

WEBSITE MAINTENANCE AND DEVELOPMENT SERVICES
Finance, Budget, and Audit Committee
March 20, 2025



Metro

Background

Metro has contracted with various vendors to provide maintenance and support for Metro.net since at least 2016, ensuring the platform remains secure, accessible, and reliable for riders. Over the years, this work has included website security, infrastructure management, compliance monitoring, and user experience improvements.

Contract No. PS87947000 was awarded on August 30, 2022, for a NTE contract amount of \$450,000 for a two-year term. Contract Modification No. 1 continued web maintenance services, increased contract authority from \$450,000 to \$550,000, and extended the period of performance through August 31, 2025.

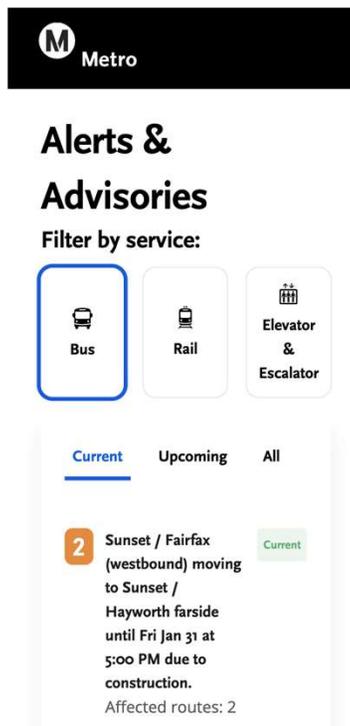
The scope of work under these contracts has included:

- Security & Compliance – Regular WordPress updates, security monitoring, and ADA Section 508 compliance checks to prevent vulnerabilities and legal risks.
- Infrastructure & Performance – Managing AWS hosting, optimizing performance, and preventing downtime to ensure fast, reliable access for riders.
- SEO & Site Maintenance – Fixing broken links, addressing mobile responsiveness issues, and maintaining search engine visibility to improve user experience.
- Emergency Support – Providing on-call assistance for critical website issues and outages.
- Front and backend development support of website enhancement projects as necessary.

Since 2016, Metro has worked with three different vendors to perform these duties, adapting to evolving technology and agency needs. Extending the current contract ensures continued stability, security, and accessibility while Metro advances its long-term digital strategy.

Contract Extension for Essential Communication

Metro.net and its associated websites, including The Source (English blog), El Pasajero (Spanish blog), and Art.metro.net (arts platform), ensure equitable access to transit information, particularly for low-income, minority, and non-English-speaking populations. These platforms provide vital updates, service alerts, and travel information in an inclusive manner, serving over 4.2 million annual users.



Alternatives Considered

The Board may elect not to approve these recommendations. This option is not recommended as Metro faces potential non-compliance risks, service disruptions, and a decline in the user experience for its 4.2 million annual users of our websites.

1. Allow the contract to expire and transition to internal staff. This option is not viable because developer positions are difficult to fill, and Metro currently lacks the staff resources and expertise required to maintain and support Metro.net and the standalone websites. As a result, Metro.net and the standalone sites would be at risk of security breaches, non-compliance, and serious performance issues, all of which could jeopardize the rider experience and Metro's public-facing presence.
2. Issue a new RFP for web maintenance services. Issuing a new RFP is not viable given the time constraints. It will take approximately a year for a new contract to be awarded and commence work with the selected vendor. Consequently, Metro would be without any web maintenance support for an extended period. This gap could result in outages, compliance violations, and disruptions to critical public-facing tools.

Recommendation

AUTHORIZING the Chief Executive Officer to execute Modification No. 2 to Contract No. PS87947000 with Exemplifi, LLC in the amount of \$400,000 increasing the Not-to-Exceed (NTE) contract value from \$550,000 to \$950,000, and extend the period of performance from August 31, 2025 to June 30, 2026 to continue providing essential digital maintenance and development support for Metro.net and standalone websites (The Source, El Pasajero, and art.metro.net).