

SOUND TRANSIT

MOTION NO. M99-18

Contract extension to Pacific Communications Consultants for outreach, policy and program development services associated with Sound Transit's Diversity Program

BACKGROUND AND COMMENTS

Meeting:	Date:	Type of Action:	Staff Contact:	Phone:
Finance Committee Board of Directors	3/18/99 5/27/99	Discussion/Possible Action Approval	Desmond Brown, General Counsel Alec Stephens, Diversity Program Manager	398-5017 398-5019

ACTION:

Approval of a contract extension to Pacific Communications Consultants in an amount not to exceed \$100,000 for outreach, policy and program development services associated with Sound Transit's Diversity Program.

BACKGROUND:

This request is to extend Pacific Communications Consultants' contract. The original outreach consultant contract was entered into through a competitive procurement process. That process was for an M/W/DBE Outreach Consultant, which was solicited in December 1996, and awarded in January 1997. In that procurement, over ten firms were solicited, and three proposals were received. Subsequent to the original procurement, contract extensions were made and approved by the executive director for services that were an outgrowth of the initial procurement. This action would bring the total contract amount to \$225,000, and in accordance with Resolution No. 78-1, was brought to the Finance Committee, where it received approval. Because the original contract was competitively procured but not advertised, it is also being brought to the Board for approval due to the total contract dollar amount.

Pacific Communications Consultants (PCC), has performed an exceptional service to Sound Transit's diversity program development and has gained a knowledge base that cannot readily be duplicated. PCC has also been able to attract a diverse team of consultants to serve "as needed" to support various projects such as the publication of the Sound Diversity newsletter.

When PCC was selected under the original contract, the firm demonstrated multiple levels of expertise to provide outreach services and assist in policy and program development. Since that time, PCC has not only performed exceptional services, but has also been able to take on the task of managing the publication of the Sound Diversity newsletter. In the original procurement, respondents were challenged to demonstrate an "expert" level of knowledge regarding effective M/W/DBE programs and an understanding of local and national issues. PCC met that challenge during the selection process and has demonstrated their depth of knowledge in providing services to Sound Transit.

The contract extension will not exceed \$100,000 over a period of two years. The scope of work below is an outgrowth of the initial tasks PCC was originally selected to perform. One exception, managing the

publication of the Sound Diversity Newsletter, is a task that represents approximately 15% of the scope of work and is a sole source award for that portion of the contract extension.

The Diversity Program Office will work the Contracts Division and the Legal Department to develop a new procurement well in advance of the two year time period

RELEVANT FINANCE COMMITTEE POLICIES AND PREVIOUS ACTIONS TAKEN:

- ◆ Resolution No. 78-1 (April 9, 1998)

(Resolution No. 78-1 grants the Finance Committee authority to execute contracts up to \$5,000,000).

EXECUTIVE SUMMARY:

Scope of work:

Provide outreach, policy and program development services associated with Sound Transit's Diversity Program. Specifically such services shall include the following:

- Assist in providing orientation and initial point of contact support to owners of local, small, and M/W/DBE firms interested in doing business with Sound Transit;
- Assist with program and strategy development and outreach for local and small businesses, businesses owned by persons with disabilities and M/W/DBEs;
- Assist in providing training and educational modules to enable Sound Transit staff to effectively implement the Guiding Principles for Employment and Contracting;
- Assist in policy and program development for local and small business, businesses owned by persons with disabilities and M/W/DBE participation;
- Providing support for outreach meetings and forums with various interested parties regarding the implementation of Sound Transit's Guiding Principles for Employment and Contracting;
- Assist in providing public information tools and providing public relations services regarding Sound Transit's Diversity Program efforts. Such services include but are not limited to, managing the publication of the Sound Diversity Newsletter, developing informational brochures, and coordinating with community media sources for stories and strategic advertisements.

Procurement and selection process:

The original outreach consultant contract with PCC was entered into through a competitive procurement process. Subsequent to the original procurement, contract extensions were made and approved by the executive director for services that were an outgrowth of the initial procurement.

Cost:

Contract extension award not to exceed \$100,000. Total contract award not to exceed \$225,000. There are funds authorized for the contemplated services in this year's budget.

ALTERNATIVES:

Deny the contract extension, and delay work while a new contract procurement is conducted. Substantially delay or discontinue development of small business development and employment (including minority and women business outreach) programs related to Sound Transit projects.

CONSEQUENCES OF DELAY

The work program of the diversity program division would be negatively impacted by having a reduction of resources to respond to various internal and external customers during the re-procurement process. Services currently provided by PCC would be halted and/or time lost during the re-procurement process, and the publication of the Sound Diversity newsletter would be delayed.

LEGAL REVIEW:

The Legal Department has reviewed and approved the Background and Comments and the Motion.

SOUND TRANSIT

MOTION NO. 99-18

A motion of the Board of the Central Puget Sound Regional Transit Authority to approve a contract extension to Pacific Communications Consultants, in an amount not to exceed \$100,000 over a period of two years, to perform additional policy and program development services, and publish a diversity newsletter associated with Sound Transit's Diversity Program.

Background:

The original outreach consultant contract was entered into through a competitive procurement process. That process was for an M/W/DBE Outreach Consultant, which was solicited in December 1996, and awarded in January 1997. Subsequent to the original procurement, contract extensions were made and approved by the executive director for services that were an outgrowth of the initial procurement. This action would bring the total contract amount to \$225,000, and in accordance with Resolution No. 78-1, was brought to the Finance Committee, where it received approval. Because the original contract was competitively procured but not advertised, it is also being brought to the Board for approval due to the total contract dollar amount.

The scope of work is an outgrowth of the initial tasks PCC was originally selected to perform which included M/W/DBE outreach and policy & program development. This work has greatly contributed to Sound Transit's ability to effectively implement the Guiding Principles for Employment & Contract. The additional work to be performed includes further development of policies to involve small businesses, assist in providing orientation and initial point of contact support to small firms interested in doing business with Sound Transit, and providing public information and public relations services regarding Sound Transit's Diversity Program including managing the publication of the Sound Diversity newsletter. One exception, managing the publication of the Sound Diversity Newsletter, is a task that represents approximately 15% of the scope of work and is a sole source award for that portion of the contract extension.

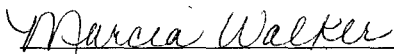
The contract extension will not exceed \$100,000 over a period of two years.

Motion:

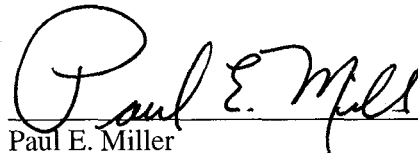
It is hereby moved by the Board of the Central Puget Sound Regional Transit Authority that the budget for the Pacific Communications Consultants (PCC) contract be increased for an amount not to exceed \$100,000 to provide outreach, policy and program development services associated with Sound Transit's Diversity Program be approved. The contract extension brings the total contract award not to exceed \$225,000. There are funds authorized for the contemplated services in this year's budget.

Approved by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof on the 27th day of May 1999.

ATTEST:



Marcia Walker
Board Administrator



Paul E. Miller
Board Chair