

**MOTION NO. M2018-49**
**System Expansion Communications and Customer Outreach Support Services**

<b>MEETING:</b>	<b>DATE:</b>	<b>TYPE OF ACTION:</b>	<b>STAFF CONTACT:</b>
Capital Committee	4/12/2018	Final Action	Craig Davison, Executive Director Communications and External Affairs <b>Geoff Patrick, Deputy Executive Director Communications and External Affairs</b>

**PROPOSED ACTION**

Authorizes the chief executive officer to execute a four year contract with a one-year option to extend with Envirolssues, Inc. to provide on-call communications and customer outreach support services in the amount of \$2,375,000.

**KEY FEATURES SUMMARY**

- With passage of the Sound Transit 3 plan, Sound Transit is working to complete an expanded capital program that requires strong public awareness and involvement in projects throughout the region.
- These projects significantly increase communications and customer outreach needs as light rail and other capital projects are completed and service changes take place. Upcoming service changes include the closure of the Downtown Seattle Transit Tunnel and bus route adjustments for the upcoming Northgate Link opening.
- This contract provides for on-call communications and customer outreach services allowing the agency to scale efforts as needed with reduced hiring of in-house staff.
- The contract's scope of work includes:
  - Support as needed for communications and outreach, including web development; print and direct mail pieces; e-mail communications; additional social media, video and presentation assets; and other tools to inform and engage the public.
  - On-call additional resources to plan and staff open houses both in-person and online, public meetings, and community briefings.
  - Increased presence at community events and street teaming at transit locations to inform and engage riders and general public of potential service changes driven by system expansion.
  - Supplemental outreach and communications to under-represented communities, including communities of color, and diverse language speakers.
- The amount requested provides funding for the initial four year contract. If funding is required for the option year, staff would return to the committee with a request for additional funding.
- Work under this contract will be assigned based on individually negotiated task orders.

**BACKGROUND**

The 2008 Sound Transit 2 measure and 2016 Sound Transit 3 measure together form the most ambitious transit expansion program in the nation. Sound Transit is committed to maintaining

strong public awareness and involvement around the agency's delivery of capital projects, including accessible and compelling information about the status of projects and the public benefits that will be realized through their completion. Similarly, the agency is strongly committed to engaging and involving transit riders and local residents as transit services evolve with the opening of projects, including the truncation of existing bus routes at completed high-capacity transit facilities and efforts with partners to integrate local and regional transit services.

This contract provides support that can be scaled with the ebb and flow of upcoming agency needs to ensure the public is informed of:

- Agency progress meeting scope, schedule and budget milestones.
- Opportunities to engage with shaping project planning decisions as well as future service changes that align with new projects coming online.
- The value and benefits of investments, including ridership gains, access and parking improvements, transit-oriented development and other initiatives.

## **PROCUREMENT INFORMATION**

Prior to issuing the solicitation for these services, Sound Transit considered the project scope, the determining factors for contract award, and the potential need for proposal discussions and revisions, and determined that a Request for Proposals (RFP) procurement method was the most advantageous.

Sound Transit advertised RFP No. RTA/RP 0275-17 on January 22, 2018. Four firms submitted proposals. Proposals were evaluated based upon established evaluation criteria. At the conclusion of the evaluation process, EnvirolIssues, Inc. was identified as the top ranked firm.

Sound Transit staff recommends award of this contract based upon the determination that EnvirolIssues, Inc.'s proposal is the best value for Sound Transit.

## **FISCAL INFORMATION**

This on-call contract would be used for communications and customer outreach services for upcoming service changes and projects including the closure of the Downtown Seattle Transit Tunnel and bus route adjustments for the upcoming Northgate Link opening. The services described in this proposed action will be assigned on an as-needed basis after available budget from the Communications & External Affairs Department is verified. Since the proposed services will be assigned on an as-needed basis, the distribution of cost will be determined as project schedules require. Future year expenses will be included in subsequent annual budgets submitted to the board for adoption.

## **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.

For this contract, the firm EnvirolIssues, Inc is a certified Disadvantaged Business Enterprise.

## **PUBLIC INVOLVEMENT**

Not applicable to this action.

## **TIME CONSTRAINTS**

A one month delay would not have a significant impact on agency communications and customer outreach. However, the agency is making decisions to schedule Sound Transit visibility at summer fairs and festivals and understanding staff capacity now provides for better planning.

## **ENVIRONMENTAL REVIEW**

KH 4/2/2018

## **LEGAL REVIEW**

JW 4/6/2018



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A motion of the Capital Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a four year contract with a one-year option to extend with Envirolssues, Inc. to provide on-call communications and customer outreach support services in the amount of \$2,375,000.

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**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 four year contract with a one-year option to extend with EnviroIssues, Inc. to provide on-call communications and customer outreach support services in the amount of \$2,375,000.

APPROVED by the Capital Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on April 12, 2018.

  
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Kent Keel  
Capital Committee Vice Chair

ATTEST:

  
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Kathryn Flores  
Board Administrator