

**SOUND TRANSIT  
STAFF REPORT**

**MOTION NO. M2009-61**

**Human Resources Advertising Contract**

<b>Meeting:</b>	<b>Date:</b>	<b>Type of Action:</b>	<b>Staff Contact:</b>	<b>Phone:</b>
Finance Committee	7/2/09	Discussion/Possible Action	<b>Adrian Byrd-Pina, Human Resources Officer</b> Linda Olson, Senior HR Generalist	(206) 398-5077  (206) 398-5106

<b>Contract/Agreement Type:</b>	<input checked="" type="checkbox"/>	<b>Requested Action:</b>	<input checked="" type="checkbox"/>
Competitive Procurement	<input checked="" type="checkbox"/>	Execute New Contract/Agreement	<input checked="" type="checkbox"/>
Sole Source	<input type="checkbox"/>	Amend Existing Contract/Agreement	<input type="checkbox"/>
Agreement with Other Jurisdiction(s)	<input type="checkbox"/>	Budget Amendment	<input type="checkbox"/>
Real Estate	<input type="checkbox"/>	Property Acquisition	<input type="checkbox"/>

**PROJECT NAME**

Employment Advertising Services

**PROPOSED ACTION**

Authorizes the chief executive officer to execute a 3-year contract with UpRoar to provide employment recruitment advertising services for a total authorized contract amount not to exceed \$500,000.

**KEY FEATURES of PROPOSED ACTION**

Centralizes all recruitment advertising, allowing Sound Transit to:

- Continue to place local and national recruitment advertisements as appropriate for each open position at Sound Transit direction.
- Decrease Sound Transit's advertising costs by obtaining discount bulk buying rates.
- Increase outreach to diverse populations and enhance recruitment efforts at the national level.
- Maintain efficiency for advertising processes and assist in meeting deadlines for filling key positions.
- Save Sound Transit staff time by allowing one company to handle the details and billing associated with approximately 30 different media sources that Sound Transit uses for recruitment advertising.

**BUDGET IMPACT SUMMARY**

There is no action outside of the Board-adopted budget; there are no contingency funds required, no subarea impacts, or funding required from other parties other than what is already assumed in the financial plan.

**BUDGET and FINANCIAL PLAN DISCUSSION**

The proposed action would execute a 3-year contract with UpRoar for a total contract amount not to exceed \$500,000. The Adopted 2009 staff budget for HR advertising is \$95,000 of which \$25,236 has been spent, with a remaining balance of \$69,764. With contract spending forecasted to be \$120,000 in 2009, there is an estimated budget shortfall of \$50,236. Current expenses to date through May 2009 for the Corporate Services department are 73% of staff budget. Per Board policy, department staff budget transfers will be used to cover budget shortfalls.

In addition, the 2009 Adopted budget includes \$300,000 for early ST2 implementation expenses which to date have not been allocated for specific purposes. Future year expenses will be funded through future budgets.

The proposed action is consistent with the current Board-adopted budget and is affordable within Sound Transit's current long term financial plan and sub area financial capacity.

**BUDGET TABLE**

**Summary for Board Action**

Action Item: Uproar

Current Year Budget	Adopted 2009 Budget	Spent to date in 2009 (2)	Remaining 2009 Budget	2009 Contract Expenditures	2009 Budget Shortfall	Future Budgets	Proposed Contract Value
HR Advertising (1)	\$ 95,000	\$ 25,236	\$ 69,764	\$ 120,000	\$ 50,236	\$ 380,000	\$ 500,000
Other Miscellaneous Expenses	\$ 1,259,913	\$ 17,606	\$ 1,242,307	N/A	N/A	N/A	
<b>Total Other Miscellaneous Expenses</b>	<b>\$ 1,354,913</b>	<b>\$ 42,842</b>	<b>\$ 1,312,071</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>\$ 500,000</b>

**Budget Shortfall**

	Shortfall	Resources	Funding Source
2009 HR Advertising	\$ 50,236	\$ 50,236	Department staff budget transfer

Contract Spending Plan	Prior Year(s)		Future	Total
	Spending	2009 Spending	Expenditures	
Uproar	-	\$ 120,000	\$ 380,000	\$ 500,000

Contract Budget	Current Approved Contract Value	Spent to Date	Proposed Action	Proposed Total Contract Value
Uproar	-	-	\$ 500,000	\$ 500,000
Contingency	-	-	-	-
<b>Total Contract</b>	<b>-</b>	<b>-</b>	<b>\$ 500,000</b>	<b>\$ 500,000</b>
<b>Percent Contingency</b>	<b>-</b>	<b>-</b>	<b>0%</b>	<b>0%</b>

**Notes:**

- (1) Budget for this item is included in the Corporate Services Staff Operating Budget - Other Miscellaneous Expenses, located on page 214 of the Adopted 2009 Budget Book.
- (2) Spent to date amounts reflect actual expenses through 5/31/09.

**SMALL BUSINESS PARTICIPATION**

Prime Consultant/Contractor

UpRoar will be performing 75% to 85% of the work on this contract agreement, and will subcontract 15% to 25% of the work.

Utilization Breakdown Table

<b>Subconsultant/Subcontractor</b>	<b>Business Type</b>	<b>% of Work</b>	<b>Dollar Value</b>
Barb Mrozek	Small Business	15% - 25%	\$75,000 to \$125,000

Equal Employment Workforce Profile

UpRoar’s workforce demographics are 75% women, 0% minorities.

**PROJECT DESCRIPTION and BACKGROUND for PROPOSED ACTION**

UpRoar is a small company that places recruitment advertisements for companies at the local and national level. The proposed action will allow Sound Transit to continue to advertise both locally and nationally depending on the particular position through one company.

Bids were received in the last week of April, 2009 and UpRoar was the lowest responsive, responsible bidder. The proposed contract period is three years.

Analysis of Contracting Out vs. Performing In-House

If Sound Transit Human Resources staff were to perform this work internally, nearly all of the rates would be higher because Sound Transit does not do the same volume of advertising as UpRoar, and therefore could not take advantage of UpRoar’s lower costs. It is estimated that prices would be 224% higher if this work was performed internally.

**PRIOR BOARD/COMMITTEE ACTIONS**

None.

**CONSEQUENCES of DELAY**

None.

**PUBLIC INVOLVEMENT**

Not applicable to this action.

**ENVIRONMENTAL COMPLIANCE**

Jl 6/29/09

**LEGAL REVIEW**

LA 6/26/09