital copy (flash drive) of your proposal are due at the STA office **no later than 3:00 PM on Monday, June 26, 2017.**  Envelopes or packages containing the proposals should be clearly marked, **"STA/SR2S Website"** (indicate whether it is for both websites or only one).

## SELECTION OF CONTRACTOR & CRITERIA

The proposal will be evaluated and scored on a 100-point total basis using the following criteria:

1. Qualifications, including relevant experience, and schedule availability. (35pts)
2. Project understanding and approach, including understanding of current website development techniques and current STA/SR2S website elements. (30pts)
3. Cost control and budget. (25pts)
4. Local business as defined in the STA Local Preference Policy, to be a business with its principal business office located in Solano County  or a satellite office with at least one full-time employee and a business license issued by Solano County or one of its 7 cities. (10pts)

If needed, two or more of the firms/teams may be invited to an interview on or about **June 28, 2017**.  The Project Manager and Key Team Members should attend the interview.

STA staff will select the most qualified firm/team based primarily on experience, ability to contain costs, conducting very similar projects, and local business licensing.  Recent experience in Solano County is desirable.

Once the top firm/team has been selected, STA staff will develop a services contract with the selected firm/team.

## SELECTION PROCESS AND PROJECT SCHEDULE

| | |
|---|---|
| June 6, 2017 | RFP Issued |
| June 13, 2017 | Questions concerning RFP and project emailed to jbauer@sta.ca.gov |
| June 15, 2017 | Answers to questions posted on STA website |
| <u>June 26, 2017</u> | **Proposals are due no later than 3:00 PM** at the office of the Solano Transportation Authority, One Harbor Center, Suite 130, Suisun City, CA 94585. *Late submittals will not be accepted.* |
| June 28, 2017 | Candidate interviews |
| June 30, 2017 | Notified of selected contractor |
| July 17, 2017 | Project commences |
| Week of July 17, 2017 | Task 1. Meet with the STA Staff |
| Week of July 17, 2017 | Task 2. Review Websites |
| Week of July 31, 2017 Week of August 21, 2017 Week of Sept. 11, 2017 | Task 3. Attend 3 Meetings (approximate dates) |
| July 17 – Aug 21, 2017 | Task 4. Prepare Initial Structure of STA/SR2S Websites |
| Week of Sept 18, 2017 | Task 5. Finalize Structure and Content of Website; Soft Launch |
| **October 10, 2017** | Task 6. Launch website to public |
| Week of October 9  2017 | Task 7. Training |

If you have any questions regarding this RFP, please contact:

Jayne Bauer, Marketing and Legislative Program Manager
Solano Transportation Authority
One Harbor Center, Suite 130
Suisun City, California 94585
jbauer@sta.ca.gov

**CONSULTANT SERVICES AGREEMENT**
**BETWEEN**
**THE SOLANO TRANSPORTATION AUTHORITY**
**AND**
**CONSULTANT**
**FOR Website Redesign and Development for STA/SR2S**

**ARTICLE I  INTRODUCTION**

A.  This contract is between the following named CONSULTANT and the Solano Transportation Authority (STA).

The name of the "CONSULTANT" is as follows:

_____

Incorporated in the State of California.
The Project Manager for the "CONSULTANT" will be _____.

B.  The work to be performed under this contract is described in Article II entitled Statement of Work and the approved CONSULTANT's Cost Proposal dated _____.  The approved CONSULTANT's Cost Proposal is attached as Attachment 1 and incorporated by reference.  If there is any conflict between the approved Cost Proposal and this contract, this contract shall take precedence.

C.  CONSULTANT agrees to indemnify and hold harmless STA, its officers, agents, and employees from any and all claims, demands, costs, or liability arising from or connected with the services provided hereunder due to negligent acts, errors, or omissions of CONSULTANT.  CONSULTANT will reimburse STA for any expenditure, including reasonable attorney fees, incurred by STA in defending against claims ultimately determined to be due to negligent acts, errors, or omissions of CONSULTANT.

D.  CONSULTANT and the agents and employees of CONSULTANT, in the performance of this contract, shall act in an independent capacity and not as officers or employees or agents of STA.

E.  Without the prior written consent of STA, this contract is not assignable by CONSULTANT either in whole or in part.

F.  No alteration or variation of the terms of this contract shall be valid, unless made in writing and signed by the parties; and no oral understanding or agreement not incorporated in, shall be binding on any of the parties.

G.  The consideration to be paid to CONSULTANT under this contract shall be in compensation for all of CONSULTANT's expenses incurred in the performance of this contract, including travel and per diem, unless otherwise expressly so provided.

**ARTICLE II  STATEMENT OF WORK**

A.  Contractor shall perform those services specified here.  Contractor's services are described in various attachments and exhibits, each of which is incorporated into this Contract by this reference which define and describe the Project to be undertaken by Contractor.  STA has materially relied upon the representations of Contractor as may have been made in STA's selection of Contractor for this Project.  Contractor agrees to perform or secure the performance of all specified services in their entirety within the maximum payment specified.  Said Scope of Services comprises, and includes, the following documents:

a. STA staff report to the STA Board dated 6/1/17 and approved by the STA Board on 6/14/17;
b. STA'S REQUEST FOR PROPOSAL (STA Project No. 2017-04);
c. Contractor's written response to the Request for Proposal for the Project dated _____;
d. Contractor's Work Plan , attached as Attachment A; and
e. Contractor's Cost Proposal; and, further all statements and representations of Contractor made during their presentation to STA's selection board and to the officers and employees of STA who have participated in the determination to contract with Contractor for this Project. Those documents, presentations and discussions are material representations upon which STA has relied in selecting and contracting with Contractor and shall be utilized in any matter in which interpretation of this Contract is required.

## ARTICLE III  CONSULTANT'S REPORTS OR MEETINGS

A. CONSULTANT shall submit progress reports at least once a month. The report should be sufficiently detailed for the Contract Administrator to determine, if CONSULTANT is performing to expectations, or is on schedule; to provide communication of interim findings, and to sufficiently address any difficulties or special problems encountered, so remedies can be developed.

B. CONSULTANT's Project Manager shall meet with STA's Contract Administrator, as needed, to discuss progress on the contract.

## ARTICLE IV  PERFORMANCE PERIOD

A. This contract shall go into effect on _____, contingent upon approval by STA, and CONSULTANT shall commence work after notification to proceed by STA'S Contract Administrator. The contract shall end on _____, unless extended by contract amendment.

B. CONSULTANT is advised that any recommendation for contract award is not binding on STA until the contract is fully executed and approved by STA.

## ARTICLE V  ALLOWABLE COSTS AND PAYMENTS (Verbatim)

A. The method of payment for this contract will be based on lump sum. The total lump sum price paid to CONSULTANT will include compensation for all work and deliverables, including travel and equipment described in Article II Statement of Work of this contract. No additional compensation will be paid to CONSULTANT, unless there is a change in the scope of the work or the scope of the project. In the instance of a change in the scope of work or scope of the project, adjustment to the total lump sum compensation will be negotiated between CONSULTANT and STA. Adjustment in the total lump sum compensation will not be effective until authorized by contract amendment and approved by STA.

B. Progress payments may be made monthly in arrears based on the percentage of work completed by CONSULTANT. If CONSULTANT fails to submit the required deliverable items according to the schedule set forth in the Statement of Work, STA shall have the right to delay payment or terminate this Contract in accordance with the provisions of Article VI Termination.

C. CONSULTANT shall not commence performance of work or services until this contract has been approved by STA and notification to proceed has been issued by STA'S Contract Administrator. No payment will be made prior to approval of any work, or for any work performed prior to approval of this contract.

D. CONSULTANT will be reimbursed, as promptly as fiscal procedures will permit, upon receipt by STA'S Contract Administrator of itemized invoices in triplicate. Invoices shall be submitted no later than 45

calendar days after the performance of work for which CONSULTANT is billing. Invoices shall detail the work performed on each milestone, on each project as applicable. Invoices shall follow the format stipulated for the Cost Proposal and shall reference this contract number and project title. Final invoice must contain the final cost and all credits due STA that include any equipment purchased under the provisions of Article XI Equipment Purchase of this contract. The final invoice should be submitted within 60-calendar days after completion of Consultant's work. Invoices shall be mailed to STA's Contract Administrator at the following address:

> Daryl K. Halls, Executive Director
> Solano Transportation Authority
> One Harbor Center, Suite 130
> Suisun City, CA 94575
> Attn: Jayne Bauer

E.  The total amount payable by STA shall not exceed $_____.

F.  All subcontracts in excess of $25,000 shall contain the above provisions.


## ARTICLE VI  TERMINATION

A.  STA reserves the right to terminate this contract upon thirty (30) calendar days written notice to CONSULTANT with the reasons for termination stated in the notice.

B.  STA may terminate this contract with CONSULTANT should CONSULTANT fail to perform the covenants contained in this contract at the time and in the manner provided here. In the event of such termination, STA may proceed with the work in any manner deemed proper by STA. If STA terminates this contract with CONSULTANT, STA shall pay CONSULTANT the sum due to CONSULTANT under this contract prior to termination, unless the cost of completion to STA exceeds the funds remaining in the contract. In which case the overage shall be deducted from any sum due CONSULTANT under this contract and the balance, if any, shall be paid to CONSULTANT upon demand.

C.  The maximum amount for which the Government shall be liable if this contract is terminated is $_____.


## ARTICLE VII  COST PRINCIPLES AND ADMINISTRATIVE REQUIREMENTS

A.  CONSULTANT agrees that the Contract Cost Principles and Procedures, 48 CFR, Federal Acquisition Regulations System, Chapter 1, Part 31.000 et seq., shall be used to determine the cost allowability of individual items.

B.  CONSULTANT also agrees to comply with federal procedures in accordance with 49 CFR, Part 18, Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments.

C.  Any costs for which payment has been made to CONSULTANT that are determined by subsequent audit to be unallowable under 49 CFR, Part 18 and 48 CFR, Federal Acquisition Regulations System, Chapter 1, Part 31.000 et seq., are subject to repayment by CONSULTANT to STA.

D.  All subcontracts in excess of $25,000 shall contain the above provisions.

## ARTICLE VIII  RETENTION OF RECORDS/AUDIT

For the purpose of determining compliance with Public Contract Code section 10115, et seq. and Title 21, California Code of Regulations, Chapter 21, Section 2500 et seq., when applicable and other matters connected with the performance of the contract pursuant to Government Code section 8546.7; CONSULTANT,

subconsultants, and STA shall maintain and make available for inspection all books, documents, papers, accounting records, and other evidence pertaining to the performance of the contract, including but not limited to, the costs of administering the contract. All parties shall make such materials available at their respective offices at all reasonable times during the contract period and for three years from the date of final payment under the contract. The state, State Auditor, STA, FHWA, or any duly authorized representative of the Federal Government shall have access to any books, records, and documents of CONSULTANT and it's certified public accountants (CPA) work papers that are pertinent to the contract and indirect cost rates (ICR) for audit, examinations, excerpts, and transactions, and copies shall be furnished if requested. Subcontracts in excess of $25,000 shall contain this provision.

### ARTICLE IX  AUDIT REVIEW PROCEDURES

A.  Any dispute concerning a question of fact arising under an interim or post audit of this contract that is not disposed of by agreement, shall be reviewed by STA'S Executive Director.

B.  Not later than 30 days after issuance of the final audit report, CONSULTANT may request a review by STA'S Executive Director of unresolved audit issues. The request for review will be submitted in writing.

C.  Neither the pendency of a dispute nor its consideration by STA will excuse CONSULTANT from full and timely performance, in accordance with the terms of this contract.

D.  CONSULTANT and subconsultant contracts, including cost proposals and ICR, are subject to audits or reviews such as, but not limited to, a contract audit, an incurred cost audit, an ICR Audit, or a CPA ICR audit work paper review. If selected for audit or review, the contract, cost proposal and ICR and related work papers, if applicable, will be reviewed to verify compliance with 48 CFR, Part 31 and other related laws and regulations. In the instances of a CPA ICR audit work paper review it is CONSULTANT's responsibility to ensure federal, state, or local government officials are allowed full access to the CPA's work papers including making copies as necessary. The contract, cost proposal, and ICR shall be adjusted by CONSULTANT and approved by STA contract manager to conform to the audit or review recommendations. CONSULTANT agrees that individual terms of costs identified in the audit report shall be incorporated into the contract by this reference if directed by STA at its sole discretion. Refusal by CONSULTANT to incorporate audit or review recommendations, or to ensure that the federal, state or local governments have access to CPA work papers, will be considered a breach of contract terms and cause for termination of the contract and disallowance of prior reimbursed costs.

### ARTICLE X  SUBCONTRACTING

A.  Nothing contained in this contract or otherwise, shall create any contractual relation between STA and any subconsultant(s), and no subcontract shall relieve CONSULTANT of its responsibilities and obligations hereunder. CONSULTANT agrees to be as fully responsible to STA for the acts and omissions of its subconsultant(s) and of persons either directly or indirectly employed by any of them as it is for the acts and omissions of persons directly employed by CONSULTANT. CONSULTANT's obligation to pay its subconsultant(s) is an independent obligation from STA'S obligation to make payments to the CONSULTANT.

B.  CONSULTANT shall perform the work contemplated with resources available within its own organization and no portion of the work pertinent to this contract shall be subcontracted without written authorization by STA's Contract Administrator, except that, which is expressly identified in the approved Cost Proposal.

C.  CONSULTANT shall pay its subconsultants within ten (10) calendar days from receipt of each payment made to CONSULTANT by STA.

D. Any subcontract in excess of $25,000 entered into as a result of this contract shall contain all the provisions stipulated in this contract to be applicable to subconsultants.

E. Any substitution of subconsultant(s) must be approved in writing by STA's Contract Administrator prior to the start of work by the subconsultant(s).

## ARTICLE XI  EQUIPMENT PURCHASE

A. Prior authorization in writing, by STA's Contract Administrator shall be required before CONSULTANT enters into any unbudgeted purchase order, or subcontract exceeding $5,000 for supplies, equipment, or CONSULTANT services.  CONSULTANT shall provide an evaluation of the necessity or desirability of incurring such costs.

B. For purchase of any item, service or consulting work not covered in CONSULTANT's Cost Proposal and exceeding $5,000 prior authorization by STA's Contract Administrator; three competitive quotations must be submitted with the request, or the absence of bidding must be adequately justified.

C. Any equipment purchased as a result of this contract is subject to the following: "CONSULTANT shall maintain an inventory of all nonexpendable property.  Nonexpendable property is defined as having a useful life of at least two years and an acquisition cost of $5,000 or more.  If the purchased equipment needs replacement and is sold or traded in, STA shall receive a proper refund or credit at the conclusion of the contract, or if the contract is terminated, CONSULTANT may either keep the equipment and credit STA in an amount equal to its fair market value, or sell such equipment at the best price obtainable at a public or private sale, in accordance with established STA procedures; and credit STA in an amount equal to the sales price.  If CONSULTANT elects to keep the equipment, fair market value shall be determined at CONSULTANT's expense, on the basis of a competent independent appraisal of such equipment.  Appraisals shall be obtained from an appraiser mutually agreeable to by STA and CONSULTANT, if it is determined to sell the equipment, the terms and conditions of such sale must be approved in advance by STA."  49 CFR, Part 18 requires a credit to Federal funds when participating equipment with a fair market value greater than $5,000 is credited to the project.

D. All subcontracts in excess $25,000 shall contain the above provisions.

## ARTICLE XII  STATE PREVAILING WAGE RATES

A. The State of California's General Prevailing Wage Rates are not applicable to this contract.

## ARTICLE XIII CONFLICT OF INTEREST

A. CONSULTANT shall disclose any financial, business, or other relationship with STA that may have an impact upon the outcome of this contract, or any ensuing STA construction project. CONSULTANT shall also list current clients who may have a financial interest in the outcome of this contract, or any ensuing STA construction project, which will follow.

B. CONSULTANT certifies that it does not now have, nor shall it acquire any financial or business interest that would conflict with the performance of services under this contract.

C. Any subcontract in excess of $25,000 entered into as a result of this contract, shall contain all of the provisions of this Article.

D. CONSULTANT certifies that neither CONSULTANT, nor any firm affiliated with CONSULTANT will bid on any construction contract, or on any contract to provide construction inspection for any construction

project resulting from this contract.  An affiliated firm is one, which is subject to the control of the same persons through joint-ownership, or otherwise.

E.  Except for subconsultants whose services are limited to providing surveying or materials testing information, no subconsultant who has provided design services in connection with this contract shall be eligible to bid on any construction contract, or on any contract to provide construction inspection for any construction project resulting from this contract.

## ARTICLE XIV  REBATES, KICKBACKS OR OTHER UNLAWFUL CONSIDERATION

CONSULTANT warrants that this contract was not obtained or secured through rebates kickbacks or other unlawful consideration, either promised or paid to any STA employee.  For breach or violation of this warranty, STA shall have the right in its discretion; to terminate the contract without liability; to pay only for the value of the work actually performed; or to deduct from the contract price; or otherwise recover the full amount of such rebate, kickback or other unlawful consideration.

## ARTICLE XV  PROHIBITION OF EXPENDING STA STATE OR FEDERAL FUNDS FOR LOBBYING

A.  CONSULTANT certifies to the best of his or her knowledge and belief that:

1.  No state, federal or local agency appropriated funds have been paid, or will be paid by-or-on behalf of CONSULTANT to any person for influencing or attempting to influence an officer or employee of any state or federal agency; a Member of the State Legislature or United States Congress; an officer or employee of the Legislature or Congress; or any employee of a Member of the Legislature or Congress, in connection with the awarding of any state or federal contract; the making of any state or federal grant; the making of any state or federal loan; the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any state or federal contract, grant, loan, or cooperative agreement.

2.  If any funds other than federal appropriated funds have been paid, or will be paid to any person for influencing or attempting to influence an officer or employee of any federal agency; a Member of Congress; an officer or employee of Congress, or an employee of a Member of Congress; in connection with this federal contract, grant, loan, or cooperative agreement; CONSULTANT shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying", in accordance with its instructions.

B.  This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into.  Submission of this certification is a prerequisite for making or entering into this transaction imposed by Section 1352, Title 31, U.S. Code.  Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

C.  CONSULTANT also agrees by signing this document that he or she shall require that the language of this certification be included in all lower-tier subcontracts, which exceed $100,000 and that all such sub recipients shall certify and disclose accordingly.

## ARTICLE XVI  STATEMENT OF COMPLIANCE

A.  CONSULTANT's signature affixed below shall constitute a certification under penalty of perjury under the laws of the State of California that CONSULTANT has, unless exempt, complied with, the nondiscrimination

program requirements of Government Code Section 12990 and Title 2, California Administrative Code, Section 8103.

B.  During the performance of this Contract, Consultant and its subconsultants shall not unlawfully discriminate, harass, or allow harassment against any employee or applicant for employment because of sex, race, color, ancestry, religious creed, national origin, physical disability (including HIV and AIDS), mental disability, medical condition (e.g., cancer), age (over 40*),* marital status, and denial of family care leave.  Consultant and subconsultants shall insure that the evaluation and treatment of their employees and applicants for employment are free from such discrimination and harassment.  Consultant and subconsultants shall comply with the provisions of the Fair Employment and Housing Act (Gov. Code §12990 (a-f) et seq.) and the applicable regulations promulgated there under (California Code of Regulations, Title 2, Section 7285 et seq.).  The applicable regulations of the Fair Employment and Housing Commission implementing Government Code Section 12990 (a-f), set forth in Chapter 5 of Division 4 of Title 2 of the California Code of Regulations, are incorporated into this Contract by reference and made a part hereof as if set forth in full.  Consultant and its subconsultant*s* shall give written notice of their obligations under this clause to labor organizations with which they have a collective bargaining or other Agreement.

## ARTICLE XVII  DEBARMENT AND SUSPENSION CERTIFICATION

A.  CONSULTANT's signature affixed below shall constitute a certification under penalty of perjury under the laws of the State of California, that CONSULTANT has complied with Title 2 CFR, Part 180, "OMB Guidelines to Agencies on Government wide Debarment and Suspension (nonprocurement)", which certifies that he/she or any person associated therewith in the capacity of owner, partner, director, officer, or manager, is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any federal agency; has not been suspended, debarred, voluntarily excluded, or determined ineligible by any federal agency within the past three (3) years; does not have a proposed debarment pending; and has not been indicted, convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct within the past three (3) years.  Any exceptions to this certification must be disclosed to STA.

B.  Exceptions will not necessarily result in denial of recommendation for award, but will be considered in determining CONSULTANT responsibility.  Disclosures must indicate to whom exceptions apply, initiating agency, and dates of action.

C.  Exceptions to the Federal Government Excluded Parties List System maintained by the General Services Administration are to be determined by the Federal Highway Administration.

## ARTICLE XVIII  FUNDING REQUIREMENTS

A.  It is mutually understood between the parties that this contract may have been written before ascertaining the availability of funds or appropriation of funds, for the mutual benefit of both parties, in order to avoid program and fiscal delays that would occur if the contract were executed after that determination was made.

B.  This contract is valid and enforceable only, if sufficient funds are made available to STA for the purpose of this contract.  In addition, this contract is subject to any additional restrictions, limitations, conditions, or any statute enacted by the Congress, State Legislature, or STA governing board that may affect the provisions, terms, or funding of this contract in any manner.

C.  It is mutually agreed that if sufficient funds are not appropriated, this contract may be amended to reflect any reduction in funds.

D. STA has the option to void the contract under the 30-day termination clause pursuant to Article VI, or by mutual agreement to amend the contract to reflect any reduction of funds.


## ARTICLE XIX  CHANGE IN TERMS

A. This contract may be amended or modified only by mutual written agreement of the parties.

B. CONSULTANT shall only commence work covered by an amendment after the amendment is executed and notification to proceed has been provided by STA's Contract Administrator.

C. There shall be no change in CONSULTANT's Project Manager or members of the project team, as listed in the approved Cost Proposal, which is a part of this contract without prior written approval by STA's Contract Administrator.


## ARTICLE XX  DISADVANTAGED BUSINESS ENTERPRISES (DBE) PARTICIPATION

A. This contract is subject to 49 CFR, Part 26 entitled "Participation by Disadvantaged Business Enterprises in Department of Transportation Financial Assistance Programs".  Consultants who obtain DBE participation on this contract will assist Caltrans in meeting its federally mandated statewide overall DBE goal.

B. The goal for DBE participation for this contract is 0%. Participation by DBE consultant or subconsultants shall be in accordance with information contained in the Consultant Proposal DBE Commitment and incorporated as part of this contract.  If a DBE subconsultant is unable to perform, CONSULTANT must make a good faith effort to replace him/her with another DBE subconsultant, if the goal is not otherwise met.

C. DBEs and other small businesses, as defined in 49 CFR, Part 26 are encouraged to participate in the performance of contracts financed in whole or in part with federal funds.  CONSULTANT or subconsultant shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract.  CONSULTANT shall carry out applicable requirements of 49 CFR, Part 26 in the award and administration of US DOT-assisted agreements.  Failure by CONSULTANT to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as STA deems appropriate.

D. Any subcontract entered into as a result of this contract shall contain all of the provisions of this section.

E. A DBE firm may be terminated only with prior written approval from STA and only for the reasons specified in 49 CFR 26.53(f).  Prior to requesting STA consent for the termination, CONSULTANT must meet the procedural requirements specified in 49 CFR 26.53(f).

F. A DBE performs a Commercially Useful Function (CUF) when it is responsible for execution of the work of the contract and is carrying out its responsibilities by actually performing, managing, and supervising the work involved.  To perform a CUF, the DBE must also be responsible with respect to materials and supplies used on the contract, for negotiating price, determining quality and quantity, ordering the material, and installing (where applicable) and paying for the material itself.  To determine whether a DBE is performing a CUF, evaluate the amount of work subcontracted, industry practices, whether the amount the firm is to be paid under the, contract is commensurate with the work it is actually performing, and other relevant factors.

G. A DBE does not perform a CUF if its role is limited to that of an extra participant in a transaction, contract, or project through which funds are passed in order to obtain the appearance of DBE participation.  In determining whether a DBE is such an extra participant, examine similar transactions, particularly those in which DBEs do not participate.

H. If a DBE does not perform or exercise responsibility for at least thirty percent (30%) of the total cost of its contract with its own work force, or the DBE subcontracts a greater portion of the work of the contract than would be expected on the basis of normal industry practice for the type of work involved, it will be presumed that it is not performing a CUF.

I. CONSULTANT shall maintain records of materials purchased or supplied from all subcontracts entered into with certified DBEs. The records shall show the name and business address of each DBE or vendor and the total dollar amount actually paid each DBE or vendor, regardless of tier. The records shall show the date of payment and the total dollar figure paid to all firms. DBE prime consultants shall also show the date of work performed by their own forces along with the corresponding dollar value of the work.

J. Upon completion of the contract, a summary of these records shall be prepared and submitted on the form entitled, "Final Report-Utilization of Disadvantaged Business Enterprise (DBE), First-Tier Subconsultants" CEM-2402F [Exhibit 17-F, of the LAPM], certified correct by CONSULTANT or CONSULTANT's authorized representative and shall be furnished to the Contract Administrator with the final invoice. Failure to provide the summary of DBE payments with the final invoice will result in twenty-five percent (25%) of the dollar value of the invoice being withheld from payment until the form is submitted. The amount will be returned to CONSULTANT when a satisfactory "Final Report-Utilization of Disadvantaged Business Enterprises (DBE), First-Tier Subconsultants" is submitted to the Contract Administrator.

K. If a DBE subconsultant is decertified during the life of the contract, the decertified subconsultant shall notify CONSULTANT in writing with the date of decertification. If a subconsultant becomes a certified DBE during the life of the Contract, the subconsultant shall notify CONSULTANT in writing with the date of certification. Any changes should be reported to STA's Contract Administrator within 30 days.

## ARTICLE XXI  CONTINGENT FEE

CONSULTANT warrants, by execution of this contract that no person or selling agency has been employed, or retained, to solicit or secure this contract upon an agreement or understanding, for a commission, percentage, brokerage, or contingent fee, excepting bona fide employees, or bona fide established commercial or selling agencies maintained by CONSULTANT for the purpose of securing business. For breach or violation of this warranty, STA has the right to annul this contract without liability; pay only for the value of the work actually performed, or in its discretion to deduct from the contract price or consideration, or otherwise recover the full amount of such commission, percentage, brokerage, or contingent fee.

## ARTICLE XXII  DISPUTES

A. Any dispute, other than audit, concerning a question of fact arising under this contract that is not disposed of by agreement shall be decided by a committee consisting of STA's Contract Administrator and Janet Adams, who may consider written or verbal information submitted by CONSULTANT.

B. Not later than 30 days after completion of all work under the contract, CONSULTANT may request review by the STA Executive Director of unresolved claims or disputes, other than audit. The request for review will be submitted in writing.

C. Neither the pendency of a dispute, nor its consideration by the committee will excuse CONSULTANT from full and timely performance in accordance with the terms of this contract.

## ARTICLE XXIII  INSPECTION OF WORK

CONSULTANT and any subconsultant shall permit STA, the state, and the FHWA if federal participating funds are used in this contract; to review and inspect the project activities and files at all reasonable times during the performance period of this contract including review and inspection on a daily basis.

**ARTICLE XXIV  SAFETY**

A.  CONSULTANT shall comply with OSHA regulations applicable to CONSULTANT regarding necessary safety equipment or procedures.  CONSULTANT shall comply with safety instructions issued by STA Safety Officer and other STA representatives.  CONSULTANT personnel shall wear hard hats and safety vests at all times while working on the construction project site.

B.  Pursuant to the authority contained in Section 591 of the Vehicle Code, STA has determined that such areas are within the limits of the project and are open to public traffic.  CONSULTANT shall comply with all of the requirements set forth in Divisions 11, 12, 13, 14, and 15 of the Vehicle Code.  CONSULTANT shall take all reasonably necessary precautions for safe operation of its vehicles and the protection of the traveling public from injury and damage from such vehicles.

C.  Any subcontract entered into as a result of this contract, shall contain all of the provisions of this Article.

**ARTICLE XXV  INSURANCE AND INDEMNIFICATION**

A.       CONSULTANT shall procure and maintain for the duration of this Contract the following insurance: Minimum scope of insurance to be negotiated upon contract award.

B.       CONSULTANT shall indemnify and hold harmless the STA, its officers, officials, employees and volunteers against all actions, causes of actions, damages, costs, liabilities, claims, losses, judgments, penalties and expenses of every type and description, including without limitation any fees and/or costs reasonably incurred by STA's staff attorneys or contract attorneys and any and all costs, fees and expenses incurred in enforcing this provision (collectively referred to as "liabilities"), to the extent arising out of or for any negligent act, error or omission, misconduct or other legal fault of CONSULTANT, its officers, employees, sub-contractors, subcontractors or agents in connection with the performance or nonperformance of this Contract, whether or not STA accepted or approved any service or work product performed or provided by CONSULTANT, and whether or not such liabilities are litigated, settled or reduced to judgment. If a final decision or judgment allocates liability by determining any portion of damages awarded is attributable to STA's negligence or willful misconduct, STA shall pay the portion of damages allocated to STA's negligence or willful misconduct, provided that STA shall not be liable for any passive negligence of STA, its officers, officials, employees and volunteers in reviewing, accepting or approving any service or work product performed or provided by CONSULTANT.

CONSULTANT shall, upon STA's request, defend with counsel approved by STA (which approval shall not be unreasonably withheld), at CONSULTANT's sole cost and expense, any action, claim, suit, cause of action or portion which asserts or alleges liabilities resulting from any allegedly negligent act, omission, misconduct or other legal fault of CONSULTANT, its officers, employees, sub-contractors, subcontractors or agents in connection with the performance or nonperformance of this Contract, whether or not such action, claim, suit, cause of action or portion is well founded or lacking in merit.

Acceptance of required insurance certificates or endorsements does not relieve CONSULTANT from liability under this contract and shall apply to all damages and claims of every kind suffered, or alleged to have been suffered, by CONSULTANT's negligence, misconduct, or other legal fault whether such insurance policies shall have been determined to apply to such damages or claims for damages. This Article shall survive any termination of this contract.

**ARTICLE XXVI  OWNERSHIP OF DATA**

A.  Upon completion of all work under this contract, ownership and title to all reports, documents, plans, specifications, and estimates produce as part of this contract will automatically be vested in STA; and no further agreement will be necessary to transfer ownership to STA.  CONSULTANT shall furnish STA all necessary copies of data needed to complete the review and approval process.

B.  It is understood and agreed that all calculations, drawings and specifications, whether in hard copy or machine-readable form, are intended for one-time use in the construction of the project for which this contract has been entered into.

C.  CONSULTANT is not liable for claims, liabilities, or losses arising out of, or connected with the modification, or misuse by STA of the machine-readable information and data provided by CONSULTANT under this contract; further, CONSULTANT is not liable for claims, liabilities, or losses arising out of, or connected with any use by STA of the project documentation on other projects for additions to this project, or for the completion of this project by others, except only such use as many be authorized in writing by CONSULTANT.

D.  Applicable patent rights provisions regarding rights to inventions shall be included in the contracts as appropriate (48 CFR 27, Subpart 27.3 - Patent Rights under Government Contracts for federal-aid contracts).

E.  STA may permit copyrighting reports or other agreement products.  If copyrights are permitted; the agreement shall provide that the FHWA shall have the royalty-free nonexclusive and irrevocable right to reproduce, publish, or otherwise use; and to authorize others to use, the work for government purposes.

F.  Any subcontract in excess of $25,000 entered into as a result of this contract, shall contain all of the provisions of this Article.


**ARTICLE XXVII  CLAIMS FILED BY STA's CONSTRUCTION CONTRACTOR**

A.  If claims are filed by STA's construction contractor relating to work performed by CONSULTANT's personnel, and additional information or assistance from CONSULTANT's personnel is required in order to evaluate or defend against such claims; CONSULTANT agrees to make its personnel available for consultation with STA'S construction contract administration and legal staff and for testimony, if necessary, at depositions and at trial or arbitration proceedings.

B.  CONSULTANT's personnel that STA considers essential to assist in defending against construction contractor claims will be made available on reasonable notice from STA.  Consultation or testimony will be reimbursed at the same rates, including travel costs that are being paid for CONSULTANT's personnel services under this contract.

C.  Services of CONSULTANT's personnel in connection with STA's construction contractor claims will be performed pursuant to a written contract amendment, if necessary, extending the termination date of this contract in order to resolve the construction claims.

D.  Any subcontract in excess of $25,000 entered into as a result of this contract, shall contain all of the provisions of this Article.

**ARTICLE XXVIII  CONFIDENTIALITY OF DATA**

A.  All financial, statistical, personal, technical, or other data and information relative to STA's operations, which are designated confidential by STA and made available to CONSULTANT in order to carry out this contract, shall be protected by CONSULTANT from unauthorized use and disclosure.

B.  Permission to disclose information on one occasion, or public hearing held by STA relating to the contract, shall not authorize CONSULTANT to further disclose such information, or disseminate the same on any other occasion.

C.  CONSULTANT shall not comment publicly to the press or any other media regarding the contract or STA's actions on the same, except to STA's staff, CONSULTANT's own personnel involved in the performance of this contract, at public hearings or as required by law.

D.  CONSULTANT shall not issue any news release or public relations item of any nature, whatsoever, regarding work performed or to be performed under this contract without prior review of the contents of it by STA, and receipt of STA'S written permission.

E.  Any subcontract entered into as a result of this contract shall contain all of the provisions of this Article.

F.  All information related to the construction estimate is confidential, and shall not be disclosed by CONSULTANT to any entity other than STA.

**ARTICLE XXIX  NATIONAL LABOR RELATIONS BOARD CERTIFICATION**

In accordance with Public Contract Code section 10296, CONSULTANT states under penalty of perjury that no more than one final unappealable finding of contempt of court by a federal court has been issued against CONSULTANT within the immediately preceding two-year period, because of CONSULTANT's failure to comply with an order of a federal court that orders CONSULTANT to comply with an order of the National Labor Relations Board.

**ARTICLE XXX  EVALUATION OF CONSULTANT**

CONSULTANT's performance will be evaluated by STA. A copy of the evaluation will be sent to CONSULTANT for comments.  The evaluation together with the comments shall be retained as part of the contract record.

**ARTICLE XXXI  RETENTION OF FUNDS**

A.  Any subcontract entered into as a result of this Contract shall contain all of the provisions of this section.

B.  No retainage will be held by the STA from progress payments due the prime consultant.  Any retainage held by the prime consultant or subconsultants from progress payments due subconsultants shall be promptly paid in full to subconsultants within 30 days after the subconsultant's work is satisfactorily completed.  Federal law (49 CFR 26.29) requires that any delay or postponement of payment over the 30 days may take place only for good cause and with the STA's prior written approval.  Any violation of this provision shall subject the violating prime consultant or subconsultant to the penalties, sanctions and other remedies specified in Section 7108.5 of the Business and Professions Code.  These requirements shall not be construed to limit or impair any contractual, administrative, or judicial remedies, otherwise available to the prime consultant or subconsultant in the event of a dispute involving late payment or nonpayment by the prime consultant, deficient subconsultant performance, or noncompliance by a subconsultant.  This provision applies to both DBE and non-DBE prime consultant and subconsultants.

**ARTICLE XXXII  NOTIFICATION**

All notices and communications regarding interpretation of the terms of this contract and changes to it, shall be effected by the mailing of a notice by registered or certified mail, return receipt requested, postage prepaid, and addressed as follows:

CONSULTANT:

_____

_____

_____

_____

_____

STA:

Daryl K. Halls, Executive Director
Solano Transportation Authority
One Harbor Center, Suite 130
Suisun City, CA 94585
Attn: Jayne Bauer, Project Manager
Telephone: (707) 424-6075
Fax: (707) 424-6074

**ARTICLE XXXIII  CONTRACT**

The two parties to this contract agree that this contract constitutes the entire agreement between them.  This contract may be executed in duplicate originals, each of which is deemed an original, but when taken together shall constitute one instrument.  Facsimile copies or copies delivered via e-mail as a portable document format (pdf) file shall be deemed original copies. Both of these parties, for and in consideration of the payments to be made, conditions mentioned, and work to be performed; each agree to diligently perform in accordance with the terms and conditions of this contract as evidenced by the signatures and effective date below.

**ARTICLE XXXIV  SIGNATURES**

_____          SOLANO TRANSPORTATION AUTHORITY

_____          _____

Principal                                                       Daryl K. Halls, Executive Director

Approved as to Form:

_____

STA Legal Counsel

**EFFECTIVE DATE:**_____

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**STA**
*Solano Transportation Authority*

DATE:        August 16, 2017
TO:          SR2S Advisory Committee
FROM:        Lloyd Nadal, SR2S Program Administrator
RE:          Youth Engagement Pilot Program – High Schools

**Background:**
The Solano Safe Routes to School (SR2S) Program works to increase the number of students walking and bicycling to school by helping to make the journey safe, fun and healthy. Using a comprehensive approach, the program focuses on activities and events that educate students on safety, health awareness and identifying improvements within communities countywide to enhance active student travel safety. Currently there are 68 Solano County schools that have participated in our program, mostly elementary schools and some middle schools. In January 2017, the program will launch a Youth Engagement Pilot Program to engage middle and high school aged students in Safe Routes to School across the county and learn sustainable ways to maintain their involvement.

**Discussion:**
The goals of the Youth Engagement Pilot Program were to: 1) increase middle and high school youth leadership and involvement in Safe Routes to School activities countywide and; 2) engage in youth-led projects that can lead to sustainable solutions in transportation and that can increase walking, biking and overall physical activity amongst Solano County youth. The pilot sites engaged in a YPAR (Youth-Led Participatory Action Research) or PhotoVoice Project that focused on elements of improving transportation and safety, reducing carbon emissions and/or addressing Safe Routes to School goals such as increasing walking, biking or physical activity in or around school. The SR2S Team worked with participants to provide training and technical assistance to build capacity and skills for young people and their adult counterparts that will potentially increase youth-led activities and promotion of the Safe Routes to School Program countywide.

The 5 pilot sites and the projects they chose to work on were:
- REACH Coalition – Vacaville – The REACH Youth team surveyed people who use Rocky Hills Trail and looking to add amenities to increase usage along the trail.
- Fairfield High School Leadership Team – Physical Activity Survey – The students surveyed their peers to see who walks and bikes to school, engages in regular physical activity and where physical activity takes place (i.e. park, gym, etc).
- Fighting Back Partnership @ Jesse Bethel High School – Walkability Safety Survey – Surveyed their high school peers to see who is walking and/or biking to school or taking the bus and if there are any safety concerns.
- Fighting Back Partnership @ John Finney High School – Walkability and Safety Survey –Surveyed their high school peers to see who is walking and/or biking to school or taking the bus and if there are any safety concerns.

- Dixon Cadet Program – The Dixon Cadets supported Bike Rodeos at two Dixon elementary schools and the Dixon May Fair event to promote bike education and safety to younger youth.

Each pilot site presented their projects highlighting their efforts and received $1000.00 for programmatic support which was used for staff time travel and youth stipends.

The Youth Engagement Program will continue in FY 2017-2018. Based on the results from the pilot, the plan this year is for SR2S Staff and potentially a youth partner organization to provide more technical assistance to the sites and provide peer-to-peer opportunities by hosting a youth engagement kickoff and end meeting with the youth and adult allies during the year.

**Fiscal Impact:**
None.

**Recommendation:**
Informational.

DATE:      August 9, 2017
TO:        SR2S Advisory Committee
FROM:      Anthony Adams, Project Manager
RE:        One Bay Area Grant (OBAG) & Active Transportation Program (ATP)
           Update

**Background:**
As the Congestion Management Agency for Solano County, the Solano Transportation Authority (STA) coordinates obligations and allocations of state and federal funds between local project sponsors, Caltrans, and the Metropolitan Transportation Commission (MTC).  Every 4-5 years the federal government provides metropolitan planning organizations (MPOs), such as MTC, with federal cycle funds to disperse to CMAs, such as the STA.  The previous federal cycle funds were referred to as One Bay Area Grant (OBAG) Cycle 1 funds, the new federal cycle funds are to be referred to as OBAG Cycle 2 funds.  A total of 6 SR2S projects were programmed as part of OBAG Cycle 1.  One project, Fairfield's Grange Middle School, was programmed as part of OBAG Cycle 2.

The Active Transportation Program (ATP) is a bi-annual program funding bike and pedestrian improvements.  The Solano Safe Routes to School Program was awarded a grant for $3.067 million by MTC under the 2015 regional allocation of the Active Transportation Program (ATP) Cycle 2.  Solano SR2S received funding for a combined infrastructure and non-infrastructure SR2S project, providing infrastructure improvements at 7 Benicia and Vallejo schools, while providing education and outreach to 26 schools throughout the Cities of Benicia, Rio Vista and Vallejo.

As part of ATP Cycle 3, two projects related to SR2S were awarded, Suisun City's McCoy Creek project and Fairfield's E.Tabor Tolenas Elementary project.

**Discussion:**
OBAG Cycle 1 Projects:
> Suisun City's Driftwood Dr. ($600k): Project expected to be completed during week of August 13th.
> Dixon's SR2S Project ($100k): Construction bids came back $40k higher than estimated. STA is working with Dixon to fill the funding shortfall.  Project expected to be complete by end of September 2017.

ATP Cycle 2 Projects:
> Solano SR2S NI and Infrastructure Project ($3.2M): Project has been obligated design funds.  Environmental consultants and design consultant RFP has been compiled and will be released very soon.

ATP Cycle 3 Projects:
> Suisun City's McCoy Creek Phase 2 Project ($4.3M): This project was originally only partially funded at $1.77M.  Through the passing of SB1, it will likely get fully funded at

its original ask of $4.3M.  Approval will be granted in November of 2018, after which the city can begin environmental work.

Fairfield's E. Tabor Tolenas Elementary ($1.7M): Project set to begin environmental in the coming months.  City of Fairfield has been working closely with Caltrans and Union Pacific on what will be needed for NEPA clearance.

**Fiscal Impact:**
None.

**Recommendation:**
Informational.

**STA**
*Solano Transportation Authority*

DATE:        August 9, 2017
TO:          SR2S Advisory Committee
FROM:        Lloyd Nadal, Program Administrator
RE:          Office of Traffic Safety (OTS) Grant Update

___

**Background:**
The California Office of Traffic Safety (OTS) is a state agency whose goal is to eliminate traffic deaths and injuries.  It seeks to accomplish this goal by making available grants to local and state public agencies for programs that help them enforce traffic laws, educate the public in traffic safety, and provide varied and effective means of reducing fatalities, injuries and economic losses from collisions.  OTS draws from several federal government funding sources for its grants.  OTS also mounts public awareness campaigns and acts as a primary traffic safety resource in order to enlist the help of the general public and the media encouraging traffic safety.

OTS has numerous "areas of concentration" for grant applications.  All of these areas of concentration have no local match requirement, no minimum or maximum grant amount, and funds must be expended within one fiscal year.  The call for projects was on December 5, 2016.

This year, STA applied, on a countywide basis, for two separate OTS areas of concentration for grant funding:

Traffic Records: The program goal is to establish/improve record systems that aid in identifying existing and emerging traffic safety problems and aid in evaluating program performance.  Accurate and current records are needed to support problem identification and to evaluate countermeasure effectiveness.

Pedestrian and Bicycle Safety: The program goal is to increase safety awareness among pedestrians, bicyclists and motorists through various approaches including education, enforcement and engineering.

**Discussion:**
On June 6th, OTS contacted STA to inform us that STA have been preliminarily awarded $170,000 for each application.  OTS informed STA that the next steps will be to finalize a budget, timeline, and sign a contract.  Work can begin on the proposed projects by October 1st, 2018.  Below is a brief explanation of both of the OTS grants.

The Traffic Records Grant will be focused on procurement of collision data software and standardization of data reporting techniques.  This data will help to identify the types and locations of collisions, and will have this data available and analyzed automatically.  In consultation with the commanders of each police department within Solano County, all data will be collected and made available through an online portal.

The Pedestrian and Bicycle Safety Grant will be focused on promoting safety and reducing injuries of elementary, middle and high school children in Solano County. The Solano Safe

Routes to School (SR2S) Program will develop an in-depth and comprehensive evaluation strategy addressing safety and efficacy of the program working with up to 5 schools within the county (primarily those nearest identified high collision areas). Through the OTS grant, SR2S staff will evaluate schools within these high-collision areas performing bicycle and pedestrian safety audits and strategize and implement community-driven solutions in order to decrease the amount of pedestrian/bike fatalities and injuries surrounding the schools.

**Fiscal Impact:**
No matching funds are required for this OTS grant.

**Recommendation:**
Informational.

DATE: August 16, 2017
TO: SR2S Advisory Committee
FROM: Lloyd Nadal, SR2S Program Administrator
RE: Walking School Bus Pilot Program FSUSD Update

**Background:**
Through support of our ATP Cycle 1 grant, the Safe Routes to School (SR2S) Program of the Solano Transportation Authority (STA) in collaboration with the Solano County Department of Public Health has been working on a two-pronged approach to pilot walking and biking programs that will be ingrained in school culture and sustainable within 15 selected schools in Solano County. Since 2013, the Walking School Bus (WSB) Program has been operating in 18 Solano County schools and the goal of this grant was to work with at least 15 more schools to develop ongoing walking and biking programs by 2018. These 15 schools selected by the ATP Subcommittee of the Safe Routes to School Advisory Committee were chosen based on a variety of criteria, including past or current participation in the Walking School Bus program, location in or near a disadvantaged community or Community of Concern, percentage of students participating in the federal Free and Reduced Price School Meals program, collision data, and either have implemented or will implement infrastructure improvements as identified in the SR2S Plan.

STA and Solano County Public Health staff have been working with these 15 schools and other schools to: train school staff/volunteers to lead the walking school bus route, educate parents and identify and support parent champions/super volunteers, set individual targets for schools to increase active transportation based on current walking/rolling status and award schools with special distinction as long as the school continues to work on promoting walking and rolling to school. Despite being at different levels of implementation, all 15 schools have been engaged and participated in at least 1 SR2S event and all recently participated in International Walk to School Day in 2016. Also, SR2S Staff has been working with other interested schools across the county to implement walking or biking programs as part of our ongoing goal and effort to increase the number of students who walk or bike to school.

The other SR2S Program component was to allocate funding towards a school position to lead a Walking School Bus Route on a daily basis from a marked location which would reduce traffic and congestion around the school. The original plan was to get into contract with 7 school districts and create a WSB staff position within each district which has come with many challenges. First of all, there has been a high rate of turnover amongst principals and school staff that was not anticipated which has made it hard to get every school on board. Also since volunteers can't be paid through federal funding, it's been difficult to find the right mechanism to make this work since each school district has its own administrative challenges and operates a bit differently. Finally, to execute a Walking School Bus at each school is not easy (even with money that can be allocated) given the nature of what is being asked. What we've learned is the program requires developing a system where someone is available every single day during the school year and finding the appropriate staff that may already be performing other tasks at the

school. Also, liability concerns have been discussed as well given the routes are off school campus. Even so, the SR2S Program has been having continued discussions with the schools and school districts to find solutions to meet the goals regardless.

**Discussion:**
The Solano SR2S Program staff is proposing to contract with Fairfield-Suisun School District (FSUSD) to pilot implementation of a Walking School Bus or a WOW Program in 6 schools within the district administered by 1 individual school on-site Part-Time staff. The 6 schools are: Anna Kyle, Cleo Gordon, David Weir, Laurel Creek, B. Gale Wilson and Suisun Elementary. This staff member must be available to allocate up to 5 hours per week to administer SR2S activities such as leading a WOW Program during school or a Walking School Bus after school throughout the year. The contract will be for one school year (2017-2018) with the potential to add additional years. The exact number of schools and hours of each school staff will be decided upon by STA and FSUSD. The SR2S Program will allocate funding to FSUSD for support of these additional hours to perform these duties and for FSUSD staff time towards program implementation, administration and piloting this model for sustainability.

FSUSD and Solano SR2S are still working out the details and have a meeting schedule with Human Resources, Fiscal Accounts Payable, School Facilities and potentially Education Services. The plan is still to begin implementation at the 2017-2018 school year.

**Fiscal Impact:**
The Solano SR2S Program has budgeted an amount not-to exceed $100,000 to be allocated to FSUSD and other school districts interested in the pilot (inquiries have been made to both Vallejo and Vacaville School Districts).

**Recommendation:**
Informational.

Attachments:
   A.  Walking School Bus/WOW Program Implementation Write-up – FSUSD
   B.   Solano Public Health Scope of Work – Updated 6/2017

# Walking School Bus or Walk or Wheel (WOW) Program
# Pilot Implementation with FSUSD

**Background**

The Solano Safe Routes to School (SR2S) Program was launched in 2008 by the Solano Transportation Authority (STA) in partnership with Solano County Public Health in response to the asthma and childhood obesity rates in Solano County, and air quality concerns around schools during drop off and pick up times. The SR2S Program encourages children to walk or bike to school promoting the program with educational events, student prizes and safety projects in collaboration with school staff, police departments, public health staff and city traffic engineers.

Two of the Safe Routes to School's encouragement programs are the Walking School Bus and WOW (Walk or Wheel) Days. A Walking School Bus is a group of students walking to or from school with a trained adult volunteer or school staff member. These adults meet the children at a specific location and time and supervise them along the route. A WOW Day or Week encourages students to walk or bike to school and increase their physical activity. Adult volunteers or school staff lead these activities at least 1 day/week and can use incentives to encourage students to participate.

**Proposed Scope of Work**

The SR2S Program staff is proposing to contract with FSUSD to pilot implementation of a Walking School Bus or WOW Program in 10 schools within the district administered by individual school part-time staff. The schools are: Anna Kyle, B. Gale Wilson, Cleo Gordon, David Weir, Fairview, Grange Middle, K.I. Jones, Laurel Creek, Suisun Elementary and Tolenas. The contract will be for one school year (FY2017-2018) with the potential to add additional years depending on the success of the pilot.

This part-time staff member will be chosen and named by FSUSD and school staff at each individual school and must be available to allocate up to 5 hours per week with a maximum of 20 hours/month over a 10-month time period (Aug 2017-June 2018). STA will allocate a standard rate of $15/hour to administer either one of these two SR2S activities with a not-to-exceed amount of $50,000/year going towards FSUSD. This amount will support these part-time staff hours to perform these duties and for potential administrative support time towards program implementation, administration and piloting this model for sustainability (upon agreement with STA staff).

STA will work with FSUSD, each school and the part-time staff members to best prepare them for organizing and leading a Walking School Bus (WSB) and/or WOW Program at their school. For choosing these part-time staff leaders, STA requests the following for consideration:

**Part-Time Staff Required Qualifications:**

- Be able to devote up to 5 hours per week to the SR2S program at the school site for the entire school year;
- Be an existing staff member at one of the 10 FSUSD schools;
- Attend a Walking School Bus/WOW Program training with SR2S Program Staff;
- Meet with SR2S Program Staff for check-ins, updates and follow up;
- Coordinate with the Site Administrator/Principal for approval of these hours and duties.
- Be an advocate for walking, biking and physical activity;
- Have an established rapport with school staff, parents and students;

- Have knowledge of the SR2S Google Mapping Tool and school traffic concerns for pedestrians, cyclists and drivers around the school;
- Promote student and parent participation by using school communication channels to inform of other SR2S events and activities such as International Walk to School Day, Bike to School Day and Bike Rodeos.

## Program Evaluation Activities:

- Keep track of registered student participants by keeping an up-to-date WSB participation binder of students participating in weekly or daily walk or bike activities;
- Assist SR2S and School staff with management delivery of bi-annual (October and May) student arrival/departure hand tally data collection at designated site.

## The Part Time Staff will NOT:

- Use the additional hours to supplant current part-time work already in place;
- Work more than 5 hours per week in regards to these SR2S activities;
- Engage in activities outside of the specific duties; all part-time staff will be trained on how to lead these programs by SR2S staff.

# SOLANO SAFE ROUTES TO SCHOOL PROGRAM
*Solano Public Health Scope of Work – Updated 6/2017*

| ORGANIZATION NAME: | Solano Public Health (PH) Department |
|---|---|
| PROJECT TITLE: | Solano Safe Routes to School (SR2S) Program Contract for Fiscal Year (FY) 2017-2018 |
| SR2S PROGRAM GOALS: | Increase the number of Solano County students walking & biking to school safely, reduce traffic congestion & improve air quality around schools. Improve the PA environment surrounding schools to make it easier and safer to walk and bike to school while increasing student's daily physical activity levels and reducing obesity and other health risks. |
| BACKGROUND: | Solano Transportation Authority (STA) and the SR2S Program request the following for the FY 2017-2018 PH scope of work to best utilize public health principles, create stronger partnerships especially in increasing physical activity countywide and maximize program efficiency with appropriate staff. |

| TASK A: Education & Encouragement Programs, Activities and Events | TIMELINE | OUTPUTS – Estimated Hours |
|---|---|---|
| 1)   PH Staff will continue to meet with STA on a Bi-monthly basis and provide quarterly reports and invoices in a timely manner. Discussions will be organized one week before each quarterly report to discuss program and budget. | Q1-Q4 (ongoing) | -Monthly Management Meetings<br>-Bi-Monthly Staff Meetings<br>-Quarterly Reports<br>**(Estimated: 150 Hours/Year)** |
| 2)   SR2S Education & Encouragement Activities – Conduct education & encouragement activities about the importance of physical activity, walking/biking to school, safety throughout the school year as requested by schools that could include in classroom education, parent education, Pedestrian and Bicycle Safety Education, Bike Rodeos or assemblies (which could include helmet fitting education). | Q1-Q4 (ongoing) | -At a minimum, host at least 1 Bike Rodeo at a school in each city per year.<br>-Aim for 15-20 Bike Rodeos per school year (at least 1 per month)<br>-Aim for 15-20 Safety or Physical Activity Workshops, Classroom Education, Presentations or Assemblies (in coordination with STA) per year<br>-In each participating school, offer more than 1 activity during the school year to keep activities ongoing and sustainable. The goal is to have at least 20 schools with multiple activities per year<br>**(Estimated: 300 Hours)** |
| 3)   Bike Rodeo Equipment/Incentives Inventory Ensure maintenance of fleet vehicle and bike rodeo trailer and equipment and offer to lease equipment for other events.<br>-Keep Inventory of SR2S prizes/incentives such as water bottles, bags, helmets, bike lights, etc. | Q2 and Q4 | -Lease Bike Rodeo Equipment with at least 3 organizations/events in FY 17-18. Past groups include: Northbay Healthcare, Rockville Park Events, City of Fairfield, Rio Vista Safety Fair<br>-Provide an equipment/inventory update on each Quarterly Report (if any changes were made)<br>**(Estimated: 50 Hours)** |
| 4)   International Walk to School Day (Oct 2017) & National Bike to School Day (May 2018) - Provide program and administrative support to help increase school participation in our 2 signature events in FY 17-18. | Q1-Q4 (ongoing | -Work with schools, parents, partners and/or other agencies to help increase school participation at both events; Bring at least 2 new partners to support both events in FY 17-18<br>-Continue to help deliver incentive prizes to schools across the county<br>**(Estimated: 100 Hours)** |
| 5)   Support and promote SR2S programs, events and activities such as Walking School Buses, Walk or Wheel Programs, the Youth Engagement Program and tabling at events and countywide gatherings upon the request of STA. | Q1-Q4 (ongoing) | -Support STA at 10-15 events per year such as the Tomato Festival, KidFest, Earth Day, Back to School/Parent Nights and other relevant events<br>-PH will also invite STA to participate in any related programs, events and activities<br>-Incorporate Smoothie Bike in at least 5 events<br>**(Estimated: 100 Hours)** |

| TASK B: Strategic Development and Support (Safety & Physical Activity) | TIMELINE | OUTPUTS |
|---|---|---|
| 6)  Partner with the PH, the Physical Activity Workgroup and other relevant PH partners around overall strategic development and interventions especially focused on those that have potential to benefit or increase Solano County student participation in the SR2S program or in active transportation as a whole. | Q1-Q4 (ongoing) | -Discuss overall strategic development at management meetings with tangible outcomes& goals that address both safety & physical activity<br>-PA Workgroup meeting dates and updates from these meetings<br>**(Estimated: 100 Hours)** |
| 7)  Coordinated Marketing/Media for Physical Activity (PA) Promotion – Develop a Coordinated PA campaign or media strategies with STA and potentially County Office of Education, school districts, cities and partners to promote physical activity across the county. | Q1 and Q3 | -Coordinate strategies within SR2S Strategic Communications Plan and Framework<br>-Align existing PH PA strategies, campaigns, events with SR2S efforts to have a more cohesive physical activity message.<br>-Co-host strategic meetings with the potential to co-host a PA Partner meeting in March 2018.<br>**(Estimated: 100 Hours)** |
| 8)  Co-coordinate ongoing walk audits to assess walkability in areas around schools that can potentially be included in the SR2S 2018 Plan Update. | Q1-Q4 (ongoing) | Partner with STA on developing and implementing walkability assessments and walk audits that incorporate both health and safety components.<br>-Aim for supporting 15-20 walk audits with schools in FY 2017-2018.<br>**(Estimated: 100 Hours)** |
| 9)  At the request of STA, host or participate in meetings or partner events to promote SR2S as a physical activity strategy amongst youth and/or adults, advance SR2S into land use discussions and/or school wellness policies, or other issues as requested or needed. | Q1-Q4 (ongoing) | -Note attendance to meetings on relevant topics<br>-Provide written reports/emails on relevant information and ideas at monthly management meetings and bi-monthly staff meetings<br>**(Estimated: 100 Hours)** |
| TASK C: Evaluation & Advisory Support | TIMELINE | OUTPUTS |
| 10) Assist STA Staff in conducting and distributing the hand tally surveys to schools twice per year (Oct and May each year) to evaluate program results. | Q2 and Q4 | -Assist STA in promoting the Hand Tally Surveys to reach the goal of at least 50 schools participating each period<br>**(Estimated: 50 Hours)** |
| 11) Explore and potentially align public health and prevention strategies and tools such as health impact assessments to further evaluate and provide evidence of the program's efficacy. | Q1-Q4 (ongoing) | -Recommended program and evaluation tools and continued discussions/meetings; potential to connect to social determinants of health framework, policy, systems and environmental change (PSE) methods to demonstrate the program's effect on the schools and community<br>**(Estimated: 50 Hours)** |
| 12) Research public health data that can be potentially overlaid with current SR2S data and other data sets (SWITRS and TIMS) to continue to show the need of our program and prioritizing both the health and safety of Solano County students. | Q1-Q4 (ongoing) | -Meetings and discussions with STA Staff and potential Evaluation Contractor on what will be most effective public health data to capture to continue to support SR2S program (model after Marin SR2S Program Evaluation Framework)<br>**(Estimated: 80 Hours)** |
| 13) Provide membership on the SR2S Advisory Committee each year and general technical support to SR2S Staff as needed. | Q1-Q4 (ongoing) | -SR2S Advisory Committee meets quarterly/year<br>-STA requests having a % of Dr. Bela Matyas' time on the contract to serve in an advisory role and alignment with NEOP (if possible)<br>**(Estimated: 50 Hours)** |

DATE:       August 16, 2017
TO:          Safe Routes to School Advisory Committee
FROM:     Betsy Beavers, Tiffany Gephart, April Wells-SR2S Program Coordinators
RE:          SR2S Coordinator Updates

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## Informational Items – Discussion

### A. SR2S Events

Countywide Safe Routes Event schedule:  June-October 2017

| School Events | Date | City |
|---|---|---|
|  |  |  |
| FSUSD Resource Fair | Sat. Aug. 12 | Fairfield |
| Back to School Night – Markham Elem. | Tues., Aug. 15 | Vacaville |
| Back to School Night – Cordelia Hills Elem. | Tues., Aug. 29 | Fairfield |
|  |  |  |
| **International Walk to School Day (21st Annual)** | **Wed., Oct. 4** | **Countywide** |

| Community Events | Date | City |
|---|---|---|
| Bike Mobile – Fairfield Civic Library | Sat., June 3, 2017 | Fairfield |
| National Night Out (Rocky Hills Trail) | Tues., Aug. 1, 2017 | Vacaville |
| Fairfield Tomato Festival | Sat./Sun. Aug.19 -20 | Fairfield |
| Vacaville Kidfest | Sat., Oct. 7 | Vacaville |

### B. 2017-2018 School Year Walking Events Update
The 2017-2018 school year in Solano County is just getting under way, but already several schools have committed to continuing or starting a Walking School Bus or WOW Wednesday and want to participate in SR2S events, such as International Walk to School Day. Principals who had walking programs in place last year have seen the benefits to both their schools and students and have opted to continue for the 2017-2018 school year. Some of these schools have had walking programs for the last 2-3 years, showing that the SR2S program can be sustainable.

| City | District | School | Update/Events |
|------|----------|--------|---------------|
| Fairfield | FSUSD | Cordelia Hills | Starting WOW Wednesdays |
| Suisun City | FSUSD | Crescent | Interested in IW2SD, Bike to School Day, Bike Rodeo |
| Vacaville | VUSD | Browns Valley | Continuing staff-led Walking School Bus (3rd year) |
| Vacaville | VUSD | Callison | Continuing staff-led WSB (4th year) |
| Vacaville | VUSD | Padan | Continuing WOW Wednesdays (2nd year) |
| Vacaville | VUSD | Cooper | Starting WSB |

## C. Data Collection Update

Solano SR2S compiled all of the hand tally data from 2008 till present and looked more deeply at potential trends. Through the award of the OTS Grant, we will release an RFQ to hire a consultant who can help us further with our program evaluation efforts.

## D. SR2S Summer Intern

Through the MTC summer internship program, Jenna McAbee is interning for SR2S from June until August. Some of her duties included: compiling hand tally data to determine the effects of SR2S infrastructure projects at schools; researching pedestrian and bike safety questions for K-12 grade students to be used at community outreach events; and crafting an evaluation piece to see how the SR2S program has impacted the community. Jenna will be attending Calvin College in Grand Rapids, Michigan studying pre-med in the fall.

**STA**

*Solano Transportation Authority*

*. . . working for you!*

DATE: August 9, 2017
TO: Safe Routes to School Advisory Committee (SR2S-AC)
FROM: Sheila Ernst, Administrative Assistant II/SR2S-AC Clerk
RE: 2017 SR2S Meeting Schedule & Attendance Matrix

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**Solano Transportation Authority
Conference Room 1
One Harbor Center, Ste. 130
Suisun City, CA 94585**

**Wednesday, February 15, 2017, 1:30 – 3:00 p.m.**

**Wednesday, May 17, 2017, 1:30 – 3:00 p.m.**

**Wednesday, August 16, 2017, 1:30 – 3:00 p.m.**

**Wednesday, November 15, 2017, 1:30 – 3:00 p.m.**

| Member | Position | Feb 2017 | May 2017 | Aug 2017 | Sept 2017 | Nov 2017 |
|---|---|---|---|---|---|---|
| Damiean Sylvester | Law Enforcement representative, Benicia | CA | X | | | |
| Garland Wong | STA TAC Appointee | X | CA | | | |
| Lisette Estrella-Henderson | School representative | X | UA | | | |
| Jim Antone | Air District Representative | X | X | | | |
| Mitch Romao | School Representative | X | CA | | | |
| Kevin McNamara | STA PAC Appointee | UA | UA | | | |
| Mike Segala | STA BAC Appointee | CA | CA | | | |
| Gwen Owens | STA TAC Appointee | X | X | | | |
| Robin Cox, Tracy Nachand | Public Health Representative | X | X | | | |
| Andrew White | Law Enforcement Representative, Suisun City | X | X | | | |

**X = Present    CA = Contacted Absence    UA = Uncontacted Absence**

SR2S-AC Bylaws state that "Members of the SR2S-AC that do not attend three scheduled meetings in succession and do not contact staff to indicate that they will not be present is considered to be an 'un-contacted absence' which may have their position declared vacant by the STA Board. Absence after contacting staff is considered a 'contacted absence.' Contacted absences and un-contacted absences shall be documented in the minutes of each meeting. If a SR2S-AC member has missed a combination of four contacted and un-contacted absences in any one-year period, he or she will be sent a written notice of intent to declare the position vacant. If there is no adequate response before or at the next scheduled meeting, and based upon a recommendation from the SR2S-AC, the position may be declared vacant by the STA Board.

**Recommendation:**
Informational.