

**SOUND TRANSIT
STAFF REPORT**

MOTION NO. M2005-33

Printing Services Contract with Northwest Publishing Center

Meeting:	Date:	Type of Action:	Staff Contact:	Phone:
Finance Committee	4/7/05	Discussion/Possible Action	Ric Ilgenfritz, Chief Corporate and Strategic Communications Officer Ken Harvey, Creative Services Manager	(206) 398-5239 (206) 689-4919

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.*

ACTION

Authorizes the Chief Executive Officer to execute a contract with Northwest Publishing Center to provide printing services for the “Get Ready to Ride” transit guide for one year, with two additional one-year contract extensions for a total contract amount not to exceed \$497,040.

KEY FEATURES

- Provides for the printing of the transit guide three times each year for every service change between April 2005 and March 2006.
- Provides two additional one-year contract extensions.

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 proposed action is within the current annual adopted budget. No amendments are necessary. The future costs will be requested each year.

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. The action will have no new revenue impacts on Sound Transit.

BUDGET TABLE

Summary for Board Action

Action Item: Get Ready to Ride Guide

	(A)	(B)	(C)	(D)
Contract Budget	Current Approved Contract Value	Spent to Date	Proposed Action	Proposed Total Contract Value
Get Ready to Ride guide	0	-	497,040	497,040
Contingency	0	-	-	-
Total	0	-	497,040	497,040
Percent Contingency	0%	-	0%	0%

Contract to be Charged to:	2005 Operations Budget	Future Operations Budgets	Direct Charges to Projects	Total
Get Ready to Ride guide	149,112	347,928	-	497,040

Various Operating Budgets	2005 Board Adopted Operations Budget		This Action for 2005	2004 Suplus (Shortfall)
Sounder Operations	60,000		44,734	15,266
Tacoma Link Operations	40,000		29,822	10,178
Regional Express Operations	100,000		74,556	25,444
Total Account	200,000		149,112	50,888

Budget Shortfall

Level	\$	Revenues	Funding Source
NA	-	-	NA

Notes

The budget for this item is in Marketing Line of Agency Transit Operations budget on page 45 of Adopted 2005 Adopted book. Future years' costs will be requested in Transit operations budgets

M/W/DBE – SMALL BUSINESS PARTICIPATION

Northwest Publishing Bureau/Newman-Burrows is a small business and will be performing 100% of the work.

EEO Commitment

Northwest Publishing Center's workforce demographics are 16% women, 22% persons of color, and 6% persons with disabilities.

Northwest Publishing Center has made a commitment to partner with Sound Transit and serve as a diversity model for the local printing industry. The firm is taking proactive steps to raise the awareness of local students and community residents regarding employment opportunities within the firm and the print industry.

HISTORY OF PROJECT

Prior Board or Committee Actions and Relevant Board Policies

Motion or Resolution Number	Summary of Action	Date of Action
M2004-80	Executed a contract amendment with Northwest Publishing Center/Newman-Burrows in the amount of \$114,000 to print the September 2004 and February 2005 Get Ready to Ride Guide for a new total authorized contract amount not to exceed \$309,000	8/19/04

Sound Transit publishes the "Get Ready to Ride" transit guide three times each year for every transit service change. Approximately 100,000 to 150,000 guides (depending upon service change) are printed and distributed to riders with the help of the agency's transit partners: King County Metro, Pierce Transit, Community Transit, Everett Transit, and Amtrak.

The guide is considered a complex publication to print. It contains route maps, schedules, system maps, fare information, and other customer service information. Updated route schedule information is received from transit partners late in the production process and requires a printer's ability to print and bind a large quantity in a relatively short period of time. The printing of the document combines various paper stock, paper sizes, and folds. It requires multiple presses and bindery. This narrows the field of responsible and responsive printers who have sufficient capabilities to provide pre-press and printing services.

Sound Transit conducted a formal procurement in February and March 2005, with three proposals received. Bids were reviewed by a staff panel and the top two printers were interviewed. Northwest Publishing Center was selected for award based upon most competitive pricing and highest cumulative scoring on other evaluation criteria.

CONSEQUENCES OF DELAY

Sound Transit staff is currently in production for the June 2005 transit guide. Execution of the contract will enable staff to establish a schedule with the vendor for an early May printing of the transit guide.

PUBLIC INVOLVEMENT

Not applicable for this action.

LEGAL REVIEW

JW 3/25/05

SOUND TRANSIT

MOTION NO. M2005-33

A motion of the Finance Committee of the Central Puget Sound Regional Transit Authority authorizing the Chief Executive Officer to execute a contract with Northwest Publishing Center to provide printing services for the "Get Ready to Ride" transit guide for one year, with two additional one-year contract extensions for a total contract amount not to exceed \$497,040.

Background:

Sound Transit publishes the "Get Ready to Ride" transit guide three times each year for every transit service change. Approximately 100,000 to 150,000 guides (depending upon service change) are printed and distributed to riders with the help of the agency's transit partners: King County Metro, Pierce Transit, Community Transit, Everett Transit, and Amtrak.

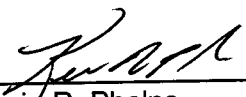
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Motion:

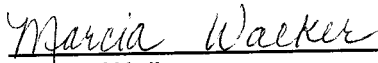
It is hereby moved by the Finance Committee of the Central Puget Sound Regional Transit Authority that the Chief Executive Officer is authorized to execute a contract with Northwest Publishing Center to provide printing services for the "Get Ready to Ride" transit guide for one year, with two additional one-year contract extensions for a total contract amount not to exceed \$497,040.

APPROVED by the Finance Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on April 7, 2005.



Kevin R. Phelps
Finance Committee Chair

ATTEST:



Marcia Walker
Board Administrator