

## STAFF REPORT

### SOUND TRANSIT MOTION NO. M2000-103

#### Sole Source Contract with Cocker Fennessy

Meeting:	Date:	Type of Action:	Staff Contact:	Phone:
Finance Committee	10/19/00	Discussion/Possible Action to Recommend Board Approval	Patrick Soricone, Public Affairs	(206) 689-3372
Finance Committee	11/9/00	Meeting Postponed		
Finance Committee	11/16/00	Discussion/Possible Action to Recommend Board Approval		
Board	11/16/00	Action		

#### **PROPOSED ACTION**

Approval of this motion will authorize the Executive Director to amend an existing sole source contract with the public affairs firm of Cocker Fennessy to extend the contract term to December 31, 2001 and increase the contract amount by \$285,000 to establish a new total authorized contract amount not to exceed \$318,000.

#### **KEY FEATURES**

##### **Highlights of Proposed Action:**

- ◆ Amends an existing sole source contract with the public affairs firm of Cocker Fennessy by extending the contract term to December 31, 2001.
- ◆ Establishes a new total authorized contract amount not to exceed \$318,000.
- ◆ Requires Board of Directors approval pursuant to Sound Transit procurement policies, established in Resolution 78-1.

##### **Discussion of Proposed Action:**

Sound Transit executed a sole-source contract with Cocker Fennessy, Inc. for a twelve-month term, ending December 31, 2000. The firm was engaged to provide strategic advice, communications planning and training, community relations, and public affairs assistance, with specific services directed by the Executive Director (Attachment A – Scope of Work). The original contracted amount was for \$33,000 and within the delegated signature authority of the Executive Director. The proposed action would extend the contract for an additional twelve months, to December 31, 2001, for an additional amount of \$285,000, for a total contract amount not to exceed \$318,000.

Cocker Fennessy, Inc. is the only firm capable of providing these services. They have a unique understanding of Sound Transit, especially Link Light Rail, from their previous work with the agency. They have a unique understanding of concerns held by downtown Seattle Community

leaders. They have developed relationships with key community leaders at federal, state and local levels. Cocker Fennessy staff understand the agency, its strategic alliances, and individuals in the community who are critical partners and stakeholders. It is essential for Sound Transit to build on this prior unique knowledge.

**BUDGET**

<b>Original Contract Amount</b>	<b>Expenditures to Date**</b>	<b>Additional Amount Requested</b>	<b>Proposed Contract Amount</b>
(A)	(B)	(C)	(A+B+C)
\$33,000	\$31,831	\$285,000	\$318,000

\*\* Includes expenditures through August 31, 2000.

Due to the timely need to increase public awareness and strengthen Sound Transit’s relationships and ties to the community, there is a need to increase the contract with Cocker Fennessy by \$285,000. The agency has sufficient funds within the 2000 budget to account for the contract increase, and it will not adversely impact any other work of Sound Transit. The 2001 Proposed Budget was drafted before Sound Transit could fully anticipate the level of service that Cocker Fennessy would be providing in the coming year. Board approval of this contract would amend the 2001 budget for funds necessary to carry out this contract in 2001. The fee structure for services provided is considered fair and reasonable and is consistent with industry standard rates for this type of work.

**ALTERNATIVES**

- Direct staff to procure these services through Sound Transit’s normal procurement process.
- Deny the proposed action.

**CONSEQUENCES OF DELAY**

Cocker Fennessy has a current contract with Sound Transit and is satisfactorily performing the scope of work. A delay or denial of this action by the Finance Committee may result in a disruption of work flow that could be detrimental to the public relations goals of Sound Transit and the on-going community involvement and public relations efforts undertaken by Sound Transit and Cocker Fennessy, Inc.

**REGIONAL PARTNERSHIP AND COOPERATION**

N/A

**PUBLIC INVOLVEMENT**

N/A

**LEGAL REVIEW**

MBL 10/10/00

**SOUND TRANSIT**

**MOTION NO. M2000-103**

Authorizing the Executive Director to amend contract number RTA/PG 101-00 with Cocker Fennessy, Inc. by extending the contract term to December 31, 2001 and increasing the contract amount by \$285,000 for a total authorized contract amount not to exceed \$318,000.

**Background:**


Sound Transit executed a sole-source contract with Cocker Fennessy, Inc., for public relations consulting. The contract was for one year, beginning on January 1, 2000 and expiring on December 31, 2000, for a total amount not to exceed \$33,000. The amount of the sole source contract fell within the Executive Director's signature authority.

Under the contract, Cocker Fennessy, Inc. has provided strategic advice, communications planning and training, community relations and public affairs assistance to facilitate and develop Sound Transit's relationships with regional community leaders. The contract amendment will allow Cocker Fennessy, Inc. to continue its work maintaining and strengthening Sound Transit's relationships and ties to the community.

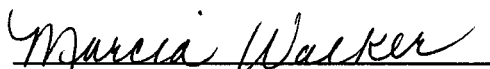
**Motion:**

It is hereby moved by the Board of the Central Puget Sound Regional Transit Authority that the Executive Director amend contract number RTA/PG 101-00 with Cocker Fennessy, Inc. by extending the term of the contract to December 31, 2001 and increasing the contract amount by \$285,000, for a total authorized contract amount not to exceed \$318,000.

APPROVED by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on the 16<sup>th</sup> day of November, 2000.

  
David Earling  
Board Chair

ATTEST:

  
Marcia Walker  
Board Administrator

## **Attachment A**

### **Scope of Work**

#### **Cocker Fennessy**

Specific tasks for this contract will be as follows:

- Provide assistance on strategic communications and public affairs issues as directed by Bob White, Executive Director. Patrick Soricone, Public & Government Affairs Department, will be the contract manager.
- Assist Sound Transit in communications with community leadership on Central Link light rail project.
- Provide assistance on community and media relations on Sound Transit's relationship with University of Washington regarding light rail project.
- Develop collateral communications and media materials on public affairs issues as they emerge in media and among community leadership.
- Provide assistance to Sound Transit in listening to and informing civic and business community leaders.
- Conduct research as necessary to gather opinions of community stakeholders with regard to Sound Transit and services for downtown Seattle.
- Provide editorial and news coverage support on light rail issues.
- Provide assistance on developing communications messages on Sound Transit public affairs issues.