

**SOUND TRANSIT
STAFF REPORT**

MOTION NO. M2008-100

Contract Amendment for Transit Guide Printing Services

Meeting:	Date:	Type of Action:	Staff Contact:	Phone:
Finance Committee	10/16/08	Discussion/Possible Action	Kathy Albert, Acting Chief Corporate Communications Officer Jim Hammond, Creative Services Manager	(206) 398-5456 (206) 398-5363

Contract/Agreement Type:	✓	Requested Action:	✓
Competitive Procurement		Execute New Contract/Agreement	
Sole Source		Amend Existing Contract/Agreement	✓
Agreement with Other Jurisdiction(s)		Budget Amendment	
Real Estate		Property Acquisition	

PROJECT NAME

Get Ready to Ride Guide

PROPOSED ACTION

Authorizes the chief executive officer to execute a contract amendment with Northwest Publishing Center to provide printing services for the publication of Sound Transit's Get Ready to Ride Guide in the amount of \$119,000 for a new total authorized contract amount not to exceed \$314,000.

KEY FEATURES of PROPOSED ACTION

- The proposed contract amendment is needed because of two needed changes to printing services: (1) a change in size and binding of the "Get Ready to Ride Guide" (GRTR) and (2) an increase in the number of copies. The contract amendment defines a scope of work, including an increase in the number of copies, an increase in the number of pages, and a change to the binding method.
- In response to growing demand and customer needs, Sound Transit has increased the number of bus routes and level of Sounder service. In addition, riders will need information about the upcoming introduction of smart card technology and the 2009 launch of Link light rail.
- An increase in ST ridership is also driving the need to produce more copies and meet growing demand.

BUDGET IMPACT SUMMARY

There is no action outside of the Adopted 2008 Budget; there are no contingency funds required, no subarea impacts, or funding required from other parties other than what is already assumed in the financial plan.

BUDGET and FINANCIAL PLAN DISCUSSION

The proposed action will authorize an additional \$119,000 to an existing contract with Northwest Publishing Center to print Sound Transit's Get Ready to Ride Guide. The original contract was executed in 2008 in the amount of \$195,000. Through September 2008, a total of \$105,000 has been spent on this contract. The proposed amendment will bring this contract to an authorized total amount of \$314,000. For 2008, the total for Agency Transit Operations Marketing budget is \$518,808. Of this amount, \$45,000 has been budgeted for Sounder Commuter Rail's GRTR, \$83,280 for ST Express' GRTR, and \$15,000 for Tacoma Link's GRTR. These budgets are sufficient to cover the YTD expenditure and proposed expenditures combined. Expenditures beyond 2008 will be included in 2009 Get Ready to Ride budget for Sounder, ST Express, Tacoma Link and Central Link light rail, which begins operation in July 2009. The following budget table illustrates the budget impact brought by the proposed action.

BUDGET TABLE

Summary for Board Action (X \$1,000)

Action Item: Execute a contract amendment with NW Publishing Center for the publication of Sound Transit's Get Ready to Ride Guide (GRTR).

	Adopted 2008 Budget (1)	Spent to date in 2008	Contract Expenditures 2008	Contract Expenditures 2009
Current Year Budget				
Sounder Commuter Rail, GRTR Budget	\$ 45	\$ 34	\$ 8	\$ 28
ST Express, GRTR Budget	\$ 83	\$ 59	\$ 16	\$ 43
Tacoma Link, GRTR Budget	\$ 15	\$ 12	\$ 2	\$ 7
Central Link	\$ -	\$ -	\$ -	\$ 15
Other Marketing Budget	\$ 376	N/A	N/A	N/A
Total Marketing Budget	\$ 519	\$ 105	\$ 26	\$ 93

Contract Spending Plan	Prior Year(s) Spending	2008 Spending	Future Expenditures	Total
5 NW Publishing Center	\$ -	\$ 26	\$ 93	\$ 119

Contract Budget	Current Approved Contract Value	Spent to Date	Proposed Action	Proposed Total Contract Value
7 NW Publishing Center	\$ 195	\$ 105	\$ 119	\$ 314
8 Contingency	\$ -	\$ -	\$ -	\$ -
9 Total Contract	\$ 195	\$ 105	\$ 119	\$ 314
10 Percent Contingency	0%	0%	0%	0%

Notes:

¹ Represent funding budgets for the proposed action. The agency transit operations marketing budget, \$518,808 can be found on page 47 of Adopted 2008 Budget book. Of which, \$45,000 is budgeted for Sounder Commuter Rail's GRTR; \$83,280 is for ST Express' GRTR and \$15,000 is budgeted for Tacoma Link's GRTR.

SMALL BUSINESS PARTICIPATION

Prime Consultant/Contractor

Northwest Publishing Center is a small business.

Equal Employment Workforce Profile (% Women/People of Color)

Northwest Publishing Center employs 32 people. Its workforce demographics include 19% women and 22% minorities.

PROJECT DESCRIPTION and BACKGROUND for PROPOSED ACTION

Sound Transit publishes the "Get Ready to Ride Guide" (GRTR) three times a year at each service change. The GRTR provides information on all Sound Transit Services, plus additional rider information, including maps, how to ride, accessibility and more. The current printing contract runs through the June 2009 service change, with the idea that GRTR design and production would be revisited with the inauguration of Link light rail service in July 2009. The printing contract for GRTR will be rebid before the September 2009 service change.

However, since the most recent procurement of printing services for GRTR, two independent factors have increased the costs of production. First, the strong growth in transit ridership has led to an increased demand for copies of the transit guide. Accordingly, Sound Transit needs to produce approximately 140,000 copies each service change, up from about 120,000.

Second, recent improvements to Sound Transit bus and commuter rail service, along with the upcoming introduction of smart card technology and the launch of Link light rail, has increased the number of pages needed to complete the transit guide. Current editions of GRTR are bound by the "saddle-stitched" process (secured in the middle with staples). GRTR is currently at the maximum size for saddle-stitching. Increasing the size of GRTR requires switching to a "perfect bound" process (gluing the pages along the spine).

Cost estimates for changes to both printing and binding show that an increase in quantity from 120,000 to 140,000 adds over \$7,000 to the cost per service change. The increase in the number of pages and the switch to perfect binding from saddle-stitching is more substantial, adding approximately \$47,500 per issue. Potential changes and reprints add approximately another \$5,000 per issue.

The proposed action will provide enough contracting authority to change the February and June 2009 GRTR.

Analysis of Contracting Out vs. Performing In-House

Publication of GRTR requires the use of large and sophisticated printing presses and machines for folding and binding. This specialized equipment requires significant capital investment and the use of highly trained staff. In-house agency resources cannot meet this demand.

Prior Board/Committee Actions

None.

CONSEQUENCES of DELAY

A delay beyond November 6, 2008, would create the risk of being unable to produce GRTR in time for the February 2009 service change.

PUBLIC INVOLVEMENT

Not applicable to this action.

ENVIRONMENTAL COMPLIANCE

SSK 9-24-08

LEGAL REVIEW

JW 10/7/08

SOUND TRANSIT

MOTION NO. M2008-100

A motion of the Finance Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a contract amendment with Northwest Publishing Center to provide printing services for the publication of Sound Transit's Get Ready to Ride Guide in the amount of \$119,000 for a new total authorized contract amount not to exceed \$314,000

Background:

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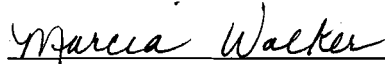
Motion:

It is hereby moved by the Finance Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a contract amendment with Northwest Publishing Center to provide printing services for the publication of Sound Transit's Get Ready to Ride Guide in the amount of \$119,000 for a new total authorized contract amount not to exceed \$314,000

APPROVED by the Finance Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on October 16, 2008.


Fred Butler
Finance Committee Vice Chair

ATTEST:



Marcia Walker
Board Administrator