

BOARD ACTION ITEM

ITEM NUMBER

BA2025-30

MEETING DATE

April 21, 2025

ITEM TITLE

Web Development Services

BACKGROUND

Trinity Metro uses RideTrinityMetro.org and TrinityRailwayExpress.org to promote our services, help customers plan trips, share vital communications with the community, post public notices, generate ticket sales through ecommerce sites, and assist customers with an online chatbot. The Trinity Metro site averages more than 58,000 visitors each month, and the Trinity Railway Express site sees a monthly average of 25,000 visitors. With 83,000 people viewing the sites each month, there is a compelling ongoing need to maintain the functionality of these sites and keep online material relevant and updated. A dedicated web development service contractor ensures both sites provide the best user experience while maintaining brand standards. Beyond development and maintenance, this contractor will be responsible for search engine optimization strategy, monitoring website ADA compliance, and making recommendations about current trends.

PROCUREMENT

Trinity Metro's Procurement Department has followed procurement policy with the Request for Proposal and is in compliance with all applicable Federal, State and Trinity Metro procurement requirements.

FINANCING

Funds are included in Trinity Metro's FY2025 Operating Budget. Funds for future contract years will be considered in the respective proposed budgets.

RECOMMENDATION

The Trinity Metro Board of Directors authorizes the President & Chief Executive Officer to enter into a contract with Planeteria Media for web development services for five years. The annual cost is not to exceed \$150,000 for a total not to exceed amount of \$750,000.

STAFF DISPOSITION

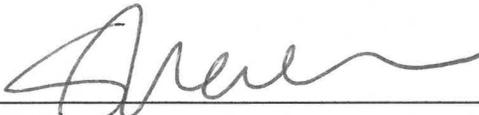
EXECUTIVE LEAD*

Anette Landeros

DATE

04/04/25

DISPOSITION OF BOARD OF DIRECTORS



SECRETARY APPROVAL