

**Joint Board Meeting
June 14, 2021**

Action Item: Authorize Sound Transit to execute a Media Buying Service Contract with Green Rubino and authorize reimbursement to Sound Transit for costs incurred under the contract.

Purpose: Authorize Sound Transit to execute a media buying services contract with Green Rubino who will provide media buying and advertising services for a total not to exceed amount of \$1,618,750. 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 media buying and advertising services for ORCA products and marketing and communications campaigns. The professional services portion of the contract will be billed on a time and materials basis and the advertising will be billed according to actual advertising purchases. Work will be assigned to the consultant by discrete task orders, and each task order will provide for billable services and advertising, depending on the scope of each advertising campaign.

Budget: Each ORCA agency is obligated to reimburse Sound Transit on a monthly basis as costs are incurred for their share of the media buying services contract costs relating to this action.

	2021	2022	2023	2024	2025
Media Buying Services Contract (Not to exceed)	\$323,750	\$323,750	\$323,750	\$323,750	\$323,750
Total Contract Amount (Not to exceed)				\$1,618,750	

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 and ORCA Business Managers recommend authorizing Sound Transit to execute the media buying services contract with Green Rubino.