

**SOUND TRANSIT
STAFF REPORT**

MOTION NO. M2004-50

Cocker Fennessy Contract

Meeting:	Date:	Type of Action:	Staff Contact:	Phone:
Finance Committee	5/20/04	Discussion/Possible Action	Ric Ilgenfritz, Chief Communications Officer	(206) 398-5239

Contract/Agreement Type:	✓	Requested Action:	✓
Competitive Procurement	✓	Execute New Contract/Agreement	
Sole Source		Amend Existing Contract/Agreement	✓
Interagency Agreement		Contingency Funds (Budget) Required	
Purchase/Sale Agreement		Budget Amendment Required	

✓ *Applicable to proposed transaction.*

OBJECTIVE OF ACTION

To provide additional funds to exercise remaining optional years for a professional services contract with Cocker Fennessy, Inc.

ACTION

Authorizes the Chief Executive Officer to execute a contract amendment with Cocker Fennessy, Inc. to continue to provide strategic communications planning, community relations and public affairs assistance for 2004 and the remaining optional years, in the amount of \$450,000, for a new total authorized contract amount not to exceed \$625,000.

KEY FEATURES

- The scope of this contract includes strategic communications planning, community relations, and public affairs assistance.
- Provides the agency with strategic planning and coordination in promotion of the agency's interests.
- Authorizes an additional \$450,000 to fund the current Second Option year and future Third and Fourth Option years, and authorizes the discretion to execute the Third Option (fourth year) and Fourth Option (fifth year) of the contract to extend the contract to December 31, 2005, and December 31, 2006, respectively.
- Although the total contract amount is authorized by the Board, future options will not be exercised unless the Chief Executive Officer is satisfied with the contractor's performance in the previous option year.

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 DISCUSSION

The expenditures anticipated under the terms of this contract amendment cover multiple years. The Adopted 2004 Budget would cover estimated costs of \$150,000. The remaining \$300,000 will be included in future years' staff budgets

REVENUE, SUBAREA, AND FINANCIAL PLAN IMPACTS

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

BUDGET TABLE

Summary for Board Action (Year of Expenditure \$000)

Action Item: Contract with Cocker Fennessy

	(A) Current Approved Contract Value	(B) Spent to Date	(C) Proposed Action	(D) Proposed Total Contract Value
1 Contract Budget				
1 Cocker Fennessy	175,000	173,265	450,000	625,000
2 Contingency	0	-	-	-
3 Total	175,000	173,265	450,000	625,000
4 Percent Contingency	0%	0%	0%	0%

Contract to be Charged to:

	2004 Operating Budget	Future Operating Budgets	Direct Charges to Projects	Total
5 Brokerage Services	150,000	300,000	-	450,000

Communications Department, Account Budget	2004 Operating Budget	Spent to Date	This Action for 2004	2004 Suplus (Shortfall)
6 Other	605,000		-	
7 Cocker Fennessy	150,000		150,000	-
8 Total Account	755,000	106,589	150,000	498,411

Budget Shortfall

Level	\$	Revenues	Funding Source
9 NA	-	-	NA

Notes

1 See 2004 Adopted Budget page 230

M/W/DBE – SMALL BUSINESS PARTICIPATION

Prime Consultant/Contractor

Cocker Fennessy is the prime consultant for this contract. Cocker Fennessy is a small business, therefore 100 percent of the contract will be performed by a small business.

EEO Profile

Cocker Fennessy's total workforce is seven people. Four are female, with no persons of color.

HISTORY OF PROJECT

In 2002, Sound Transit conducted a competitive procurement process to select a firm to provide strategic consulting services to the agency. Cocker Fennessy was selected as a result of that competitive process, which provided for an annual contract and options for four, one-year extensions.

The contract was awarded for the period from April 2002 through December 31, 2002, for \$175,000. Contract options were exercised for two additional one-year periods, which extended the contract through December 31, 2004. There are two remaining options which would extend the contract through December 31, 2006. No additional funds were provided during those contract extensions. The original funds are almost depleted.

CONSEQUENCES OF DELAY

Cocker Fennessy Inc. 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 strategic communication goals of Sound Transit and the on-going community involvement and agency efforts to inform the public about the agency's activities.

PUBLIC INVOLVEMENT

Not applicable to this action.

LEGAL REVIEW

JDW 05/07/04

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A motion of the Finance Committee of the Central Puget Sound Regional Transit Authority authorizing the Chief Executive Officer to execute a contract amendment with Cocker Fennessy, Inc. to continue to provide strategic communications planning, community relations and public affairs assistance for 2004 and the remaining optional years, in the amount of \$450,000, for a new total authorized contract amount not to exceed \$625,000.

Background:

In 2002, Sound Transit conducted a competitive procurement process to select a firm to provide strategic consulting services to the agency. Cocker Fennessy was selected as a result of that competitive process, which provided for an annual contract and options for four, one-year extensions.

The contract was awarded for the period from April 2002 through December 31, 2002, for \$175,000. Contract options were exercised for two additional one-year periods, which extended the contract through December 31, 2004. There are two remaining options, which would extend the contract through December 31, 2006. No additional funds were provided during those contract extensions. The original funds are almost depleted.

Motion:


It is hereby moved by the Finance Committee of the Central Puget Sound Regional Transit Authority that the Chief Executive Officer is authorized to execute a contract amendment with Cocker Fennessy, Inc. to continue to provide strategic communications planning, community relations and public affairs assistance for 2004 and the remaining optional years, in the amount of \$450,000, for a new total authorized contract amount not to exceed \$625,000.

APPROVED by the Finance Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on May 20, 2004.



Kevin Phelps
Finance Committee Chair

ATTEST:



Marcia Walker
Board Administrator