

MOTION NO. M2017-42
Amend Contract with GovDelivery, Inc. for Delivery and Subscription Services

MEETING:	DATE:	TYPE OF ACTION:	STAFF CONTACT:
Operations and Administration Committee	04/06/2017	Final Action	Craig Davison, Executive Director, Communications & External Affairs Jennifer Dice, Sr Digital Communications Manager

PROPOSED ACTION

Authorizes the chief executive officer to execute a contract amendment with GovDelivery, Inc. to provide e-mail and text message delivery and subscription services in the amount of \$124,695, for a new total authorized contract amount not to exceed \$323,695.

KEY FEATURES SUMMARY

- Sound Transit currently contracts with GovDelivery, Inc. to allow members of the public to sign up for email and SMS (text message) notifications via the Sound Transit website on a wide variety of topics including service alerts, project newsletters and news releases/agency announcements.
- The delivery and subscription services offered by the contract also help staff administer mailing lists including organization of contacts by categories and sub-categories for targeted communication; reporting functions; customized template creation; and social media integration.
- The original contract with a one year term and two one-year options was authorized under the chief executive officer's authority.
- This contract amendment would fund the option to extend the contract for a third year. Staff will be issuing a new RFP for this service after the end of the extended contract term.

BACKGROUND

Sound Transit's contract with this vendor is a piggyback under the Washington State Department of Enterprise Services (DES) Master Contract for Digital Communication Solutions with GovDelivery, Inc.

The contract with GovDelivery, Inc. allows Sound Transit to inform and engage with customers, the media, developers and other interested parties through email and SMS subscriptions as well as through integration with Twitter. Through GovDelivery, Sound Transit offers the following email subscriptions:

- About Sound Transit, including quarterly progress reports, Link light rail monthly updates, Sound Transit Board & committee information;
- Rider Alerts for Link light rail, individual ST Express bus routes, Tacoma Link, Sounder and Accessibility;
- Sound Transit News & Information, including news releases, developer resources, environmental updates, financial documents, milestones, parking policy updates and permit parking;
- Rider News, including bicycle updates, event service & promotions, quarterly ridership reports, transit guide maps & schedule books and service planning;

- Project Updates, including I-90 integrated transit service, Point Defiance bypass track and signal work, Link light rail projects, Sounder commuter rail projects;
- Working with Us, including artist commission opportunities, current procurements and public art updates.

In addition, Sound Transit Customer Service representatives regularly post Rider News and other timely updates to the agency's Twitter account through GovDelivery.

In 2016, Sound Transit sent 1,545 emails, 1,150 SMS messages and 980 Twitter messages through GovDelivery's service. That equates to over 7.5 million individual emails and over 6.2 million individual SMS messages sent through GovDelivery. Sound Transit's engagement rate through these communications channels was nearly 65%. At the end of 2016, over 89,000 people had subscribed to receive Sound Transit emails.

FISCAL INFORMATION

The proposed action will amend the current contract by \$124,695 for a new total authorized contract amount not to exceed \$323,695 and will be funded from the miscellaneous category within the Communication & External Affairs Department's annual operating budget. The miscellaneous category budget is \$1.7 million, of which a total \$158,755 is estimated to be spent for this contract in 2017 (YTD spending of \$22,967 and estimated spending for the rest of 2017 of \$135,808) and is within the agency's budget authority. After approval of this action, the remaining annual budget amount will be used to fund other department expenditures in 2017.

There are no additional years for this contract and a new RFP will be issued for this service after the end of the extended contract term.

CEA Department

(in thousands)

	2017 Annual Operating Budget	Actuals to Date	Projected 2017 Spending With This Action	Actuals to Date Plus Action	Remaining Annual Operating Budget
Salaries and Benefits	\$4,222	\$ -	\$ -	\$ -	\$4,222
Services	1,349				1,349
Materials and Supplies	69				69
Utilities					
Insurance					
Miscellaneous	1,742	145	136	280	1,461
Leases and Rentals	5				5
Total Annual Operating Budget	\$7,387	\$145	\$136	\$280	\$7,107

Contract Spending Plan	Contract Actuals thru Feb 2017	Forecast of Remaining 2017 Spending	Future Expenditures	Total
GovDelivery Inc.	\$164	\$136	\$24	\$324

Contract Detail	Board Approved Contract Value	Proposed Action	Proposed Revised Board Approved Contract Value
GovDelivery Inc.	\$199	\$125	\$324
Contingency	-	-	-
Contract Amount - Total	\$199	\$125	\$324
Percent Contingency	0%		0%

Notes:

Amounts are expressed in Year of Expenditure \$000.

Actual spending to date reflects YTD Feb 2017 miscellaneous expenses.

The 2017 Annual Operating Budget is located on page 23 of the the Adopted 2017 Budget book.

SMALL BUSINESS/DBE PARTICIPATION

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 Small Business and DBE subcontracting opportunities based upon the work described in this contract, so Small Business/DBE goals were not established.

PUBLIC INVOLVEMENT

Not applicable to this action.

TIME CONSTRAINTS

A one-month delay would limit Sound Transit's capabilities to 'batched' text, which is a slow delivery method. Customers who have subscribed for SMS service would not receive timely service alerts.

PRIOR BOARD/COMMITTEE ACTIONS

Not applicable to this action.

ENVIRONMENTAL REVIEW

Jl 3/15/2017

LEGAL REVIEW

AJP 3/30/2017

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A motion of the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a contract amendment with GovDelivery, Inc. to provide e-mail and text message delivery and subscription services in the amount of \$124,695, for a new total authorized contract amount not to exceed \$323,695.

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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 contract amendment with GovDelivery, Inc. to provide e-mail and text message delivery and subscription services in the amount of \$124,695, for a new total authorized contract amount not to exceed \$323,695.

APPROVED by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on April 6, 2017.



Paul Roberts
Operations and Administration Committee Chair

ATTEST:



Kathryn Flores
Board Administrator