

# access

## EXTERNAL/STAKEHOLDER RELATIONS COMMITTEE

Monday, May 17, 2021

2:00 p.m.

**Webinar**

**Committee Members:** T. DeVera, Chair  
V. Gibson  
J. Troost

	<u>DISPOSITION</u>
1. <b>CALL TO ORDER</b>	ACTION
2. <b>GENERAL PUBLIC COMMENT</b>	INFORMATION
3. <b>CONSIDERATION TO AWARD WEBSITE CONTRACT (AS-4152)</b> (page 4)	ACTION
4. <b>CONSIDERATION TO APPROVE COMMUNITY ADVISORY COMMITTEE APPOINTMENT</b> (page 8)	ACTION
5. <b>COMMUNITY ADVISORY COMMITTEE (CAC) GOALS</b>	PRESENTATION
6. <b>LOCAL LEGISLATIVE UPDATE</b>	PRESENTATION
7. <b>STATE LEGISLATIVE UPDATE</b>	PRESENTATION
8. <b>FEDERAL LEGISLATIVE UPDATE</b>	PRESENTATION
9. <b>ADJOURNMENT</b>	ACTION

Access Services does not discriminate on the basis of disability. Accordingly, Access Services seeks to ensure that individuals with disabilities will have an equal opportunity to participate in the range of Access Services events and programs by providing appropriate auxiliary aids and services for communications. Primary consideration is given to the request of individuals with disabilities. However, the final decision belongs to Access Services. To help ensure the availability of any auxiliary aids and services you require, please make every effort to notify Access Services of your request at least three (3) business days (72 hours) prior to the meeting in which you wish to utilize those aids or services. You may do so by contacting (213) 270-6000.

Note: Access Services Board committee meetings are held pursuant to the Ralph M. Brown Act [Cal. Gov. Code §54950] and are open to the public. The public may view and obtain all written information supporting this agenda provided to the Board committee both initially and supplementally prior to the meeting at the agency's offices located at 3449 Santa Anita Avenue, El Monte, California and on its website at <http://accessla.org>. Documents, including Power Point handouts distributed to the Board committee members by staff or Board committee members at the meeting, will simultaneously be made available to the public. Three opportunities are available for the public to address the Board committee during a Board committee meeting: (1) before closed session regarding matters to be discussed in closed session, (2) before a specific agenda item is debated and voted upon regarding that item and (3) general public comment. The exercise of the right to address the Board committee is subject to restriction as to time and appropriate decorum. All persons wishing to make public comment must fill out a goldenrod Public Comment Form and submit it to the Secretary of the Board. Public comment is generally limited to three (3) minutes per speaker and the total time available for public comment may be limited at the discretion of the Chairperson. Persons whose speech is impaired such that they are unable to address the Board at a normal rate of speed may request an accommodation of a limited amount of additional time from the Chair but only by checking the appropriate box on the Public Comment Form. Granting such an accommodation is at the discretion of the Chair. The Board committee will not and cannot respond during the meeting to matters raised under general public comment. Pursuant to provisions of the Brown Act governing these proceedings, no discussion or action may be taken on these matters unless they are listed on the agenda, or unless certain emergency or special circumstances exist. However, the Board committee may direct staff to investigate and/or schedule certain matters for consideration at a future Board committee meeting and the staff may respond to all public comments in writing prior to the next Board committee meeting.

Alternative accessible formats are available upon request.

## **\*NOTE**

### NOTICE OF ALTERNATIVE PUBLIC COMMENT PROCEDURES

Pursuant to temporary revised Brown Act requirements, Board committee members will be participating via webinar. The public may submit written comments on any item on the agenda - 1) through email by addressing it to - [board@accessla.org](mailto:board@accessla.org) or 2) via US Postal mail by addressing it to - Access Services Board Comments, PO Box 5728, El Monte CA 91734. Please include your name, item number and comments in the correspondence. Comments must be submitted/received no later than 8:00 am on Monday, May 17, 2021 so they can be read into the record as appropriate.

The public may also participate via the Zoom webinar link, or by teleconference. Please review the procedures to do so as follows -

### How to Provide Public Comment in a Board Meeting via Zoom

#### Online

1. Click the Zoom link for the meeting you wish to join. Meeting information can be found at: [https://accessla.org/news\\_and\\_events/agendas.html](https://accessla.org/news_and_events/agendas.html). Make sure to use a current, up-to-date

browser: Chrome 30+, Firefox 27+, Microsoft Edge 12+, or Safari 7+. Certain functionality may be disabled in older browsers including Internet Explorer. You may also use this direct link - <https://zoom.us/j/99558055072>

2. Enter an email address and your name. Your name will be visible online while you are speaking.
3. When the Committee Chair calls for the item on which you wish to speak, click on "raise hand." Speakers will be notified shortly before they are called to speak. Mute all other audio before speaking. Using multiple devices can cause an audio feedback.
4. Please note that the "Chat" feature is not enabled during the meeting for general public attendees. If you cannot use the "raise hand" feature, then please submit a written comment as outlined above.
5. When called, please limit your remarks to three minutes. An audio signal will sound at the three-minute mark and the Chair will have the discretion to mute you at any point after that. After the comment has been given, the microphone for the speaker's Zoom profile will be muted.

Note: Members of the public will not be shown on video.

#### By phone

1. Call the Zoom phone number and enter the webinar ID for the meeting you wish to join. Meeting information can be found at: [https://accessla.org/news\\_and\\_events/agendas.html](https://accessla.org/news_and_events/agendas.html)
2. You can also call in using the following information -
3. Dial (for higher quality, dial a number based on your current location):  
US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592 or 888 788 0099 (Toll Free) or 833 548 0276 (Toll Free) or 833 548 0282 (Toll Free) or 877 853 5247 (Toll Free)  
Webinar ID: 995 5805 5072
4. When the Committee Chair calls for the item on which you wish to speak, press \*9 to raise a hand. Speakers will be notified shortly before they are called to speak. Speakers will be called by the last four digits of their phone number. Please note that phone numbers in their entirety will be visible online while speakers are speaking.
5. If you cannot use the "raise hand" feature, the please submit a written comment as outlined above.
6. When called, please state your name and limit your remarks to three minutes. An audio signal will sound at the three-minute mark and the Chair will have the discretion to mute you at any point after that. After the comment has been given, the microphone for the speaker's Zoom profile will be muted.

MAY 11, 2021

**TO: BOARD OF DIRECTORS**

**FROM: F SCOTT JEWELL, DIRECTOR OF ADMINISTRATION**  
**DAVID CHIA, PROCUREMENT AND CONTRACT ADMINISTRATOR**

**RE: CONSIDERATION TO AWARD WEBSITE CONTRACT (AS-4152)**

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**ISSUE:**

Board approval is required to execute a contract for website migration, update and maintenance services.

**RECOMMENDATION:**

Authorize staff to execute Contract No. AS-4152 for website migration, update and maintenance services for a three (3) year base contract beginning December 1, 2021 and ending November 30, 2024 with Planeteria Media LLC in an amount not to exceed \$138,400.

**IMPACT ON BUDGET:**

The contract total of \$138,000 is inclusive of migration costs and support over a three-year time period. The costs associated with this contract will be programmed in future budgets. The funding for this contract comes from local Prop C 40% funds.

**ALTERNATIVES CONSIDERED:**

No alternatives were considered as the current website consultant contract, which ends on November 30, 2021, has no option years available.

**EFFECT OF APPROVAL OF STAFF RECOMMENDATION:**

If the Board approves the staff recommendation, staff would be authorized, but not required, to negotiate and enter into a written contract upon terms and conditions no less favorable to Access than those proposed above. Access would not be legally bound to the contract herein proposed unless and until it is incorporated into a formal written agreement executed by all parties thereto and approved as to form by this entity's legal counsel.

**BACKGROUND:**

Since 2012, Access' website services and hosting has been maintained by Trinet, which was selected through a competitive procurement process. During this time, the website has been continuously updated with relevant information such as meeting agendas, Access stand locations, policy updates

and community events. The website also allows for individuals to purchase coupons on-line and begin initial eligibility enrollment. A complete redesign of Access' website, for both desktop and mobile users, was completed by Trinet and subsequently launched in early 2020. Due to contract term limitations, it was necessary to issue a solicitation to continue support services and migrate the hosting of the website to Access' Microsoft Azure cloud services domain.

**Procurement Overview:**

On March 8, 2021, Access issued Request for Proposals (**RFP**) No. AS-4152 to retain an experienced website developer to migrate, update, and maintain Access' website. Access issued one addendum to the RFP in order to provide answers to proposer questions.

Proposals were due April 8, 2021. Access received proposals from the following nine firms:

1. 3Di, Inc. (**3Di**)
2. Bayen Group, LLC (**Bayen**)
3. DirectPointe 7, Inc. (**DP**)
4. KWALL LLC (**KWALL**)
5. MOURI Tech LLC (**MOURI**)
6. NITOR technologies Inc. (**NITOR**)
7. Neumeric Technologies Corporation (**NTC**)
8. Planeteria Media LLC (**Planeteria**)
9. Trinet Internet Solutions, Inc. (**Trinet**)

All proposals submitted were deemed responsive and the proposers responsible.

An evaluation panel was convened and a comprehensive technical evaluation followed. The evaluation panel consisted of three Access staff: one from the Administration department, one from the Planning and Coordination department, and one from the Information Technology department.

The proposals were evaluated based on the following criteria and associated weights:

	<b>Evaluation Criteria</b>	<b>Maximum Points</b>
1.	Firm Qualifications & Experience	15
2.	Key Personnel Qualifications, Experience & Availability	25
3.	Client References	5
4.	Quality of Work Plan	35
5.	Price	20
	<b>TOTAL</b>	<b>100</b>

From April 9, 2021 through April 28, 2021, the evaluation panel conducted its independent evaluation of the proposals. Based on the evaluation criteria, Planeteria ranked the highest. A summary of scores is set forth below.

<b>Evaluation Criteria</b>	<b>3Di</b>	<b>Bayen</b>	<b>DP</b>	<b>KWALL</b>
1. Firm Qualifications & Experience	13.75	11.25	8.90	13.25

2. Key Personnel Qualifications, Experience & Availability	22.08	19.58	14.17	18.75
3. Client References	4.58	3.97	3.33	4.42
4. Quality of Work Plan	30.92	25.08	19.83	26.83
5. Price	16.85	15.57	10.83	9.22
Total	88.18	75.45	57.06	72.47

Evaluation Criteria	MOURI	NITOR	NTC	Planeteria	Trinet
1. Firm Qualifications & Experience	11.25	10.75	11.95	13.75	12.75
2. Key Personnel Qualifications, Experience & Availability	19.17	8.33	17.92	21.67	21.67
3. Client References	3.58	3.38	3.63	4.58	4.00
4. Quality of Work Plan	28.00	26.83	28.47	30.33	27.42
5. Price	13.22	8.79	16.52	20.00	13.18
Total	75.22	58.08	78.49	90.33	79.02

The Access Finance Department staff determined the recommended Contractor to be financially qualified to fulfill the terms of the subject RFP.

Planeteria's price has been determined to be fair and reasonable based upon an independent cost estimate (**ICE**), competition, and fact-finding. Proposer prices for the three-year base term are set forth below.

Proposer	ICE	Original Price
1. 3Di	\$174,550	\$164,236.80
2. Bayen	\$174,550	\$177,770.00
3. DP	\$174,550	\$255,626.77
4. KWALL	\$174,550	\$300,300.00
5. MOURI	\$174,550	\$209,440.00
6. NITOR	\$174,550	\$315,000.00
7. NTC	\$174,550	\$167,522.45
8. Planeteria	\$174,550	\$138,400.00
9. Trinet	\$174,550	\$209,960.37

### **Overview of Recommended Proposer**

Headquartered in Santa Rosa, California, Planeteria is a technology and marketing company that has specialized in website design and development for over 20 years. It has developed over 500 websites and provided website services for municipalities, transit agencies, and transit operators throughout the country.

Local clients include Gold Coast Transit, Foothill Transit, and the Carlsbad Jet Center. Notable project experience includes website services for several transit agencies. One project involved an

ADA compliance audit, and the subsequent redesign of San Bernardino County Transportation Authority's website.

Another project involved the redesign of a family of three interrelated websites for the Solano Transportation Authority. A third project involved a turnkey solution for a new website for AC Transit, the Oakland-based public transit agency serving the western portions of Alameda and Contra Costa counties in the San Francisco Bay Area.

The proposed project team includes a group of highly qualified technical staff. Proposed staff includes a project manager, technical director, senior information architect, web producer, senior visual designer, and senior developer. Collectively, the team possesses over 80 years of combined technical experience.

Planeteria has presented a detailed Work Plan. It addresses various design issues. It emphasizes the need for a modern, mobile-friendly design and underscores the importance of good interactive imagery. It addresses website functionality, highlighting separate sections for the Board of Directors, Procurement, calendar and events, job postings, email subscriptions, frequently asked questions, social media, and an Access directory. In its proposal, the company discusses transit tools that include schedules, maps, alerts, and trip planning. It also proposes additional options for website enhancement, including a chatbot and an e-alert system.

Planeteria's plan details a range of backend Content Management System (**CMS**) features to manage the website. These features include drag-and-drop capabilities, content scheduling, "what you see is what you get" (**WYSIWYG**) editing, document archiving, media upload and asset management, and website analytics.

Planeteria has provided an effective project management strategy. It provides a detailed website project plan, breaking down phases and stages. It utilizes several software tools to ensure quality assurance and timely project delivery per the requirements of the Scope of Work. These tools include Basecamp (an online project coordination tool), BugHerd (an online quality assurance tool), and FreshDesk (a client support portal).

Planeteria is a California Micro Small Business. No subcontractors are proposed.

MAY 11, 2021

**TO: BOARD OF DIRECTORS**

**FROM: MATTHEW AVANCENA, DIRECTOR, PLANNING AND COORDINATION  
RYCHARDE MARTINDALE, ADA COORDINATOR**

**RE: CONSIDERATION TO APPROVE COMMUNITY ADVISORY COMMITTEE (CAC)  
APPOINTMENT**

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**ISSUE:**

The Community Advisory Committee (CAC) currently has one membership vacancy. In accordance with the CAC Bylaws, Board approval is required in order to appoint new members to the committee.

**RECOMMENDATION**

Appoint Kimberly Hudson to the CAC effective June 21, 2021.

**IMPACT ON BUDGET**

None.

**BACKGROUND**

One of two advisory committees created by the Access Services Board of Directors, the CAC provides community input and advice to the Board and staff concerning operational and policy issues to impact and improve Access' transportation program. The following outlines the timeline associated with this vacancy.

January 2021

CAC member Kurt Baldwin announced his retirement from the CAC effective February 28th.

February 2021

With Mr. Baldwin's announcement, Access staff reconvened the CAC's Member Selection Subcommittee. The subcommittee agreed to advertise the vacancy for a period of two weeks beginning March 1, and ending March 15, 2021. Staff published the vacancy notice on its website, and distributed it by email to various community stakeholders, including all the Regional Centers and Independent Living Centers in the County and the L.A. City and County Commissions on Disabilities. The notice provided instructions to interested persons on the steps needed to complete



an application. Staff received one new application in addition to the applications that were already on file.

### March 2021

After receiving the new application, the Member Selection Subcommittee agreed to review the one application received and asked staff to remind the applicant to attend at least two CAC meetings. The subcommittee planned to meet again to determine interview dates.

### April 2021

The subcommittee reviewed all of the existing applications on file and narrowed the pool of qualified applicants down to three (3) individuals meeting the criteria set forth in the Bylaws.

### May 2021

The subcommittee interviewed three (3) applicants: Wilma Ballew, Allan Buck and Kimberly Hudson. After careful consideration and evaluation of the candidates' qualifications and experience, they selected the highest scoring individual and recommended Ms. Hudson for approval by the full CAC at its May CAC meeting.

At the May 11 CAC meeting, the full committee took action and approved Kim Hudson's membership and forward their recommendation to the Access Board of Directors for final review and approval.

Ms. Kim Hudson holds a Master's Degree in Social Work and brings an extensive background of experience in disability advocacy to the CAC. As a person with a disability and an Access rider, she has been working with the disability community for over 30 years and has worked as a social worker for persons with chronic illnesses for over 20 years. She possesses an in-depth knowledge of cross-disability expertise through her affiliation with organizations such as United Cerebral Palsy Los Angeles (UCPLA), Service Center for Independent Life (SCIL) and Children's Hospital Los Angeles.