

**Joint Board Meeting  
May 10, 2021**

**Capital Project and Operations Action Item:** Authorize Sound Transit to execute a marketing creative services consultant contract with Green Rubino and authorize reimbursement to Sound Transit for costs incurred under the contract.

**Purpose:** Authorize Sound Transit to execute a marketing creative services consultant contract with Green Rubino who will provide creative and design services for a total not to exceed amount of \$1,034,375. The one year contract, with four optional one-year extensions does not contain or require contingency.

The ROOT Marketing team will manage the consultant who will provide creative and design services for ORCA products and marketing and communications campaigns. The contract will be billed on a time and materials basis and work will be assigned to the consultant by discrete task orders.

**Budget:** Each ORCA agency is obligated to reimburse Sound Transit on a monthly basis as costs are incurred for their share of the Creative Services Contract costs relating to this action.

	2021	2022	2023	2024	2025
Creative Services Contract (Not to exceed)	\$206,875	\$206,875	\$206,875	\$206,875	\$206,875
Total Contract Amount (Not to exceed)				\$1,034,375	

Contract expenditures in 2021 and in the first half of 2022 will be allocated under the next generation ORCA capital shares formula, as shown in the table below. Contract expenditures in subsequent months will be allocated under the approved operating shares formulas for each corresponding year.

	CT	ET	KCM	KT	PT	ST	WSF
next gen ORCA Capital Shares	7.3%	0.8%	57.8%	2.1%	4.4%	26.9%	0.7%

**Recommendation:** The ORCA Steering Committee recommends authorizing Sound Transit to execute the Creative Services Contract on behalf of the region.