

**SOUND TRANSIT
STAFF REPORT**

MOTION NO. M2009-52

**Contract Amendment for Additional Event Planning and Management Consulting Services
for Central Link Light Rail Launch**

| Meeting: | Date: | Type of Action: | Staff Contact: | Phone: |
|-------------------|--------------|----------------------------|--|--------------------------------------|
| Finance Committee | 6/18/09 | Discussion/Possible Action | Ron Klein, Director, Communications and External Affairs Tim Healy, Marketing Manager | (206) 398-5393 (206) 398-5062 |

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

PROJECT NAME

Link Light Rail Launch

PROPOSED ACTION

Authorizes the chief executive officer to execute a contract amendment with Doxtater & Co. LLC dba The Workshop to provide additional event planning and management services for the Link Light Rail Launch project in the amount of \$517,500 for a new total authorized contract amount not to exceed \$712,500.

KEY FEATURES of PROPOSED ACTION

- In fall 2008, Sound Transit contracted with The Workshop to provide special event services for the launch of Central Link in summer 2009. The proposed amendment would increase the amount of an existing contract to allow The Workshop to:
 - hire and manage subcontracts with event staff to help with crowd and line management and event logistics
 - hire and manage street performers to entertain crowds waiting in line to ride Link
 - hire and manage equipment vendors
- When the contract was originally executed, Sound Transit intended to manage the contracts for event staff, entertainment and equipment vendors directly rather than subcontracting through the Workshop. However, once the scope of the launch event was defined, it became evident that contract staffing, entertainment and equipment vendor needs were more extensive than originally envisioned and could be more efficiently and cost-effectively managed through the Workshop contract.
- The contract scope allows the Workshop to hire and manage contract staff, entertainers and equipment vendors; the proposed amendment does not change the scope.
- The term of the contract is for one year from December 8, 2008 through December 31, 2009. If approved, the amount of the amended contract will cover the term.

BUDGET IMPACT SUMMARY

Current Project Phase: Construction
Projected Completion Date: 2009

| Action Outside of Adopted Budget: | ✓ | Comments on Checked Items |
|--|----------|--|
| This Project | | |
| This Phase | | |
| This Task | | Proposed action requires funding from surplus budget for Other Communications within the agency administration phase of the Initial Segment project. |
| Budget Amendment Required | | |
| Key Financial Indicators: | ✓ | Comments on Checked Items |
| Contingency Funds Required | | |
| Funding required from other parties (other than what is in financial plan) | | |

Not checked = action is assumed in current Board-adopted budget. No budget action or adjustment to financial plan required.

BUDGET and FINANCIAL PLAN DISCUSSION

The Adopted 2009 Lifetime Capital Budget for the Central Link Initial Segment is \$2.07 billion. Within that amount \$1,034,287 has been set aside for Marketing and Special Events in the agency administration phase.

The proposed action would increase current commitments of \$551,046 for this line item by \$517,500 to a revised total commitment of \$1,068,546, and result in a budget shortfall of \$34,259. This will be funded from surplus budget for Other Communications within the agency administration phase of the Initial Segment project.

The proposed action is within the Adopted 2009 Budget, and is affordable within the agency’s long-term financial plan and subarea financial capacity. The action will have no new revenue impact on Sound Transit.

BUDGET TABLE

Action Item: Doxtater & Co. LLC dba The Workshop (contract amendment to provide additional event planning and management services for the Link Light Rail Launch of the Initial Segment)

(Year of Expenditure \$000)

| Initial Segment | Adopted 2009 Budget (A) | Committed To Date (B) | This Action (C) | Total Committed & Action (D) | Uncommitted (Shortfall) (E) |
|-----------------------------|-------------------------------|-----------------------------|--------------------|------------------------------------|-----------------------------------|
| Agency Administration | 189,213 | 172,722 | 518 | 173,239 | 15,974 |
| Preliminary Engineering | 33,289 | 33,310 | | 33,310 | (21) (1) |
| Final Design | 147,208 | 146,901 | | 146,901 | 307 |
| Right of Way | 207,171 | 203,877 | | 203,877 | 3,294 |
| Construction | 1,194,991 | 1,169,992 | | 1,169,992 | 24,999 |
| Construction Services | 102,960 | 103,648 | | 103,648 | (688) (2) |
| Third Party Agreements | 62,861 | 63,076 | | 63,076 | (215) (1) |
| Vehicles | 132,307 | 131,799 | | 131,799 | 508 |
| Total Current Budget | 2,070,000 | 2,025,324 | 518 | 2,025,842 | 44,158 |

Construction Services Phase Detail

| | | | | | |
|-----------------------------|----------------|----------------|------------|----------------|---------------|
| Marketing / Special Events | 1,034 | 551 | 518 | 1,069 | (34) |
| Other Communications | 886 | 785 | | 785 | 100 |
| Other Agency Administration | 187,293 | 171,385 | | 171,385 | 15,908 |
| Total Phase | 189,213 | 172,722 | 518 | 173,239 | 15,974 |

| Contract Amount | Board Approvals to Date (F) | Current Approved Contract Value (G) | Proposed Action (H) | Proposed Total for Board Approval (I) | Proposed Contract Value (J) |
|--|-----------------------------------|--|---------------------------|---|-----------------------------------|
| Contract Amount | 195 | 195 | 518 | 713 | 713 |
| Contingency | - | - | - | - | - |
| Total Contract | 195 | 195 | 518 | 713 | 713 |
| Percent Contingency | - | - | - | - | - |
| Less Communications & External Affairs | 195 | 195 | - | 195 | 195 |
| Total Initial Segment | - | - | 518 | 518 | 518 |

| Budget Shortfall | \$Shortfall Task Level (K) | Potential Resources (L) | Source (M) |
|----------------------------|----------------------------------|----------------------------|---|
| Marketing / Special Events | 34 | 100 | Surplus budget from Other Communications within the Agency Administration phase of the Initial Segment project. |

- (A) ADOPTED 2009 BUDGET amounts as adopted by resolution of the Sound Transit Board (R2008-14, approved 12/11/08).
- (B) COMMITTED TO DATE amounts are from Agency WBS Report as of May 2009 + approved and pending board actions not recorded as of 5/31/09, or submitted after that date, and include allocated contingencies.
- (1) "SHORTFALL" to the Adopted 2009 Budgets for Preliminary Engineering and Third Party phases: "Committed to Date" amounts shown here include contingencies allocated for preliminary engineering contracts and third party agreements that will not be used. Adjustments are in process.
- (2) "SHORTFALL" to the Adopted 2009 Budgets for Construction Services phase reflects a pending board motion for PB Americas, Inc. to provide continuing construction management services for Beacon Hill Station and Tunnel civil construction that will be funded from surplus budget within other phases of the Initial Segment project.

SMALL BUSINESS PARTICIPATION

Although Prime Consultant/Contractor, Doxtater & Co. LLC dba The Workshop is a Small Business, the original contract does not contain a goal for Small Business participation and consequently there is no Small Business commitment by the Prime Consultant/Contractor.

Prime Consultant/Contractor

Doxtater & Co. LLC dba The Workshop is the prime consultant for this contract.

PROJECT DESCRIPTION and BACKGROUND for PROPOSED ACTION

Sound Transit has staged numerous service launches and special events, however, none have approached the scope of the Link launch. A typical Sound Transit event is confined to one location and generally no more than a few hundred people attend. The Link launch represents a 14-mile event with 12 points of entry and crowd control (stations). It may draw more than 100,000 people over a two-day period.

Although Sound Transit operates buses, commuter trains and light rail, it does so primarily through operating contracts with other agencies. Thus the agency does not have the operating infrastructure (customer service, field supervisors, station agents) to draw upon to help manage crowds for the launch. Sound Transit's special event team consists of two people.

In fall 2008, Sound Transit solicited for a Special Event Consultant to help with the launch of Central Link service in summer 2009. More than ten submittals were received and reviewed and The Workshop was selected as part of a competitive process. The Workshop is a local firm with extensive experience in planning and implementing large special events and festivals. The contract includes the following scope of work:

Goals:

Sound Transit wishes to achieve the following objectives during the term of this contract:

- Successfully launch Link light rail to Tukwila in the summer of 2009 and Link light rail to the airport in December 2009.
- Promote ridership on the new light rail system.
- Promote awareness of Sound Transit and all of its services within Pierce, Snohomish and King counties.

These objectives may be achieved by identifying and implementing specific special event activities that yield the greatest potential returns from the launch program.

Sound Transit Light Rail Launch:

- Provide general business counsel related to staging and implementing special events to promote the launch of Sound Transit's Link light rail system. This business counsel shall include helping Sound Transit develop short- and long-term special event plans for the start-up of light rail service between downtown Seattle and Tukwila Station in the summer of 2009 and an extension of that service between Tukwila Station and Sea-Tac Airport in December 2009. This could include working with multiple communities and jurisdictions to develop community-based plans around light rail stations and facilities.
- Help manage all aspects of special event launch activities including, but not limited to, the following:
 - Scheduling event facilities and managing venue contracts for sites and facilities not directly owned or managed by Sound Transit.
 - Provide event staff and manage volunteers and staff assigned to assist in planning and execution.
 - Assist with publicity and advertising plans and implementation.
 - Help develop and implement event security plan.
 - Help secure event permits and licenses as needed.
 - Book and manage entertainment that could include musicians, street performers, etc.
 - Manage development, production and implementation of event decorations.
 - Help with sponsorship solicitation and management.
 - Help manage event budgets.
 - Coordinate guest lists and event invitations.
 - Assist with audio/visual Equipment rentals and set up.
 - Assist with event equipment rentals and set up including tents, tables, stages, booths, etc.
 - Help develop and implement a signage plan.
 - Help with parking management.
 - Help manage set up and clean up of event site and facilities.
 - Manage rental and logistics of sanitary facilities (portable restrooms).
 - Help develop event recap reports and evaluations.

PRIOR BOARD/COMMITTEE ACTIONS

None.

CONSEQUENCES of DELAY

Staff is requesting Finance Committee approval on June 18, 2009 to allow adequate time in advance of the Link Launch for The Workshop to secure event staff, entertainment and equipment vendors.

Delay beyond this date will adversely impact ST's preparations and The Workshop's ability to recruit and hire in a timely manner all the crew members and vendors needed to make the launch successful.

PUBLIC INVOLVEMENT

Not applicable to this action.

ENVIRONMENTAL COMPLIANCE

SSK 6-12-09

LEGAL REVIEW

JW 6-12-2009

SOUND TRANSIT

MOTION NO. M2009-52

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 Doxtater & Co. LLC dba The Workshop to provide additional event planning and management services for the Link Light Rail Launch project in the amount of \$517,500 for a new total authorized contract amount not to exceed \$712,500.

Background:

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- Help manage set up and clean up of event site and facilities.
- Manage rental and logistics of sanitary facilities (portable restrooms).
Help develop event recap reports and evaluations.

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 Doxtater & Co. LLC dba The Workshop to provide additional event planning and management services for the Link Light Rail Launch project in the amount of \$517,500 for a new total authorized contract amount not to exceed \$712,500.

APPROVED by the Finance Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on June 18, 2009.



Fred Butler
Finance Committee Vice Chair

ATTEST:


Marcia Walker
Board Administrator