Title: Customer Electronic Communications & Outreach

Purpose: To obtain Board approval to initiate and award competitive procurements or to modify existing contracts to continue development and implementation of upgrades to Metro’s Intranet and Internet websites, Web applications, and customer electronic communication & outreach services.

Description: Metro’s Intranet communications with internal operations customers, and Metro’s Internet communications with external Bus, Rail, and ParaTransit riders are an important component of creating employee efficiencies and of moving riders and employees safely and efficiently around the system. Resources will be devoted in 2011 to continued Intranet and Internet initiatives, and to upgrade of the Web portal backbone on which these applications ride. These initiatives are essential for creating a safety culture and the delivery of quality customer service to Metro riders.

Intranet Web-Based Applications

Metro’s 2011 Intranet Web-based application priority projects are those focused on safety, Bus and Rail operational reporting, and key policy support initiatives. Benefits of these initiatives include:

- **Safety**: improved track and power safety, enhanced reporting systems, safety conversation documentation, reduced systems’ user training time and real-time incident reporting.

- **Operational Efficiency and Performance**: enhanced reporting systems, for management oversight of safety initiatives, customer service and employee
and system performance.

INTERNET WEB-BASED APPLICATIONS

Metro’s 2011 Internet Web-based application priority projects are those focused on safety, rider services, and increased transparency of Metro data. Benefits of these initiatives include:

**Safety:** better access to information on topics such as emergency preparedness, crime prevention, customer safety, escalator safety and severe weather contingencies.

**Rider Services:** enhance the SmarTrip.com Web site, in collaboration with Metro’s regional partners. Regional partners will work together to redesign and incorporate each partner’s specific requirements for improvements to the SmarTrip.com information currently available about regional bus services like ART (Arlington), Fairfax Connector (Fairfax County), and Ride On (Montgomery County).

**Transparent Metro Data Sets:** increase transparency and provide third-party Web application development.

THE WEB PORTAL

To adequately support the planned 2011 Web Intranet and Internet initiatives, the Web portal itself - the infrastructure backbone for providing these Intranet and Internet services - must also be robust and in state of good repair.

To that end, Metro’s high-priority initiatives planned for FY 2011 are:

**High-Availability Web Infrastructure:** assure Intranet and Internet users that the Web portal will always be up, operational and available for their use.
**Upgraded Web Programming Language:** will allow extremely fast Web application development for internal and external Metro users and easy integration of Microsoft Office programs into Web applications for developers.

**Upgraded Intranet Portal Tools:** will allow staff to more easily publish content to the Web and will substantially ease users’ training time and effort.

**Staff Augmentation:** specific subject matter experts will be required for a limited duration to complete tasks involved with the upgrades described in this MEAD. The staff augmentation procurements will allow Metro to obtain these resources.

The following are specific procurement actions that will be covered under this Board action:

**Intranet Web-Based Applications:**

-- Safety $50,000
-- Operational Efficiency and Performance, Key Policy Support $400,000

**Internet Web-Based Applications:**

-- Safety $300,000
-- Rider Services $400,000

**Web Portal:**

-- Upgraded High Availability Web Infrastructure/Intranet Portal Tools $150,000
-- Upgraded Web Programming Language $150,000

These projects are in the Department of Information Technology. The Project Manager for Web Applications is Mary Kaye Vavasour and the Enterprise Web Portal Project Manager is Eleanor Evans.
FUNDING IMPACT:

Budget: CIP054
Project: Customer Electronic Communications & Outreach

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Capital Budget Impact: The capital budget impact of the Electronics Communications & Outreach program will include a hardware refresh cycle which begins in FY 2013 at $150,000 every 3 years. The capital budget impact of the Internet/Intranet Web Portal is $300,000 every 3 years for a refresh cycle.

RECOMMENDATION:

Approval to initiate and award competitive procurements or modify existing contracts to implement and develop electronic communications to upgrade Metro’s Internet and Intranet websites and web applications.