

# BOARD OF DIRECTORS

## ACTION ITEM

Item Number: BA2022-35

Meeting Date: April 25, 2022

Item Title: Web Development Services

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### **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, and generate ticket sales. The Trinity Metro site draws nearly 44,000 visitors to its site each month, and the TRE site sees a monthly average of more than 30,000 visitors. With almost 75,000 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. We look to contract dedicated web development services to ensure both sites provide the best user experience while maintaining Trinity Metro's brand standards. Beyond development and maintenance, this contractor will be responsible for SEO (search engine optimization) strategy and monitoring ADA compliance on our websites.

### **PROCUREMENT**

The Trinity Metro Procurement Department has followed its procurement policies and procedures with this purchase and complies with all applicable Federal, State, and Trinity Metro procurement requirements.

### **FINANCING**


Funds are included in the Trinity Metro FY2022 Operating Budget through the permitted reassignment of approved funding levels from timing differences or project cost variations for operating expenditures. Consequently, approval of this Action Item should not result in a net modification of funding levels for operating expenditures in FY2022. Funds for future years of the contract will be considered in the proposed operating budgets for those years.

### **RECOMMENDATION**

The Planning, Operations, and Marketing Committee recommends that the Trinity Metro Board of Directors authorize the President/CEO to authorize an agreement with Planeteria Media for web development services for one year with two optional renewal years. The annual cost is not to exceed \$150,000 for a total not-to-exceed amount of up to \$450,000.

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#### Disposition by Board of Directors

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Secretary Approval:

Apr-25-2022

DATE