

**SOUND TRANSIT
STAFF REPORT**

MOTION NO. M2006-86

Contract for Strategic Communications and Public Affairs Consulting Services

Meeting:	Date:	Type of Action:	Staff Contact:	Phone:
Finance Committee	12/7/06	Discussion/Possible Action	Ric Ilgenfritz, Chief Communications Officer	(206)398-5239

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

PROJECT NAME

Executive Department – Consultant/Management Services

PROPOSED ACTION

Authorizes the chief executive officer to execute a one-year contract with two one-year options to extend with Cocker Fennessy, Inc. to provide strategic communications and public affairs services for a total authorized contract amount not to exceed \$500,000.

KEY FEATURES

- The scope of work includes strategic communications planning, implementation, and public affairs assistance to support the Agency's implementation of Sound Move and work related to Sound Transit 2, including the joint ballot with the Regional Transportation Investment District in 2007.
- The contract is for one year, expiring December 31, 2007 with two one-year options to extend. The contract amount is for all three years.

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 budgeted amount for 2007 is included in the Consultant/Management services line on page 173 of the Proposed 2007 Budget book. Future amounts will be requested in respective annual proposed budgets.

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 TABLE

Summary for Board Action

Action Item: Cocker-Fennessy for Strategic Communications

	(A)	(B)	(C)	(D)
Contract Budget	Current Approved Contract Value	Spent to Date	Proposed Action	Proposed Total Contract Value
Cocker Fennessy	0	-	500,000	500,000
Contingency	0	-	-	-
Total	0	-	500,000	500,000
Percent Contingency	0%	-	0%	0%

	2007 Proposed Budget	Future Budgets	Total This Action	Surplus (Shortfall)
Accounts to be Charged				
Consultant/Management	1,300,200	346,700	500,000	1,146,900
				-
				-
Total Account	1,300,200	346,700	500,000	1,146,900

Budget Shortfall

Level	\$	Potential Revenues	Funding Source
NA	-	-	NA

Notes

This contract is for one year and options to extend for two more years. Budget for 2007 is included in the Proposed 2007 Budget book on page 173 in Consultant/Management line. Future amounts will be requested in future proposed budgets.

M/W/DBE – Small Business Participation

Cocker Fennessy has committed to utilizing a woman-owned, disadvantaged business enterprise, Envirolssues, to perform community involvement, facilitation, and strategic communication planning services.

Prime Consultant/Contractor

Cocker Fennessy, Inc. is the prime consultant for this contract.

Utilization Breakdown Table (one year)

Subconsultant	Business Type	% of Work	Dollar Value 2007
Envirolssues	W/DBE	25%	\$38,325
Total		25%	\$38,325

EEO Commitment

Cocker Fennessy, Inc. and its subconsultant, Envirolssues, have a combined workforce profile of 79% women employees and 11% employees of color.

Apprentice Utilization Commitment

Not applicable to this action.

PROJECT DESCRIPTION and BACKGROUND for PROPOSED ACTION

In the fall of 2006, Sound Transit conducted a competitive procurement process to select a firm to provide strategic communications consulting services to the agency. Cocker Fennessy, Inc. was selected as a result of that competitive process, which provided for a one-year contract with options for two additional one-year extensions.

Cocker Fennessy, Inc. has been under contract with Sound Transit since 2002; the scope of work under this new contract includes strategic communications planning, implementation, and public affairs assistance to support the Agency's implementation of Sound Move and work related to Sound Transit 2, including the joint ballot with the Regional Transportation Investment District in 2007.

CONSEQUENCES OF DELAY

Sound Transit currently has a strategic communications contract with Cocker Fennessy, Inc. which expires at the end of 2006. A delay or denial of this action beyond December 14, 2006 may result in a disruption of work flow that could be detrimental to the strategic communications goals of Sound Transit and the on-going public affairs involvement and agency efforts to keep the public informed about the agency's activities.

PUBLIC INVOLVEMENT

Not applicable to this action.

ENVIRONMENTAL COMPLIANCE

Not applicable to this action.

LEGAL REVIEW

JW 11/30/06

SOUND TRANSIT

MOTION NO. M2006-86

A motion of the Finance Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a one-year contract with two one-year options to extend with Cocker Fennessy, Inc. to provide strategic communications and public affairs services for a total authorized contract amount not to exceed \$500,000.

Background:

In the fall of 2006, Sound Transit conducted a competitive procurement process to select a firm to provide strategic communications consulting services to the agency. Cocker Fennessy, Inc. was selected as a result of that competitive process, which provided for a one-year contract with options for two additional one-year extensions.

Cocker Fennessy, Inc. has been under contract with Sound Transit since 2002; the scope of work under this new contract includes strategic communications planning, implementation, and public affairs assistance to support the Agency's implementation of Sound Move and work related to Sound Transit 2, including the joint ballot with the Regional Transportation Investment District in 2007.

Motion:

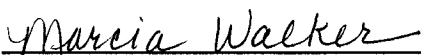
It is hereby moved by the Finance Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a one-year contract with two one-year options to extend with Cocker Fennessy, Inc. to provide strategic communications and public affairs services for a total authorized contract amount not to exceed \$500,000.

APPROVED by the Finance Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on December 7, 2006.



Fred Butler
Finance Committee Chair

ATTEST:



Marcia Walker
Board Administrator