

STAFF REPORT



MEETING DATE:	October 22, 2019
SUBJECT:	Receive Presentation on New Agency Website Concept and Authorize a New Five-Year Technical Services Agreement for Web Hosting and Technical Support
AGENDA ITEM:	12
STAFF CONTACT:	Daniel Wayne, Senior Transportation Planner

SUMMARY:

SRTA's website is the primary tool for sharing essential information with the general public, board of directors, local agency partners, and state and federal funding/oversight agencies. Feedback from the board of directors is requested on a proposed website redesign, which highlights five topics of regional interest that are consistent with the current 2018 Regional Transportation Plan. Authorization is also requested to execute a new five-year agreement for web hosting and technical support.

STAFF RECOMMENDATION:

It is recommended that the board of directors:

1. Receive a presentation and provide feedback to staff on the draft SRTA website concept (see attached);
2. Authorize the executive director to execute a technical services agreement with the selected vendor for web hosting and technical support, for a five-year term, with an option to extend by one year, for a total not-to-exceed amount of \$33,281 over the next six years; and
3. Authorize the executive director to make minor administrative amendments to the agreement.

DISCUSSION:

New SRTA Website Concept – SRTA's website is viewed by the board of directors, partner agencies, citizens, private sector partners, regulatory agencies, and funding agencies. It is important that the site be utilitarian (i.e. easily accessible agendas, public notices, planning documents, work programs, etc.) and effectively brand the agency as a capable and advantageous partner. SRTA's website is redesigned every four to five years to ensure that content is up to date and that an appropriate agency image is presented. The agency's website was last updated in 2014.

Staff has reviewed the website's current content and website analytics (e.g. most/least visited pages, duration of visits, etc.) and will be making adjustments as appropriate. One thing that can always be improved is the website's approachability. Websites that are dry, overly technical, and filled with planning jargon do not invite or facilitate public engagement and partnerships. SRTA's website will continue to provide access to a large library of plans, policies, documents, and other resources; however, the redesign may be used to highlight current regional issues and directions, and to better articulate the connection between SRTA's adopted plans, the allocation of regional resources, and progress toward regional goals.

Attached for consideration and feedback from the board of directors is draft content suggested for the agency's new homepage. Five regional initiatives are highlighted with links to additional details and specific activities, projects, and programs that SRTA is undertaking in order to achieve desired outcomes. Although not fully developed, regional performance metrics and targets may also be associated with each priority. These topics are consistent with regional policies found in the 2018 Regional Transportation Plan, but have been streamlined and described in less technical language in an effort to be more approachable for the general public. They include:

- Community vibrancy;
- Health and safety;
- Environmental and fiscal stewardship;
- Quality mobility options; and
- Equal opportunity.

It is recommended that the board of directors provide feedback to staff at the early draft stage of the website design. More specifically:

- 1) Is the agency's website functional, intuitive to navigate, and are all desired resources available?
- 2) Does the agency's website project the right image and effectively communicate the agency's role within the region?
- 3) Are the five proposed regional initiatives the most appropriate?

New Five-Year Technical Services Agreement for Web Hosting and Technical Support – SRTA's current technical services agreement with Civic Plus for web hosting and technical support expires on March 28, 2020. In response to SRTA's request for proposals, six proposals were received and evaluated (see Attachment B). Based on project understanding, relevant experience, and value, it is recommended that the board of directors authorize the executive director to execute a technical services agreement with CivicPlus for five years (\$27,428) plus the optional one-year extension (\$5,853), for a combined total of \$33,281. This fee covers annual website hosting, technical support, and one website redesign.

ALTERNATIVES:

Regarding the draft website concept, the board of directors may modify any element of the draft design and content. Regarding the new technical services agreement, the board of directors may refer back to staff for clarification.

OTHER AGENCY INVOLVEMENT:

The Technical Advisory Committee (TAC) concurs with the staff recommendation.

FISCAL IMPACT:

CivicPlus is extending their current annual fee for the first year of the agreement followed by an annual escalation of 3% for the balance of the five-year agreement and optional one-year extension. The recommended budget amount includes the initial five year term (\$27,428) plus the optional sixth year extension (\$5,853), for of a total of \$33,281. An annualized portion of the contract amount will be budgeted each year in the agency's overall work program under Work Element 704.01 (Public Information and Participation).



Daniel S. Little, AICP, Executive Director

Attachments

A: Draft Website Concept and Content

B: Proposal Evaluation Results for 2019 SRTA Web Hosting and Technical Support

Attachment A: Draft Website Content



Home Page

Sub-Pages

HOMEPAGE:

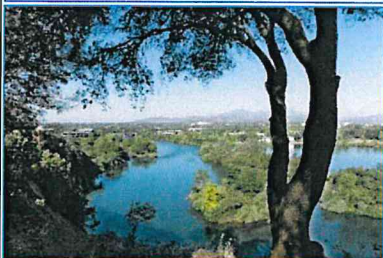
Topics of Regional Interest



Community Vibrancy: Building great places that improve quality of life.



Health & Safety: Improving indicators of health and reducing transportation-related injuries and fatalities.



Environmental and Fiscal Stewardship: Meeting today's needs without compromising economic and environmental sustainability for future generations.



Quality Mobility Options: Delivering compelling alternatives to driving alone.



Equal Opportunity: Meeting the mobility needs of disadvantaged communities and eliminating barriers to full public participation.

Meetings & Agendas	News & Notifications	Doing Business with SRTA
SRTA Board of Directors	News/notification	How to do business with SRTA
Sub-Committees	News/notification	Current requests for work
Technical Advisory Committee	News/notification	Notify me of new opportunities
Social Services Transportation Advisory Council	News/notification	Employment opportunities

1255 East Street, Suite 202, Redding, CA 96001

[Staff Directory](#)

[Site Map](#)

[Social Media](#)

TOPIC #1: COMMUNITY VIBRANCY

Expanded Definition

In many regions, transportation planning is a never-ending game of ‘Whack-a-Mole’. Always chasing but never catching up to the next bottleneck or pothole. The result? Death by a thousand paper cuts. Another generic community stuck in traffic with a perpetual backlog of roadway maintenance.

Fortunately, transportation planning is also a nifty tool for building great communities – places where people connect and enjoy spending time and doing business. **SRTA works with local jurisdictions and community partners on a variety of projects, programs, and services that align with the community’s best-case scenario.** The result? A future that doesn’t overwhelm local and regional budgets, that preserves the unique character of the region, and where local residents are engaged in the region’s future.

This vision for the future was shaped by residents through the ShastaFORWARD>> Regional Blueprint process and later incorporated into the Regional Transportation Plan. **Regional incentive programs and public-private partnerships help put these plans into action.** Many initiatives have already been deployed successfully. A variety of new initiatives are in the pipeline to keep the momentum moving.

State of the Region (Graphical Charts & Table)

Although no data fully communicates the identity and direction of a community, the following factors help tell the region’s story:

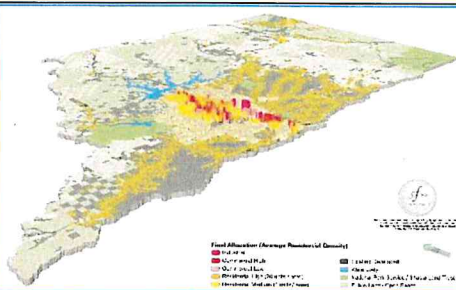
- Chart #1: Travel Mode & Vehicle Miles Traveled – trend lines with possible comparison of region vs. strategic growth area and a table illustrating how the Shasta Region sizes-up to nearby, similarly sized communities (e.g. Chico, Davis, Medford).
- Chart on roadway maintenance backlog – Trend line of unfunded roadway maintenance needs, noting the impact of SB1 gas taxes.
- Mobility Info-graphic – Illustrating the ‘D Factors’ (i.e. Density, Design, Diversity of land use, Destination accessibility, Distance to transit, and Demand management).

Regional Actions

ShastaFORWARD>> Regional Blueprint: A long-range, community-driven regional growth visioning process completed in 2010.

Sustainable Communities Strategy: Identifies Strategic Growth Areas – i.e. city and town centers selected for additional jobs, housing, and multi-modal mobility options.

Infill & Redevelopment Incentive Program: Provides technical support to public, private, and non-profit sector partners toward transportation-efficient development inside Strategic Growth Areas.



Regional Outcomes (charts and tables)

The following indicators are used to measure progress toward the regional vision:

- Number and value of regional incentives awarded to local agency and private sector partners.
- Urban expansion (loss of ag land and open space to development in the urban sphere of influence).
- Housing and job density in strategic growth areas, or # of new jobs and housing in strategic growth areas.
- Mode split (strategic growth areas vs. regional average).
- Per capita vehicle miles traveled (strategic growth areas versus regional average).

TOPIC #2: HEALTH & SAFETY

Expanded Definition

For all of the convenience and benefits offered by automobiles, the accompanying adverse impacts to individuals and communities cannot be ignored. Some impacts are immediate (e.g. traffic-related injury or death), while others tend to accumulate over many years and are not easily remedied (e.g. chronic diseases).

For example, auto-centric mobility has led to decreased levels of physical activity, a known factor in the nationwide epidemic of obesity and heart disease. Exposure to ozone and fine-particulate emissions are increasing the rates of asthma and other respiratory disease. And motor vehicle collisions are the second leading cause of unintentional death among all ages. **To better understand these relationships and mitigate the adverse impacts, SRTA studies cause-and-effect relationships, engages partners from multiple disciplines, and leads or supports various mobility-related projects, programs, and services.**

State of the Region (Graphical Charts & Table)

Although no data fully communicates the identity and direction of a community, the following factors help tell the region's story:

- Table #1: Collision heat map and figures – Location and number of collisions, injuries, and deaths).
- Table #2: Healthy Places Index – Highlight regionally significant transportation-related issues.
- Chart #3: Regional transportation-related emissions – Particulate Matter, Ozone, etc.

Regional Actions

First protected intersection (possible future project):

Physically separates bicycle and motor vehicles for increased comfort and safety for all users.

Bicycle safety and commuter training (pending future project):

Technical assistance awarded to Shasta Living Streets to provide training from certified instructors.

Disadvantaged Communities improvement Strategy (possible future project):

Neighborhood driven projects, programs, and services that empower individuals and reduce risk factors in low-resource areas.



Regional Outcomes (charts and tables)

The following indicators are used to measure progress toward the regional vision:

- Number of collisions resulting in serious injury or death, including those involving bicyclists and pedestrians.
- Air quality.
- Obesity and other health outcomes developed in consultation with public health partners.

TOPIC #3: ENVIRONMENTAL AND FISCAL STEWARDSHIP

Expanded Definition		
To meet the needs of current residents without compromising the ability of future generations to meet their needs, SRTA strives to incorporate sustainability best practices into all projects, programs, and services. This means avoiding investments in new transportation infrastructure without adequate resources to maintain them. It also means investing in forward-thinking transportation facilities, mobility services, and development patterns that are not diminished by climate-related changes (e.g. the increased frequency and intensity of wildfire, extreme heat, flooding, etc.); demographic shifts (e.g. the aging of the population); changes in travel behavior (e.g. the growing popularity of ride-sharing services and the emergence of autonomous vehicles); and the ever-increasing cost of travel.		
State of the Region (Graphical Charts & Table)		
Although no data fully communicates the identity and direction of a community, the following factors help tell the region's story: • Transportation-related per capita greenhouse gas emissions. • Transportation infrastructure, facilities, and services at risk of climate-related impacts. • Unfunded maintenance backlog. • Implementation of priority actions from the ShastaReady Adaptation Plan.		
Regional Actions		
<u>Freight Efficiency & Sustainability Incentive Program</u> (possible future project): Regional technical assistance and coordinated public-private sector investments that increase freight efficiency and mitigate adverse impacts.	<u>Technical support toward open space, natural resource, and fire management plans.</u> (possible future project): Coordinating regional transportation resources to reinforce fire-safe development patterns and preservation of resource lands on the urban growth boundary.	<u>ShastaReady Adaptation Plan:</u> Planning for adaptation and improved response to extreme weather- and climate-related events.
		
Regional Outcomes (charts and tables)		
The following indicators are used to measure progress toward the regional vision: • Percentage of households with mobility redundancy (i.e. access to 'high quality' alternative modes) • Acres of strategic agricultural, natural resource, and environmentally sensitive lands converted to developed uses. • Percentage of high priority (Tier I) vulnerabilities from the ShastaReady Adaptation Plan (currently in development) that have been safeguarded.		

TOPIC #4: QUALITY MOBILITY OPTIONS

Expanded Definition

Arguably the most common pitfall of growth and development is an over-reliance on motor vehicles for mobility. This is often paired with urban design that prioritizes traffic flow and parking. It is not uncommon in large metropolitan areas to dedicate >50% of land to roadways and parking lots for the exclusive use of motor vehicles. The result? Urban sprawl that swallows up surrounding open space, farms, and forests; the cost of delivering community services increases; and the region's economic productivity and competitiveness suffers.

Providing **compelling alternatives to single-occupancy motor vehicle trips** – in conjunction with efficient land use patterns – can be the difference between ‘that’ll do’ and ‘I love this place!’. In making multi-modal investments, SRTA considers context (e.g. rural vs. urban), localized mobility needs (e.g. disadvantaged populations), and input from local residents. Investment types include infrastructure (e.g. urban trails and transit stations); equipment (e.g. transit vehicles); services (e.g. transit operations); and programs (e.g. public education and incentives). **SRTA routinely assesses how regional resources are allocated. As needed, regional investment patterns are rebalanced to align with community goals.**

State of the Region (Graphical Charts & Table)

Although no data fully communicates the identity and direction of a community, the following factors help tell the region's story:

- High-quality public transportation services.
- High-quality active transportation infrastructure.
- Motor vehicle lane miles/peak hour congestion/speed/delay.

Regional Actions

Salmon Runner: SRTA will soon launch new intercity bus service between Redding and Sacramento, with feeder service from other regions along the I-5 corridor.

On-Demand Public Transportation: Another first for the Shasta Region, on-demand mobility services is filling service gaps and is designed to grow and adapt to community needs.

Active Transportation Trunk Line Network: A connected, high quality, physically separated bicycle and pedestrian network for safe, low-stress access to jobs, schools, and other destinations



Regional Outcomes (charts and tables)

The following indicators are used to measure progress toward the regional vision:

- Number and value of regional incentives awarded to local agency and private sector partners toward high-priority regional outcomes.
- Contiguous miles of active transportation trunk line completed.
- Number of ShastaConnect trips.
- Number of Bike Share members.
- Mode split (strategic growth areas vs. regional average).
- Per capita vehicle miles traveled (strategic growth areas versus regional average).

TOPIC #5: EQUAL OPPORTUNITY

Expanded Definition

SRTA projects, programs, and services can help remedy or reinforce the geography of ‘haves’ and ‘have nots’ in the region. To ensure that SRTA is serving the diverse needs of residents, various data sets are compiled to pinpoint the region’s most vulnerable populations. Factors considered include poverty and unemployment; lack of mobility options; housing + transportation cost burden; single-parent households; young and elderly; educational attainment; linguistic isolation; and minority status.

Knowing where a disadvantaged neighborhood is doesn’t necessarily mean that their individual challenges and needs are understood. To dig deeper, targeted public outreach is performed during regional planning processes and when developing individual projects. In addition, **regional funding targets for investment in disadvantaged communities are being considered to ensure that localized needs are not overlooked or overshadowed.**

State of the Region (Graphical Charts & Table)

Although no data fully communicates the identity and direction of a community, the following factors help tell the region’s story:

- Map of Regional Disadvantaged Communities.
- Table summary of Transit Needs Assessment with reoccurring findings.

Regional Actions

Regional Disadvantaged Communities Assessment: A compilation of data indicators illustrating the location of likely to be disadvantaged households.

Transit Needs Assessment: Each year SRTA works with the community to identify unmet mobility needs and evaluate findings against adopted reasonable to meet criteria.

Disadvantaged Communities Priority Investment Plan (possible future project): Results of targeted outreach in disadvantaged communities informs the development of locally-tailored mobility solutions.



Regional Outcomes (charts and tables)

The following indicators are used to measure progress toward the regional vision:

- Gap between disadvantaged and non-disadvantaged communities.
- Regional resources invested in disadvantaged communities.

Attachment B

Proposal Evaluation Results for 2019 SRTA Web Hosting and Technical Support

Firm	Cost	Score	Rank
Optimize Worldwide	\$33,330	75.5	2 (tie)
KSoft Systems	\$18,500	70	4
Revise	\$47,920	72.5	3 (tie)
CivicPlus	\$36,650*	86.5	1
Planeteria Media	\$37,400	75.5	2 (tie)
Neumeric Technologies	\$86,371	72.5	3 (tie)

** Recommended contract award amount reflects the results of final negotiations performed in accordance with SRTA's adopted procurement policies.*