



Date: June 13, 2022  
Current Meeting: June 16, 2022  
Board Meeting: June 23, 2022

**BOARD MEMORANDUM**

**TO:** Indianapolis Public Transportation Corporation (IPTC) Board of Directors  
**THROUGH:** President/CEO Inez P. Evans  
**FROM:** Vice President of Communications and Marketing Lesley Gordon  
**SUBJECT:** Consideration and approval of RFP 22-03-440 IPTC website and maintenance & support services

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**ACTION ITEM A – 2**

**RECOMMENDATION:**

In a manner consistent with IPTC contract standards, we ask the Board to authorize the President/CEO to enter into a two-year contract with two one-year options with Red Elephant Digital Media for an amount not to exceed \$425,000.

**BACKGROUND:**

IPTC underwent a complete website overhaul leading up to the opening of the Red Line and expansion of service outlined in the Marion County Transit Plan. IPTC’s public facing website is essential for customer service, trip planning, communication and outreach about projects and programs, MyKey education, cross departmental processes, and service delivery. As we continue to expand and innovate our service our website needs to be a viable tool and resource for our riders and staff to easily access information and maintain ADA compliance. This vendor will need to have the staff and ability to keep up with industry standards and coordinate with our internal staff on any updates or website development we will need in the upcoming years that will include the launch of a new bus rapid transit line and the outreach for our third and longest bus rapid transit line.

**DISCUSSION:**

IPTC solicitation of this RFP was released April 6, 2022, and resulted in six proposals. Of those, three were found responsible and responsive. The evaluation committee conducted interviews with the top two proposals and Red Elephant digital media scored the highest.

**ALTERNATIVES:**

The Board could choose not to approve this contract and rebid. Our current vendor’s contract expires in August and could leave IPTC without sufficient website maintenance and support until we secure a new vendor.

**FISCAL IMPACT:**

Contract will be funded with local funds.

**DBE/XBE DECLARATION:**

Matchbook Creative, Inc. a certified WBE was proposed to meet the eight percent XBE requirements for the bid as a subcontractor for the contract.

**STANDING COMMITTEE DISCUSSION/RECOMMENDATION:**

This action will be reviewed by the Finance Committee on June 16, 2022.