

**MOTION NO. M2015-74**

**Contract Amendment for Public Involvement Services for High-Capacity Transit System Plan Development**

<b>MEETING:</b>	<b>DATE:</b>	<b>TYPE OF ACTION:</b>	<b>STAFF CONTACT:</b>
Capital Committee	08/13/2015	Final Action	Craig Davison, Executive Director, Communications and External Affairs <b>Geoff Patrick, Media Relations and Public Information Manager</b>

**PROPOSED ACTION**

Authorizes the chief executive officer to execute a contract amendment with EnviroIssues for public involvement consultant services supporting the Sound Transit 3 ballot measure in the amount of \$560,000 for a new total authorized contract amount not to exceed \$1,360,000.

**KEY FEATURES SUMMARY**

- This amendment will provide additional funding to continue public information and public involvement to support the Board in shaping the Sound Transit 3 (ST3) ballot measure.
- Sound Transit has had success in generating public interest and comment, and time spent tracking and responding to inquires has been significantly greater than anticipated. Sound Transit has received more than three times the number of comments than in earlier public involvement periods.
- Sound Transit has also put significant focus on website and social media efforts. After the successful development and launch of the interactive ST3 website, work under this contract also includes a continued focus on maintaining the website to effectively promote awareness across a wide range of platforms, including an intensified focus on social media, where more than half of traffic originates.
- The amount requested will provide sufficient funding to complete the initial three year contract term extending through November 2016 as public interest and engagement intensifies. Additional funding for option years to support a potential ballot measure later than 2016 would require Board approval.

**BACKGROUND**

In August 2013 Sound Transit entered into a contract with EnviroIssues to promote widespread public interest and involvement as the Board shapes the future of the regional transit system. The contract scope of work covers activities to plan and implement:

- Public meetings around the region on transit expansion options and benefits;
- Printed and electronic communications such as mailers, fact sheets, display boards, etc.;
- Soliciting input at meetings, online, in writing, by phone and at various community events;
- Publicizing public involvement opportunities;
- Compiling, summarizing and presenting public input;
- Developing web content and interactive features that showcase transit options and benefits;
- Social media activities; and
- Responding to public inquiries and correspondence.

Costs to date have been higher than anticipated in part due to underestimation of the level of success achieved by Sound Transit in generating public comments, resulting in an increase in time required to track and respond. Other expenditures can be attributed to the

expanded use of platforms used to promote awareness. In addition to the development of an interactive website, an intense focus on social media has been effectively employed as more than half of traffic originates from mobile devices.

Any exercise of options to extend the duration of the contract to support a potential ballot measure that occurs later than 2016 would require Board approval of additional funding.

EnviroIssues was selected through a competitive procurement process. A request for proposals was issued on May 20, 2013. Of the five proposals received and evaluated, EnviroIssues was ranked the highest by the selection team and determined to be the best value for Sound Transit.

## FISCAL INFORMATION

This action is within the Adopted Budget and sufficient funds remain after approval of this action to fund the remaining work in the Preliminary Engineering Phase as contained in the current cost estimates.

The 2015 Lifetime Adopted Budget for ST3 Planning project is \$48,925,345. Within that amount, \$43,737,655 has been set aside for the Preliminary Engineering Phase. Out of that amount \$12,528,415 has been committed for the Preliminary Engineering Phase.

The proposed action would commit additional \$560,000 to the EnviroIssues, Inc. contract to provide consultant services supporting the Sound Transit 3 ballot leaving the remaining uncommitted budget of \$30,649,240 in the Preliminary Engineering Phase.

ST3 Planning	2015 TIP	Commitment to Date	This Action	Board Approved Plus Action	Uncommitted / (Shortfall)
Agency Administration	5,188	854	0	854	4,334
Preliminary Engineering	43,738	12,528	560	13,088	30,649
Final Design	0	0	0	0	0
Right of Way	0	0	0	0	0
Construction	0	0	0	0	0
Construction Services	0	0	0	0	0
Third Party Agreements	0	0	0	0	0
Vehicles	0	0	0	0	0
<b>Total Current Budget</b>	<b>48,925</b>	<b>13,383</b>	<b>560</b>	<b>13,943</b>	<b>34,983</b>
<b>Phase Detail - Preliminary Engineering</b>					
Preliminary Engineering Phase Activities	43,738	12,528	560	13,088	30,649
<b>Total Phase</b>	<b>43,738</b>	<b>12,528</b>	<b>560</b>	<b>13,088</b>	<b>30,649</b>
<b>EnviroIssues, Inc.</b>					
<b>Contract Detail</b>	<b>Board Approvals to Date</b>	<b>Current Approved Contract Status</b>	<b>Proposed Action</b>	<b>Proposed Total for Board Approval</b>	
Contract Amount	800	800	560	1,360	
Contingency	0	0	0	0	
<b>Total</b>	<b>800</b>	<b>800</b>	<b>560</b>	<b>1,360</b>	
Percent Contingency	0%	0%	0%	0%	

### Notes:

Amounts are expressed in Year of Expenditure \$000s.

Board Approvals to Date includes amounts through June 30 2015, plus any pending Board Actions.

Project Budget is located on page 87 of the 2015 Transit Improvement Plan (TIP).

Board Approvals = Committed to-date + Contingency.

## SMALL BUSINESS/DBE PARTICIPATION AND APPRENTICESHIP UTILIZATION

Sound Transit promotes and encourages small business participation, which also includes Disadvantaged Business Enterprises (DBEs). Small Business and DBE goals are based upon an examination of subcontracting opportunities contained in the work of this contract and the number of Small Businesses/DBEs available to perform such subcontracting work.

Sound Transit determined that there were few subcontracting opportunities for Small Business and DBEs based upon the work described in this contract, so Small Business/DBE goals were not established or required.

## **PUBLIC INVOLVEMENT**

Not applicable to this action.

## **TIME CONSTRAINTS**

A one month delay would significantly impact Sound Transit's ability to maintain the level of public outreach required.

## **PRIOR BOARD/COMMITTEE ACTIONS**

Motion No. M2013-63: Authorized the chief executive officer to execute a three-year contract with two one-year options to extend with EnviroIssues, Inc. to provide public involvement consultant services for planning the next phase of high-capacity transit system development for a total authorized contract amount not to exceed \$800,000.

## **ENVIRONMENTAL REVIEW**

Jl 7/6/2015

## **LEGAL REVIEW**

JW 8/4/2015

## **MOTION NO. M2015-74**

A motion of the Capital Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a contract amendment with EnviroIssues for public involvement consultant services supporting the Sound Transit 3 ballot measure in the amount of \$560,000 for a new total authorized contract amount not to exceed \$1,360,000.

### **BACKGROUND:**

In August 2013 Sound Transit entered into a contract with EnviroIssues to promote widespread public interest and involvement as the Board shapes the future of the regional transit system. The contract scope of work covers activities to plan and implement:

- Public meetings around the region on transit expansion options and benefits;
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- Developing web content and interactive features that showcase transit options and benefits;
- Social media activities; and
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Costs to date have been higher than anticipated in part due to underestimation of the level of success achieved by Sound Transit in generating public comments, resulting in an increase in time required to track and respond. Sound Transit has received more than three times the number of comments than in earlier public involvement periods. Other expenditures can be attributed to the expanded use of platforms used to promote awareness. In addition to the development of an interactive website, an intense focus on social media has been effectively employed as more than half of traffic originates from mobile devices.

The amount requested will provide sufficient funding to complete the initial three year contract term extending through November 2016 as public interest and engagement intensifies. Work under this contract also includes a continued focus on maintaining the website and promotion across a wide range of platforms, including an intensified focus on social media. Any exercise of options to extend the duration of the contract to support a potential ballot measure that occurs later than 2016 would require Board approval of additional funding.

EnviroIssues was selected through a competitive procurement process. A request for proposals was issued on May 20, 2013. Of the five proposals received and evaluated, EnviroIssues was ranked the highest by the selection team and determined to be the best value for Sound Transit.


**MOTION:**

It is hereby moved by the Capital Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a contract amendment with EnviroIssues for public involvement consultant services supporting the Sound Transit 3 ballot measure in the amount of \$560,000 for a new total authorized contract amount not to exceed \$1,360,000.

APPROVED by the Capital Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on August 13, 2015.

  
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Fred Butler  
Capital Committee Chair

ATTEST:

  
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Kathryn Flores  
Board Administrator