

Documentation for Website Vendor, MSF Global Solutions

Documentation for Website Vendor, MSF Global Solutions for the Change Order Request and the Request for Proposals (RFP) for the new website vendor contract

Summary Detail:

- The MSF Global Solutions contract was executed on August 4, 2020, for a 3-year contract for a total of \$300,000. The annual budget allocation was \$100,000. P.O. 912746-001.
- The requisition was entered in JDE for a 1-year period in the amount of \$100,000.
- The monthly billing for website services invoices is **\$8,333**, which totals \$99,996 – slightly under the \$100,000 annual budgeted amount and P.O. total.
- On a monthly basis MSF provides website services for:
 - Infrastructure: Maintenance and licenses – \$2,500
 - Services: Technical Support – \$5,000
 - Cybersecurity – \$833
- In Sept. 2020 RTA made a request to MSF to refresh the website. That website revamp totaled **\$34,792.00** and was paid through an MSF invoice in December 2020. That invoice was paid under the existing P.O. 912746-001
- In April 2022, Accounting told Marketing there was not enough money in the P.O. a change order was needed to continue website services. Without this the website would shut down and RTA would not have a working website. Because we had not exhausted the \$300,000 in allocated funds and we have a PO tracking system (excel spreadsheet), we were confused as to how the funds were exhausted.
- Upon investigation we discovered the issue. Although the contract was for 3 years, totaling \$300,000 and because the requisition was originally entered for only one year at \$100,000, we had exhausted the funds allocated to year one of the contract because years two and three were not entered into the PO. Therefore, two subsequent change orders for years two and three had to be entered. At this time, Budgets did not want us to enter one change order for both years at once, so we entered one year at a time. We have since learned that you can enter budget for multiple years in one requisition, but it must be on separate lines. This way it will be on one PO and will not require change orders.
- In July 2022 the Website was moved under the communications department and is no longer under marketing. Though it is not currently under my purview, I have continued to work on this to help get this done, because we have had two new Communications Directors in the role in a short span of time. David Kroll who manages the website reports directly to David Lee Simmons who oversees the website and should manage the vendor contract.
- In October 2022 Change Order ID 6 was entered in the amount of \$100,000 for year 3 of the contract term. Though this was not a true change order, as the \$300,000 was approved in the original contract on August 4, 2020.
- The Change Order that would initiate the requisition was not entered earlier because the plan was to complete the vendor solicitation prior to the end of the contract. Also, to note, as of July 2022, the website was being managed by the Communications Team according the organizational chart. On July 28, 2023, Angele initiated the RFP solicitation process to select a vendor and enter a new contract. That process took much longer than anticipated. The details of that approval process are

listed below in the timeline. The scope was sent on Aug. 3 but was not approved until October 5. On Oct. 6, the solicitation routing sheet with ID 147 was submitted to procurement and began the electronic routing process. The electronic routing process completed, and the solicitation was not approved until November 17. Nearly four months is a lengthy period for an internal approvals process.

- The contract start date was August 4, 2020, the contract end date was August 4, 2023.
- The P.O. had available funds through October 2023.
- The new solicitation closes on January 26, 2024. The board approval process takes about 90 days.
- The current change order request ID 190 in the amount of **\$49,998.00** has been requested to cover the months of January, February, March, and April 2024 and to retroactively be applied to pay outstanding services owed for November and December 2023,
- A new vendor contract is anticipated to be in place by May 2024.

Timeline of Activity:

Mar 24, 2020: Resolution NO. 20-013 adopted by RTA board. RFP 2020-003 ([document, J](#))

May 21, 2020: The Regional Transit Authority, RTA solicited a Request for Proposals (RFP) NO. 2020-003, Website Services, with proposal receipt deadline of June 24, 2020 – 4:00 PM. ([document, F](#))

June 24, 2020: The MSF submitted their proposal in response to RFP NO. 2020-003, Website Services

July 21, 2020: The RTA procurement department sent MSF global the award letter for RFP #2020-003, Website Services. ([document A](#))

Aug. 4, 2020: Executed contract between the Regional Transit Authority (RTA) and MSF Global Solutions. MSF was awarded a 3-year contract for a total of \$300,000. The annual budget allocation was \$100,000. P.O. 912746-001 ([document, E](#))

Aug. 4, 2020: JDE P.O. 912746-001 ([document, D](#))

Aug, 25, 2020: RTA board Authorization to Ratify and Award Website Services. Resolution NO. 20-072 ([document K](#))

Sept–Dec, 2020: MSF Global Solutions and RTA Marketing worked on the development of the new website.

Dec. 21, 2020: MSF billed RTA ([invoice NO: RTAWS001](#)) under P.O. 912746 through RFP# 2020-003 Website Services for the Website Transformation. This was for the RTA's new website.

Jan. 11, 2022: Angele Young, Director Marketing sent a detailed email to the Chief of Staff (COS), Katherine Felton, regarding the outcome of a series of meetings set up with Chief Finance Officer, Gizelle Banks, Procurement Director, Ronald Baptiste, and other members of Finance to discuss moving marketing's P.O.s from annual contract to multi-year contracts. Finance agreed that this would be a better approach. The email to Katherine included the below list of solicitations which were discussed with Angele, Gizelle and Ron: ([document, B](#))

- Print vendor (MPress) – brochures, maps, schedules, signs, etc. A multi-year solicitation was completed.
- Website vendor (MSF Global) – hosting, website master and web maintenance services, updates. A multi-year solicitation was completed.
- Fare Media vendor (Genfare) – printing physical transit cards, magnetic stripe cards and future card types. An annual solicitation was completed.
- Fare Media deliver services (QCS/ Dropoff)- pick-up and delivery of passes to RTA retailers (Walgreens stores). Eliminated under new structure.
- Bus Stop Signage vendor – This is NOT a marketing vendor or under marketing but was discussed as potentially needing to be a multi-year contract due to marketing.
- Transit Mapping vendor (Let's Bus It) – I suggested this budget be moved from planning and moved to marketing. Marketing competed an annual solicitation.
- Advertising and Marketing agency vendor – vendor to help develop and execute advertising campaigns and creative production (produce print ads, radio spots, video, etc.) A multi-year solicitation was completed.
- Media Buying agency vendor – vendor to plan media mix, media flight, place paid media (radio, print, digital, TV, etc.) and track and test paid media placements. A multi-year solicitation was completed.

April 6, 2022: Change order request process started. Marketing (Ana) reached out to Ron regarding that process. Ron sent a list of questions to Ana. He asked about the original project scope and for RFP 2020-003 SOW. (document, #1)

April 13, 2022: Email states that Bernice (accounting) told Ana (marketing) that we had paid \$102,169.50 on PO # 912746 to MF and had \$5008 remaining at that time. (document, #2)

May 25, 2022: Status update email sent from me to the Sr. Marketing & Communications Director, Teri Wright, states that the Marketing Coordinator, Ana Rodriguez was working on a Change Order for MSF to pay an outstanding bill. (document C)

June 27, 2022: Marketing team weekly activity report, Ana worked with Procurement regarding MSF requisition. (document, #3)

July 29, 2022: The Chief of Staff (COS), Katherine Felton, hired Communications Director, Tiffaney Bradley, and the website management and day-to-day oversight along with the Digital Specialist role held by David Kroll were placed under the Communication Directors responsibilities as of this date. Website responsibilities and staff dedicated to supporting the website were moved to Communications. (the email announcement is date 7/29/2022 at 1:23pm)

Marketing Team met with Ron to discuss the best way to proceed with procurement. We inquired about a change order. Ron Recommended that we do a new solicitation and not a change order. We had enough time to get it done. Though the timeline could get tight.

Oct. 26, 2022: Change Order ID 6for MSF was routed by Ana. (document #8)

Oct. 26, 2022: Change Order ID 6 for MSF was routed by Ana. (document #9)

Mar. 7, 2023: Change order ID # 72 routing sheet was created by Ana. (document, H) The justification on Change Order ID 72 stated – On 8/4/2020 an agreement was made between RTA and

MSF Global who was awarded the contract to provide agency website services for a period of up to three years. In December 2020, an invoice was submitted to Accounts Payables for website services rendered by the vendor for the amount of \$34,792.00. This action reduced the dollar value that was set up in the PO for those specified website services during the agreement period. This Change Order will allow us to pay the remainder of the services through the end of the agreement period.

Prior to my (Ana) start date, in December of 2020, PO#912746 was used to pay for an outstanding invoice in the amount of \$34,792.00 for website services that were rendered by the vendor (see attachment). A/R processed the payment causing the PO to be reduced the dollar value that was set up for website services for the remainder of the agreement period. At this time, I am seeking to correct the PO amount and replace the dollar value shortage for the services that remain through the end of the agreement period.. (document, H)

The invoice and document attached was for the Website Refresh, in which MSF spent **298.17 hours** of billable work listed on MSF's Estimate as **RTA's Website Transformation project** from the period of September 2020 through December 2020. Additionally, MSF spent **49.75 hours** for the same period on **Technical support**. The total for the newly designed website was **\$34,792.00**. (document, H)

MSF created a new website for RTA in Dec 2020. The new website was officially launched in January 2021. The cost of the new website was \$34,792.00,

- Mar. 8, 2023: Ana and Daniel worked on system issues. The Change Order was locked. (document, L)
- Mar. 15, 2023: Ana emailed Katherine to ask her to review the Change Order for MSF Global (document, M)
- Mar 17, 2023: Example of MSF invoice process for standard services, totals \$8,333.00 monthly (document, N)
- Mar. 17, 2023: New communications director started, David Lee Simmons
- Mar. 31, 2023: The Change Order to authorize a new requisition entry and allow for funds to be added to the PO and was initiated. Ana submitted change order routing sheet ID 72 (document, O)
- Mar. 31, 2023: Angele Y. emailed the new Director of Communications, David Lee Simmons the contract and paperwork regarding the website service. (document, 10) *Angele and David Lee discussed, and I told David Lee I was here and would help he and David Kroll.
- April 25, 2023: Ana submitted change order routing sheet ID 72 (document, P)
- June 2, 2023: Series of emails between Ana, Daniel, and Ron regarding the Change Order showing as rejected to Ana but showing as approved to Ron. (document, Q)
- June 12, 2023: Ana emails Ron and Daniel. Daniel tells Ana there was a system glitch and Change Order notification emails were not getting to Ron due to an email glitch in the system (document, R)
- June 12, 2023: Change order ID # 72 was approved in the JDE system. In that system there is no need to enter a new requisition. We needed procurement to revise the PO to add funds. (document,15)

June 22, 2023: Ana sends an email requesting a meeting to include Ron, Angele, and Ana to discuss the plan for the Website Services Contract coming to an end in August and to work with Procurement on the best way to proceed. (document,16)

July 28, 2023: Angele initiated the RFP solicitation process to select a vendor and enter a new contract. MarComm Team worked on a new website vendor scope it was drafted by Angele Y. then sent to Marketing Manager, Mark Chesnek and David Kroll. (document, #6)

July 31, 2023: Mark Chesnek reviewed the draft scope and provided edits and additional questions. (email document #4) David Kroll reviewed and provided edits and additional questions. (email document #5)

Aug. 3, 2023: Angele sent the Draft Website Services Scope for the new RFP for the new contract David Lee and Katherine to review. David Lee replied with one edit. (document,17)

Aug. 31, 2023: The draft scope was sent to Katherine a second time for review. (document, #14)

Oct. 4, 2023: The scope was submitted for the third time via email to Katherine requesting approval. I specified the urgency of getting the scope to procurement so they could send out the RFP. (Document, 11)

Oct. 4, 2023: Katherine responded to the email sent to her on Oct 4 with changes and asked that it be sent to IT for review. (Document, 12)

Oct. 5, 2023: Katherine sent more edits. (document,17)

Oct. 5, 2023: Angele shared the document with Sterlin Stevens, Dwight Norton, David Kroll, David Simmons, and Katherine Felton. Sterlin responded and sent edits which were incorporated into the scope. (document,18)

Oct. 5, 2023: The Scope was approved by Katherine.

Oct. 6, 2023: The solicitation routing sheet with ID 147 was submitted to procurement by Angele and began the electronic routing process. (document,19)

Oct 16, 2023: The Solicitation Routing Sheet with ID 147 was paused. Ron sent an email requesting that we provide support for the estimated value noted on the ICE form. Additional documentation was provided. (document, 20)

Oct. 20, 2023: The Solicitation Routing Sheet with ID 147 was rejected by Gizelle Banks with comments asking Marketing if we could make it a 3-year term instead of the originally requested 5-year term. Angele made those edits to the Solicitation documentation. (document, 21)

Nov. 9, 2023: The Solicitation Routing Sheet with ID 147 saved and submitted at the wrong total, \$500,000, before I was finished editing it. This is a system glitch. Angele emailed Daniel who helped resolve and unlock the solicitation. (document, 22)

Nov. 9, 2023: Angele submitted the corrected Solicitation Routing Sheet with ID 147 submitted at \$300,000 and the routing approvals continued. (document, 23)

Nov. 9, 2023: Angele Y. had a conversation with the new Chief of External Affairs, Sarah Porteous, to make her aware of the status of the Website Services RFP and explained what had been completed and that the Website services contracts and contacts had been shared with David Lee. I also shared that I have been committed to getting it done even though the

website is managed by David Kroll and falls under the communications team. The email to Sarah included the website vendor contract, proposal, RFP, and Purchase Order.
(document, 13)

Nov. 17, 2023: The Solicitation Routing Sheet with ID 147 was approved. (document, 24)

Nov 30, 2023: Angele inquired about when the solicitation would be sent out for formal bid and emailed the final approved scope to Briana. (document, 25)

Dec. 18, 2023: Change Order ID 190 was submitted by Angele Young after consulting with Ronald Baptiste. Justification on the change order stated: We are requesting authorization to fund the continuation of website hosting services and content management software fees of \$8,333 per month and the authorization to fund services retroactively. Retroactive funding authorization is required for November 2023. Authorization for funding for the continuity of the website hosting services and Content Management software platform is requested for the period of December 2023 through April 2024. The authorization or funding request for this period is being made because there is an active solicitation for RFP 2023-025 which closes on January 26, 2023. The timeline of the procurement events is as follows: solicitation close date is on January 26, the evaluation committee meeting date is TBD, the next board committee meeting is on March 14, next full board available meeting in March. Due to the timeline of procurement and board events, we have recommended this authorization for funding cover costs associated with maintaining website hosting and CMS services through April 2024, in line with the anticipated start of the new contract. Retroactive funds are being requested for November 2023 because the services have been rendered to maintain continuity of the norta.com website. The reason the retroactive funds are needed is because the new scope and solicitation were recently approved and posted for public solicitation. The process of approvals of the scope and solicitation began on July 11, 2023 and with edits, changes to the scope, and final approvals were completed, and the solicitation bid was sent out on December 12, 2023. (document, 26)

Jan. 3, 2024: Briana sent an email stating that Website Service solicitation due date has been extended until Jan 24, 2034. She also stated that she was out the previous week due to Covid and couldn't send questions in time. She also noted there were quite a few questions and sent them to me (Angele). (document, 27)

Jan. 3, 2024: Angele worked on answering questions and sent the questions to David Kroll so he could answer questions as well.

Jan. 9, 2024: Angele sent questions to Adonis Expose and Sterlin Stevens and Adonis replied with the answer the same day. (document, 28)

Jan. 10, 2024: Sterlin Stevens replied with answers to the highlighted IT related questions that marcomm could not answer. (document, 29)

Jan. 10, 2024: Ana sent an email to Briana inquiring about getting a P.O. for the already approved Change Order ID 190. (document, 30)

Jan. 11, 2024: Briana stated that Ana had to enter a requisition to receive the P.O. Ana then entered the requisition. (document, 31)

Jan. 11, 2024: The Requisition is awaiting final CEO approval. (document, 32)

