

**STAFF REPORT**

**SOUND TRANSIT  
MOTION NO. M2001-36**

**Contract Amendment for Contract No. RTA/PG 101-00 with Cocker Fennessy**

<b>Meeting:</b>	<b>Date:</b>	<b>Type of Action:</b>	<b>Staff Contact:</b>	<b>Phone:</b>
Finance Committee	4/5/01	Discussion/Possible Action to Recommend	Joni Earl, Acting Executive Director	(206) 398-5450
Board	4/12/01	Board Approval Action		

**PROPOSED ACTION**

The proposed action would authorize the Executive Director to execute an amendment to sole source contract number RTA/PG 101-00 with Cocker Fennessy, Inc increasing the original contract amount of \$318,000 by \$300,000 for a total authorized contract amount not to exceed \$618,000.

**KEY FEATURES**

**Highlights of Proposed Action:**

- ◆ Amends an existing sole source contract with the public affairs firm of Cocker Fennessy by increasing the contract amount by \$300,000, for a new total authorized contract amount not to exceed \$618,000.
- ◆ Scope-of-Work expanded to include duties of Acting Director of Public and Government Affairs, as well as in-house media and government relations specialist support.
- ◆ Amendment does not change the term of the original contract which expires December 31, 2001.

**Discussion of Proposed Action:**

In January, 2000, Sound Transit executed a sole-source contract for \$33,000 with Cocker Fennessy, Inc. to provide strategic advice, communications planning and training, community relations, and public affairs assistance, with specific services directed by the Executive Director. On October 19, 2000, the Executive Director executed a change order to extend the contract term through December, 2001, and increase the value of this contract to \$318,000. Contract-to-date expenditures are \$309,000.

This contract increase will encompass the vastly expanded services currently being provided by Cocker Fennessy. In February, 2001 a new Communications Department was created, combining the communications, media relations and government relations services into a cohesive unit. On an interim basis and on-site at Sound Transit, Cocker Fennessy staff have

been filling the equivalent of full-time positions as department director, media relations and government relations support. Cocker Fennessy, Inc. has a unique understanding of Sound Transit, especially Link Light Rail, from their previous work with the agency. 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**

The agency has sufficient funds within the 2001 Adopted Budget to account for the contract increase, and it will not adversely impact any other work of Sound Transit. Public and Government Affairs managers anticipate capturing savings in other program areas to cover this need. The 2001 Budget was adopted before Sound Transit could fully anticipate the level of service that the firm Cocker Fennessy would need to provide in the coming year.

<b>Original Contract Amount</b>	<b>Expenditures to Date**</b>	<b>Additional Amount Requested</b>	<b>Proposed Contract Amount</b>
(A)	(B)	(C)	(A+C)
\$318,000	\$309,000	\$300,000	\$618,000

\*\*Includes expenditures through March 1, 2001.

**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

## SOUND TRANSIT

### MOTION NO. M2001-36

A motion of the Board of the Central Puget Sound Regional Transit Authority authorizing the Executive Director to execute an amendment to sole source contract number RTA/PG 101-00 with Cocker Fennessy, Inc increasing the original contract amount of \$318,000 by \$300,000 for a total authorized contract amount not to exceed \$618,000.

#### Background:

In January, 2000, Sound Transit executed a sole-source contract for \$33,000 with Cocker Fennessy, Inc. On October 19, 2000, the Executive Director executed a change order to extend the contract term through December 2001, and increase the value of this contract to \$318,000.


Under this 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.

This contract increase will encompass the vastly expanded services currently being provided by Cocker Fennessy. In February 2001, a new Communications Department was created, combining the communications, media relations and government relations services into a cohesive unit.


#### 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 increasing the original contract amount of \$318,000 by \$300,000 for a total authorized contract amount not to exceed \$618,000.

Approved by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof on the 12th day of April 2001.

  
Dave Earling  
Board Chair

ATTEST:

  
Marcia Walker  
Board Administrator