

**SOUND TRANSIT
STAFF REPORT**

MOTION NO. M2009-55

Transit Guide Printing Services Contract Award

Meeting:	Date:	Type of Action:	Staff Contact:	Phone:
Finance Committee	6/18/09	Discussion/Possible Action	Ron Klein, Director of Communications and External Relations Jim Hammond, Creative Services Manager	(206) 398-5393 (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

Ride the Wave (formerly Get Ready to Ride) Transit Guide

PROPOSED ACTION

Authorizes the chief executive officer to execute a one-year contract with a one-year option with Consolidated Press to provide printing services for the publication of Sound Transit's Ride the Wave transit guide in an amount not to exceed \$510,000.

KEY FEATURES of PROPOSED ACTION

- Contract provides purchasing authority to procure printing services for the production and distribution of "Ride the Wave" (formerly "Get Ready to Ride") transit guide, which provides comprehensive information to riders on Sound Transit services. The transit guide is published three times per year at each transit service change.
- The contract defines a scope of work, including the projected number of copies, the number of pages, the binding method, the schedule and the distribution process.
- The amount requested covers the one-year contract and the one-year option.

BUDGET IMPACT SUMMARY

The proposed action is within the Board-adopted budget; no contingency funds or funding from other parties assumed in the financial plan are required, and there are no impacts to subarea budgets.

BUDGET and FINANCIAL PLAN DISCUSSION

The proposed action will execute a contract with Consolidated Press to print Sound Transit's 'Ride the Wave' transit guide for one year with a one-year option to extend. For 2009, the total marketing budget for Sounder Commuter Rail, Tacoma Link Light Rail and ST Express is \$468,264. 2009 marketing costs for Central Link are included in the miscellaneous services budget of \$646,854. These budgets are sufficient to cover the YTD expenditure and proposed expenditures combined. Expenditures beyond 2009 will be included in the 2010 transit guide budget for Sounder, ST Express, Tacoma Link and Central Link light rail. The following budget table illustrates the budget impact brought by the proposed action.

BUDGET TABLE

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

Action Item: To execute a contract with Consolidated Press for the publication of Sound Transit's transit guide.

	(A)	(B)	(C)	(D)
	Adopted 2009 Budget (1)	Spent to date in 2009	Contract Expenditures 2009	Future spending
Current Year Marketing Budget				
Souder Commuter Rail marketing budget	187	29	36	109
ST Express marketing budget	242	53	60	181
Tacoma Link marketing budget	39	7	10	30
Central Link miscellaneous services budget	647	-	21	63
Total	1,115	89	127	383

Contract Spending Plan	Prior Year(s) Spending	2009 Spending	Future Expenditures	Total
Consolidated Press	-	-		-
Consolidated Press (this action)		127	383	510
	-	127	383	510

Contract Budget	Current Approved Contract Value	Spent to Date	Proposed Action	Proposed Total Contract Value
Consolidated Press	-	-	510	510
Contingency	-	-	-	-
Total Contract	-	-	510	510
Percent Contingency	-	-	0%	0%

Notes:

(1) The marketing budget for Souder, ST Express and Tacoma link can be found on page 60, 64 and 52 of the 2009 Adopted Budget book respectively. The miscellaneous services budget for Central link can be found on page 56 of the 2009 Adopted Budget book.

SMALL BUSINESS PARTICIPATION

Prime Consultant/Contractor

Consolidated Press is a small business.

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

Consolidated Press employs 64 people. Its workforce demographic is 23% women and 34% minorities.

PROJECT DESCRIPTION and BACKGROUND for PROPOSED ACTION

Sound Transit publishes a transit guide (“Ride the Wave”, formerly “Get Ready to Ride”) three times a year at each service change. The transit guide provides information on all Sound Transit Services, plus additional rider information, including maps, how to ride, accessibility and more.

Since the last procurement of printing services for the transit guide, two independent factors have increased the costs of production: First, the strong growth in transit ridership (driven by increased ridership as well as the launch of Link light rail service) has led to an increased demand for copies of the transit guide.

Accordingly, Sound Transit needs to produce approximately 150,000 copies each service change, up from about 120,000 to 140,000 during the previous two years.

Second, the launch of Link light rail and the introduction of ORCA, along with recent improvements to ST bus and commuter rail service, have increased the number of pages needed to provide riders with all the information necessary to a complete transit guide.

An RFP for printing services was published and the agency received four responsive proposals. Consolidated Press was the successful proposer. The procurement of a new vendor along with minor modifications to specifications, resulted in a lower per-unit cost for publishing the transit guide. Pre-tax, the previous per unit cost for the typical transit guide was about \$0.63. Under the proposed contract, the per unit cost drops to approximately \$0.47. In addition to these base costs, the contract provides flexibility to deal with potential changes and reprints, as circumstances dictate.

The proposed action will allow the agency to produce the transit guide for up to two years if the option for the second year is exercised.

Analysis of Contracting Out vs. Performing In-House

Publication of the transit guide 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

Staff is requesting Finance Committee approval on June 18, 2009. A delay would impact production and could put availability of the guide for the September 2009 service change at risk.

PUBLIC INVOLVEMENT

Not applicable to this action.

ENVIRONMENTAL COMPLIANCE

SSK 5-29-09

LEGAL REVIEW

JW 6-4-2009

SOUND TRANSIT

MOTION NO. M2009-55

A motion of the Finance Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a one-year contract with a one-year option with Consolidated Press to provide printing services for the publication of Sound Transit's Ride the Wave transit guide in an amount not to exceed \$510,000.

Background:

Sound Transit publishes a transit guide ("Ride the Wave", formerly "Get Ready to Ride") three times a year at each service change. The transit guide provides information on all Sound Transit Services, plus additional rider information, including maps, how to ride, accessibility and more.

Since the last procurement of printing services for the transit guide, two independent factors have increased the costs of production: First, the strong growth in transit ridership (driven by increased ridership as well as the launch of Link light rail service) has led to an increased demand for copies of the transit guide. Accordingly, Sound Transit needs to produce approximately 150,000 copies each service change, up from about 120,000 to 140,000 during the previous two years.

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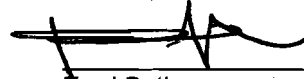
Analysis of Contracting Out vs. Performing In-House

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Motion:

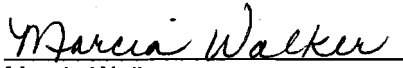
It is hereby moved by the Finance Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a one-year contract with a one-year option with Consolidated Press to provide printing services for the publication of Sound Transit's Ride the Wave transit guide in an amount not to exceed \$510,000.

APPROVED by the Finance Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on June 18, 2009.



Fred Butler
Finance Committee Vice Chair

ATTEST:



Marcia Walker
Board Administrator