TO: MVTA Board   Date: May 24, 2010

FROM: Robin Selvig

RE: Web-site update

Requested Action
Approve an agreement with Urbanplanet Software to update the MV TA web-site including the
addition of functionality to support smart phone displays.

Background
The MVTA has hosted a web-site (www.mvta.com) since 1998. In 2003, we re-launched the site
after completing an rfp process for web-site design. Since then, we refreshed the look with the
new MVTA logo, but have done little to improve the functionality of the site. The MVTA's
hosting agreement with Urbanplanet Software expires at the end of 2010, and we have budgeted
for some updates for the past two years.

Technology has changed significantly in the past few years, and there are many improvements to
web-site designs that make it easier to manage the site. The scope of work for this summer's
project includes:
    1.   Port existing site to new UrbanPlanet admin system (all content except route data)
    2.   Rebuild the route upload system to take Google Transit data.
    3.   Enable display of current and upcoming routes.
    4.   Update MVTA design with new facility photos that update on page refresh
         randomly or allow you to select which photos are associated with which pages.
    5.   Integrate method for site users to see routes by days of the week.
    6.   Inclusion of a translator system (Babel, Google, etc.)
    7.   Smart phone display

Most of these features will be launched Sept. 1, 2010, with the completion of the smart phone
display being Oct. 15, 2010.

A second phase of the update would include publishing of real-time information about MVTA
buses on the web-site.

Impact
Urbanplanet software has quoted a fee not to exceed $17,500 for this work. The MVTA has
budgeted for this and has funds set aside to complete this update in 2010.

Recommendation
Approve the agreement with Urbanplanet Software to complete an update of the MVTA web-site
for an amount not to exceed $17,500.