

MOTION NO. M2018-14
Amend Contract with Granicus, Inc. for Email, Text Delivery and Subscription Services

MEETING:	DATE:	TYPE OF ACTION:	STAFF CONTACT:
Board	02/22/2018	Final Action	Craig Davison, Executive Director, Communications & External Affairs Jennifer Dice, Director, Digital Communications

PROPOSED ACTION

Authorizes the chief executive officer to execute a contract amendment with Granicus, Inc. (formerly GovDelivery, Inc.) to provide e-mail and text message delivery and subscription services in the amount of \$87,543 with a 10% contingency of \$8,754, for a new total authorized contract amount not to exceed \$419,992 plus applicable taxes.

KEY FEATURES SUMMARY

- Sound Transit currently contracts with Granicus, Inc. (formerly GovDelivery, Inc.) to allow members of the public to sign up for email and SMS (text message) notifications via the Sound Transit website on a wide variety of topics including service alerts, project newsletters and news releases/agency announcements.
- The delivery and subscription services offered by the contract also help staff administer mailing lists including organization of contacts by categories and sub-categories for targeted communication; reporting functions; customized template creation; and social media integration.
- The ORCA regional program's subscriber list is also managed under this contract. The ORCA program data is managed separately and costs are broken out separately for invoicing purposes.
- The original contract with a one year term and two one-year options was authorized under the chief executive officer's authority. The contract was extended for a third year following a Board action in 2017.
- This contract amendment would fund the option to extend the contract for six additional months. Staff is currently developing a new comprehensive RFP for this service to be issued and awarded before the end of the contract term, to ensure there is no gap in customer communications.
- A contingency in the amount of \$8,754 has been included in this request, in the event that the volume of SMS messages to customers exceeds the estimate.
- Applicable taxes for this contract amendment are currently estimated to be \$9,726.

BACKGROUND

Sound Transit's contract with this vendor is a piggyback under the Washington State Department of Enterprise Services (DES) Master Contract for Digital Communication Solutions with Granicus, Inc. (formerly GovDelivery, Inc.).

The contract with Granicus, Inc. allows Sound Transit to inform and engage with customers, the media, developers and other interested parties through email and SMS subscriptions as well as through integration with Twitter. Through Granicus, Sound Transit offers the following email subscriptions:

- About Sound Transit, including quarterly progress reports, Link light rail monthly updates, Sound Transit Board & committee information;
- Rider Alerts for Link light rail, individual ST Express bus routes, Tacoma Link, Sounder and Accessibility;
- Sound Transit News & Information, including news releases, developer resources, environmental updates, financial documents, parking policy and permit parking updates;
- Rider News, including bicycle updates, event service & promotions, quarterly ridership reports, transit guide maps & schedule books and service planning;
- Project Updates, including System Expansion news. Link light rail construction projects, Sounder commuter rail projects;
- Working with Us, including artist commission opportunities and current procurements;
- ORCA Card holder updates.

In addition, Sound Transit Customer Service representatives regularly post Rider News and other timely updates to the agency's Twitter account via Granicus.

In 2017, Sound Transit sent 1,677 emails, 1,285 SMS messages and 1,124 Twitter messages via the Granicus service. That equates to over 8.6 million individual emails and over 8.7 million individual SMS messages sent. At the end of 2017, 92,999 people had subscribed to receive Sound Transit emails.

FISCAL INFORMATION

The proposed action will amend the current contract by \$87,543 with a 10% contingency of \$8,754, for a new total authorized contract amount not to exceed \$419,992 plus applicable taxes, and will be funded from the miscellaneous category within the Communication & External Affairs Department's annual operating budget. The miscellaneous category budget is \$1.8 million, of which a total \$106,023 is estimated to be spent for this contract in 2018, and is within the agency's budget authority. After approval of this action, the remaining annual budget amount will be used to fund other department expenditures in 2018.

There are no additional years for this contract and a new RFP will be issued for this service after the end of the extended contract term.

Communications & External Affairs

(in thousands)

Cost Category	2018 Annual Operating Budget	Actuals to Date	This Action - Current Year Impact	Actuals to Date Plus Action	Remaining Annual Operating Budget
Salaries and Benefits	\$5,187	\$	\$	\$	\$5,187
Services	\$2,151				\$2,151
Materials and Supplies	\$389				\$389
Utilities	\$2				\$2
Miscellaneous	\$1,770		106	106	1,664
Leases and Rentals	\$3				\$3
Total Annual Operating Budget	\$9,502	\$	\$106	\$106	\$9,396

Contract Spending Plan	Prior Year Spending	Forecast of 2018 Spending	Future Expenditures	Total
Granicus Inc.	\$302	\$127	\$	\$430

Contract Detail	Board Approved Contract Value	Contract Actuals to Date	Proposed Action	Revised Board Approved Contract Value
Granicus Inc.	\$324	\$275	\$88	\$411
Contingency			\$9	\$9
Estimated Taxes			\$10	\$10
Contract Amount - Total	\$324	\$275	\$106	\$430
Percent Contingency	0%	0%	10%	2%

Notes:

Budget detail can be found on page 12 of the Proposed 2018 Budget book.

The Adopted 2018 budget book is pending publication following Board approval on 12/21/17.

Prior Year spending reflects estimated costs thru Dec 2017. Contract actuals to date reflects actual costs thru Oct 2017.

SMALL BUSINESS/DBE PARTICIPATION

Sound Transit promotes and encourages small business participation, which also includes Disadvantaged Business Enterprises (DBEs). Small Business and DBE goals are based upon an examination of subcontracting opportunities contained in the work of this contract and the number of Small Businesses/DBEs available to perform such subcontracting work.

Sound Transit determined that there were few Small Business and DBE subcontracting opportunities based upon the work described in this contract, so Small Business/DBE goals were not established.

PUBLIC INVOLVEMENT

Not applicable to this action.

TIME CONSTRAINTS

A one-month delay would interrupt our ability to send email and text messages to customers in a timely fashion.

PRIOR BOARD/COMMITTEE ACTIONS

Motion No. M2017-42: Authorized the chief executive officer to execute a contract amendment with GovDelivery, Inc. to provide e-mail and text message delivery and subscription services in the amount of \$124,695, for a new total authorized contract amount not to exceed \$323,695.

ENVIRONMENTAL REVIEW

KH 1/26/18

LEGAL REVIEW

AJP 1/26/18

MOTION NO. M2018-14

A motion of the Board of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a contract amendment with Granicus, Inc. (formerly GovDelivery, Inc.) to provide e-mail and text message delivery and subscription services in the amount of \$87,543 with a 10% contingency of \$8,754 for a new total authorized contract amount not to exceed \$419,992 plus applicable taxes.

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MOTION:

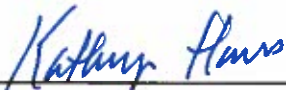
It is hereby moved by the Board of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a contract amendment with Granicus, Inc. (formerly GovDelivery, Inc.) to provide e-mail and text message delivery and subscription services in the amount of \$87,543 with a 10% contingency of \$8,754 for a new total authorized contract amount not to exceed \$419,992 plus applicable taxes.

APPROVED by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on February 22, 2018.



Dave Somers
Board Chair

ATTEST:



Kathryn Flores
Board Administrator