

# San Francisco Paratransit

## Mobility Management Specific Webpage

### Design Scope and Objectives

#### 1 THE PROJECT

- 1.1 Transdev Services, Inc., the Broker for the San Francisco Paratransit Program working on behalf of The San Francisco Municipal Transportation Agency (SFMTA) is embarking on a project to incorporate Mobility Management activities. Using an SFMTA-furnished template and tools, this work will result in a website for San Francisco Paratransit's Mobility Management Project. This effort will include the redesign of a task-specific website that will act as a one-stop/one-click information portal that will serve the public especially seniors and persons with disabilities, by providing information on available transportation options for specific trips. Now, SF Paratransit maintains only a website for its paratransit functions. Separately, the SFMTA has a web presence at [www.sfmta.com](http://www.sfmta.com) which describes all the Muni modes of transport and points to SF Paratransit's website at [www.sfparatransit.com](http://www.sfparatransit.com). It is envisioned that the current section of the SFMTA website which focuses on Accessibility will be redesigned, reformatted, and augmented to better incorporate Mobility Management activities. This will include informational videos, for example, "how to" apply for and access services, how to use apps and tools for accessing a panoply of services and other helpful resources including how to ride Muni. These, as well as the entire page must be accessible to English and non-English speaking individuals and must be accessible to the blind, and shall comply with all accessibility standards of Section 508 of the Rehabilitation Act (29 U.S.C § 794d).

The Mobility Management webpage will be used by the entire public transportation travelling population, but is specifically intended to be a resource for older adults and people with disabilities. It will be accessible to people in these groups.

#### 2 THE IDEAL CONTRACTOR

The ideal contractor will be able to demonstrate experience with similar projects and the contractor shall have a record of completing projects on a timely schedule. The portfolio of the contractor's projects should demonstrate the contractor's creativity, forward-thinking ability and dexterity with complete website design. Ideally, the contractor should have a proven creative talent and experience working with seniors or people with disabilities. Extensive knowledge of web design accessibility standards is required. The ability to communicate effectively with non-English speaking people is desirable.

The ideal contractor should also demonstrate a track record with the successful production of creative, short videos and their integration into a website, including the ability to add subtitles or multiple language selections.

In any event, the contractor we seek should be able to show at least three years of successful web design experience.

Transdev is committed to Disadvantaged Business Enterprise (DBE), Small Business Enterprise (SBE) and Local Business Enterprise (LBE) Programs in accordance with local and federal regulations, and welcomes the participation of such firms interested in contracting and/or subcontracting opportunities with Transdev.

During the performance of services under this project, the contractor may have access to certain confidential information related to Transdev, SFMTA, and/or the SF Paratransit Program. The selected contractor will be required to agree in writing not to disclose or share any information obtained in service of the project without the prior consent of Transdev.

### **3 MINIMUM OBLIGATIONS**

- 3.1 The selected contractor will procure and maintain, at its own expense, for the duration of the Agreement, and for two (2) years thereafter if written on a "claims made" or occurrence reported form, the types of insurance specified below with carriers rated A VII or better with A. M. Best or like rating agencies:

Workers' Compensation in accordance with applicable statutory requirements;

Employer's Liability with a limit of liability in an amount of not less than \$1,000,000;

Commercial General Liability including premises operations, products & completed operations, blanket contractual liability, personal injury and advertising injury including fire legal liability for bodily injury and property damage in an amount not less than \$1,000,000 per occurrence and \$2,000,000 in the aggregate;

Commercial Automobile Liability for owned, hired and non-owned motor vehicles with a combined single limit in an amount not less than \$2,000,000 each occurrence;

Excess Liability including products liability with a combined single limit in an amount of not less than \$5,000,000 per occurrence and in the aggregate;

Professional Liability with a limit of liability in an amount of not less than \$5,000,000 per claim and in the aggregate and shall remain in effect for 2 years after the expiration of said Agreement;

Commercial Crime or Fidelity Bond in an amount of not less than \$1,000,000 per occurrence and in the aggregate including an endorsement for third party liability without the requirement of a conviction.

Cyber Liability including coverage for first and third-party liability with a limit of liability in an amount of not less than \$5,000,000 per occurrence and in the aggregate.

- 3.2 Transdev Services, Inc. and its members, owners, subsidiaries, affiliates, directors, officers, employees and agents and City and County of San Francisco, its Officers, Agents, and Employees shall be an additional insured with respect to Commercial General Liability, Commercial Automobile Liability and Excess Liability. Prior to commencement of services, and annually thereafter, Contractor shall furnish Transdev with certificates of insurance and endorsements evidencing the insurance coverages stated above and shall require at least thirty (30) days written notice to Transdev prior to any cancellation, ten (10) days in the event of non-payment in said coverage. In the case of cancellation or non-payment in said coverage, Contractor shall promptly provide Transdev with a new certificate of insurance evidencing that the coverage meets the requirements in said requirement. All certificates and endorsements shall include the contract number and title. Contractor agrees that its insurance shall act as primary and noncontributory from any other valid and collectible insurance maintained by Transdev and City and County of San Francisco. Contractor shall provide a waiver of subrogation in favor of Transdev Services, Inc., City and County of San Francisco.
- 3.3 Contractor shall be required to defend, indemnify and hold Transdev and the City and County of San Francisco, their officers, agents and employees (referred to collectively and individually as "indemnitees") and any affiliates thereof harmless from and against all claims, actions, suits, proceedings, costs, expenses, damages, injuries, death and liabilities; including legal expenses and attorney's fees, of any kind or nature whatsoever; imposed upon, incurred by or asserted against indemnitees by any person, persons or entity arising out of actions or failures to act connected with or caused, directly or indirectly, by any of Contractor's services or activities, actions or failure to act resulting from this agreement. Contractor shall provide a written waiver of subrogation regarding each Additional Insured to the extent possible on each insurance policy, risk retention, or similar program applicable to or obtained for the work Contractor performs under the Agreement. Additionally, to the extent that Transdev suffers any penalty or loss under its contract with the City and County of San Francisco arising out of Contractor's performance, Contractor shall reimburse Transdev for such a loss to the extent it arises out of Contractor's performance. Transdev may set off from amounts payable to Contractor for any failure to perform in accordance with this Agreement. The obligations of this Paragraph shall survive the expiration of the Agreement.

## 4 TIMELINE AND DELIVERABLES

The anticipated timeline to complete the web design project will be 90 days. It will include the following items:

Initial project meeting

Understand and fully grasp the project goals

Understand the SFMTA's template for webpage/website creation

Contractor's primary advice and guidance.

Contractor's design proposal

Should include specific advice or recommendations regarding content development, structure, organization and flow of all information

Design, create, and deliver files which serve as a non-functional prototype for each page type.

Design and produce short videos.

Provide demonstrations upon request.

Design proposal review meeting

Receive feedback from SFMTA and SF Paratransit's Mobility Management Department and collaborate to modify designs accordingly.

Coordinate with SFMTA IT staff for integration

SFMTA and SF Paratransit Mobility Management Department approval of final designs ("End Product").

Publish webpage

## 5 THE PRODUCT

When completed the Mobility Management page of SFMTA's website will be completely and seamlessly assimilated into the rest of the site. Feature functionality will mimic the functionality of SFMTA's website. The user will be able to easily use the site to identify which transportation options are best for them. It will be accessible to older adults, people with disabilities and non-English speaking individuals. It will have instructional videos with subtitles for people who do not speak English. It will be a reference point for anyone needing transportation in San Francisco.

**FOR INFORMATION, CONTACT:**

Mr. Kevin McDonald  
Contracts Administrator II  
IntelliRide (a Division of Transdev Services, Inc.)  
68 12<sup>th</sup> Street, Suite 100  
San Francisco, CA 94103

Direct: (415) 351-7021  
FAX: (415) 351-3134  
Email: [kevin.mcdonald@transdev.com](mailto:kevin.mcdonald@transdev.com)

Internet:

[www.sfparatransit.com](http://www.sfparatransit.com)

[www.transdevna.com](http://www.transdevna.com)