

**MOTION NO. M2012-32**  
**Contract for Transit Guide Printing Services**

<b>MEETING:</b>	<b>DATE:</b>	<b>TYPE OF ACTION:</b>	<b>STAFF CONTACT:</b>	<b>PHONE:</b>
Operations and Administration Committee	06/07/12	Final Action	Ron Klein, Director of Communications and External Relations <b>Tim Healy, Marketing &amp; Creative Services Manager</b>	206-398-5393  206-398-5062

**PROPOSED ACTION**

Authorizes the chief executive officer to execute a two-year contract with a two-year option to extend with Consolidated Press to provide printing services for the Ride the Wave transit guide for a total authorized contract amount not to exceed \$955,501.

**KEY FEATURES**

- This contract would provide printing and production services for the Ride the Wave transit guide, which provides comprehensive information to riders on all Sound Transit services. The transit guide is published three times a year at each transit service change.
- The scope of work includes printing and binding approximately 125,000 to 130,000 transit guides according to Sound Transit's schedule.
- The amount requested covers the initial two-year contract and the option to extend for an additional two years.

**PROJECT DESCRIPTION**

The Sound Transit's Ride the Wave transit guide provides information on all Sound Transit services, including maps, time schedules, how-to-ride and accessibility rider information.

## FISCAL INFORMATION

The Ride the Wave transit guide budget is included in the Marketing and Rider Information budget for each service mode. The budget table below illustrates the budget impact of this action.

### Summary for Board Action (X \$1,000)

Action Item: Execute a contract with Consolidated Press for the publication of Sound Transit Ride the Wave Transit Guide.

Current Year Marketing & Rider Information budget by Mode	Adopted 2012 Budget (1)	2012 YTD Spending	Contract Expenditures 2012	2012 Remaining Budget
Tacoma Link rail	\$ 49	\$ 9	\$ 7	\$ 33
Central Link rail	\$ 112	\$ 18	\$ 34	\$ 60
Sounder Commuter Rail,	\$ 871	\$ 217	\$ 30	\$ 120
ST Express bus	\$ 241	\$ 39	\$ 49	\$ 153
Total Marketing and Rider Information budget by Mode	\$ 1,273	\$ 283	\$ 120	\$ 366

Contract Spending Plan	Prior Year(s) Spending	2012 Spending	Future Expenditures	Total
Consolidated Press	\$ -	\$ 120	\$ 836	\$ 956

Contract Budget	Current Approved Contract Value	Spent to Date	Proposed Action	Proposed Total Contract Value
Consolidated Press	\$ -	\$ -	\$ 956	\$ 956
Contingency	\$ -	\$ -	\$ -	\$ -
Total Contract	\$ -	\$ -	\$ 956	\$ 956
Percent Contingency	-	-	0%	0%

#### Notes:

<sup>1</sup> Represent funding budgets for the proposed action. The Marketing and Rider Information Budget for Tacoma Link, Central Link, Sounder and ST Express can be found on page 39, 43, 48 and 53 of 2012 Adopted Budget book, respectively.

## SMALL BUSINESS PARTICIPATION

Sound Transit Goal: N/A

Consolidated Press is a small business and will perform 100% of the work.

## EQUAL EMPLOYMENT WORKFORCE PROFILE

60 employees; 26% women; 40% minorities.

## BACKGROUND

Sound Transit will produce approximately 125,000 to 130,000 copies of the transit guide each service change. Sound Transit used to print 150,000 copies of the transit guide each service change, but has reduced the number of transit guides by providing more online options to customers. New online options include a redesigned website launched in early 2011 and the user-friendly mobile site launched in October 2011. To continue the effort to further reduce the amount

of printed books, additional on-line/application-based schedule information is being researched and planned for development over the next few years.

A request for proposals for printing services was issued that included a cost-saving option to reduce the price per book by 2% for orders of 110,000 books and above. The agency received three proposals and Consolidated Press was selected as the successful proposer.

**ENVIRONMENTAL COMPLIANCE**

Jl 5/22/2012

**PRIOR BOARD/COMMITTEE ACTIONS**

None.

**TIME CONSTRAINTS**

A one month delay will affect the printing schedule and the transit guides will not be available for the October service change.

**PUBLIC INVOLVEMENT**

Not applicable to this action.

**LEGAL REVIEW**

JW 6/1/2012

**MOTION NO. M2012-32**

A motion of the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a two-year contract with a two-year option to extend with Consolidated Press to provide printing services for the Ride the Wave transit guide for a total authorized contract amount not to exceed \$955,501.

**BACKGROUND:**

Sound Transit will produce approximately 125,000 to 130,000 copies of the transit guide each service change. Sound Transit used to print 150,000 copies of the transit guide each service change, but has reduced the number of transit guides by providing more online options to customers. New online options include a redesigned website launched in early 2011 and the user-friendly mobile site launched in October 2011. To continue the effort to further reduce the amount of printed books, additional on-line/application-based schedule information is being researched and planned for development over the next few years.

A request for proposals for printing services was issued that included a cost-saving option to reduce the price per book by 2% for orders of 110,000 books and above. The agency received three proposals and Consolidated Press was selected as the successful proposer.


**MOTION:**

It is hereby moved by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a two-year contract with a two-year option to extend with Consolidated Press to provide printing services for the Ride the Wave transit guide for a total authorized contract amount not to exceed \$955,501.

APPROVED by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on June 7, 2012.

  
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Paul Roberts  
Operations and Administration Committee Chair

ATTEST:

  
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Marcia Walker  
Board Administrator