

# TORONTO TRANSIT COMMISSION REPORT NO.

**MEETING DATE:** May 6, 2010

**SUBJECT:** PROCUREMENT AUTHORIZATION AMENDMENT – WEB  
DEVELOPMENT SERVICES

## **ACTION ITEM**

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### **RECOMMENDATION**

It is recommended that the Commission authorize the issuance of an amendment to the contract with Devlin eBusiness Architects (Devlin) for web development services related to Internet Trip Planning (ITP), Customer Service Disruption Notification (CSDN) and Next Vehicle Arrival System (NVAS) and increase the contract total upset limit by \$1,400,000 to \$1,825,000.

### **FUNDING**

Sufficient funds for this expenditure are included under program 7.2 Intelligent Transportation & Technical Systems, State of Good Repair/Safety Category, under Next Vehicle Arrival System as set out on pages 1375R to 1378 – and under Internet Trip Planning – Phase 2 as set out on pages 1399 to 1402 and under Automated Customer Notification as set out on pages 1403 to 1406 of the 2010-2014 TTC Capital Program as approved by City Council on December 8, 2009.

### **BACKGROUND**

The advances and relative cost reductions of communications, data storage, and data retrieval are accelerating the opportunities spawned by the Internet and other information and communications technologies. Choosing and sequencing investments in technologies, processes, and people to increase productivity and customer service present challenges to the transit manager, who must weigh the costs, benefits, and risks of changing the ways services are delivered. In the last few years the Commission has embarked upon a number of initiatives that involve the use of current and emerging technologies to better serve TTC Customers.

The Marketing and Customer Service Department (Marketing) was initially responsible for the redesign and development of the TTC website and as a result of a competitive Request for Proposal (RFP), Devlin was awarded a contract for redesign and development of the TTC's website. The contract included options for up to 3 years of maintenance/support/web hosting services (maintenance services). The redesigned website launched in mid 2008 and

further development work continued during the second/third year of the maintenance services contract resulting in the original contract being amended from \$432,000 to the current value of \$591,271.60. A separate maintenance services contract was issued for administrative purposes (only) as the maintenance contract's terms differ from the base contract. The current value of the maintenance services contract is \$190,929.50 and the term is until September 30, 2010. The total value of the above work is \$782,201.10.

The TTC's redesigned website is fully integrated and was developed to serve as the base environment to support and facilitate the integration of future initiatives including the customer information initiatives covered in this report. Although not specifically included in the original scope, it was intended that Devlin would continue with all website development work during their maintenance services contract.

Once the redesigned website was launched in 2008, responsibility for its further development of applications was transferred to ITS Department. This resulted in a separate contract being issued as a sole source to Devlin for the development of the priority CSDN e-Alert notification system. Devlin completed the CSDN e-Alert application and it is now in operation. The value of this contract including subscription services until January 31, 2011 is \$347,092.88.

In addition to the above work, there are also three additional priority customer service website applications to be developed (i.e. ITP, CSDN and NVAAS). Staff considered issuing a competitive RFP for this work, however it was determined that this would likely result in an overall 6 month delay in completing this work (assuming the potential need to transfer the work to a new company). In addition, based on Devlin's experience/expertise with the TTC's website they would likely perform this work in the most cost effective and expeditious manner possible. Further, having Devlin perform this work would maintain consistency with the website development work already performed. Therefore, as these applications are considered a priority, staff issued a separate (interim) sole source contract to Devlin to allow priority design and documentation work to proceed pending requesting Commission approval for the additional funds required to complete this work. This contract was originally issued in the amount of \$225,000 and has since been amended and the current value is \$425,000.

## **DISCUSSION**

The Commission currently has the following three priority electronic customer information initiatives: ITP, CSDN, and NVAAS. Staff are preparing to complete the final development work for ITP, the installation of additional LCD and LED screens for NVAAS and additional software functionality to provide more timely notification of transit service disruptions and status (vehicle arrival times) including SMS text messaging functionality. These applications must be tightly integrated with the redesigned TTC website in terms of software: architecture, security, accessibility, and content management. Using the same design and project development resources (Devlin) will ensure the required level of system integration and result in cost avoidance. Devlin's experience/knowledge of the TTC's website content management system is a key factor in them being able to meet the

established timeframes for the new initiatives. This would not be the case if a new company was introduced on the project, due to the learning curve involved in taking over an existing, complex custom web development environment and its associated software assets. The TTC website and the integrated ITP, CSDN and NVAS web applications are a critical component of the TTC's Customer Service Excellence program. Therefore, staff recommends continuing to contract with Devlin for this new work on a sole source basis based on their recognized expertise/experience and their ability to maintain consistency in the work already performed. In addition, Devlin is likely to perform this priority customer information work in the most cost effective and expeditious manner to permit the TTC to provide improved customer service information at the earliest possible date. It is anticipated that there will be additional requirements to further develop and enhance the TTC website, beyond the current priorities. Staff are in the final stages of issuing an RFP for the long term website development and maintenance work, beyond the scope of the current contracts with Devlin.

The additional upset limit amounts required to complete the work total \$1,400,000 consisting of: \$700,000 for the ITP project (Phase I and II); \$400,000 for the CSDN project (Phase II b & c); \$100,000 for the NVAS project; and \$200,000 for website support and maintenance and other costs. Once this work is complete a transition to the successful proponent of the RFP will commence the end of 2010 for the long term development, maintenance, and support of the TTC website. The total upset limit for the additional work is all considered fair and reasonable by staff.

**JUSTIFICATION**

The development, testing and staging of the computing environments for the TTC website were created and are maintained and supported by Devlin. These assets represent core infrastructure for delivering the priority project products and required a significant effort to set up. If a new vendor is brought in at this time, this effort would have to be duplicated resulting in significant additional cost, time and associated risk to complete the required work for the priority projects.

The priority customer information system initiatives are key to providing TTC patrons with the information they need to reduce the uncertainty with taking transit. Approving this report will assist in ensuring timely completion of these important customer service focused deliverables. Any future web development and integration work, beyond the scope identified in this report, will be acquired through a competitive procurement process.

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