

MOTION NO. M2018-89
E-mail and Text Message Delivery and Subscription Services

MEETING:	DATE:	TYPE OF ACTION:	STAFF CONTACT:
Operation Committee	07/19/2018	Final Action	Craig Davison, Executive Director, Communications & External Affairs Jennifer Dice, Director, Digital Communications

PROPOSED ACTION

Authorizes the chief executive officer to execute a three year contract with two one-year options to extend with Granicus, Inc. to provide e-mail and text message delivery and subscription services in the amount of \$913,481 with a 10% contingency of \$91,348, for a total authorized contract amount not to exceed \$1,004,829 plus applicable taxes.

KEY FEATURES SUMMARY

- Sound Transit encourages members of the public to stay engaged and informed, by signing up for email and SMS (text message) notifications via the Sound Transit website.
- This longstanding communication model continues to grow in volume, as subscribers are added each month.
- This contract allows the agency to continue to deliver service alerts, project newsletters and news releases/agency announcements via these popular channels.
- 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 amount requested is sufficient to cover the three year contract and two one-year options to extend.
- Applicable taxes are currently estimated to be \$101,488.

BACKGROUND

The contract with Granicus, Inc. will allow Sound Transit to continue to inform and engage with customers, project stakeholders, the media 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, 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 for all capital programs and transit-oriented development
- 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.

So far in 2018, Sound Transit has sent 844 emails, 577 SMS messages and 473 Twitter messages via the Granicus service. That equates to over 9.5 million individual emails and over 4.9 million individual SMS messages sent. There are nearly 97,000 active subscribers.

PROCUREMENT INFORMATION

Procurement and Contracts issued RFP RTA/RP 0279-17 on March 27th, 2018 for the purpose of purchasing hosted online subscription services for Sound Transit digital communications. A Request for Proposal (RFP) process was determined to be the best method of this procurement for these services as the agency wanted to explore solutions available on the open market. Selection criteria included: (1) Required System Features and Capabilities, System Infrastructure, Performance Metrics and Protocols; (2) Price; (3) Additional System and Value-Add Features and (4) Knowledge and Experience of the Firm and Key Individuals.

On April 20, 2018, the agency received two proposals in response to this RFP. Upon completion of the initial evaluation, the agency requested revised proposals from both firms. Evaluation of revised proposals occurred on June 27, 2018 and as a result, Granicus, Inc. was found to have provided the solution that was in the best interest of the agency and therefore was selected to provide these services.

FISCAL INFORMATION

This action is to execute a contract with Granicus Inc. to provide e-mail and text message delivery and subscription services in the amount of \$913,481 with a 10% contingency of \$91,348 for a new total authorized contract amount not to exceed \$1,004,829 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 \$1,770,371, of which a total \$64,000 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.

Funding for the additional years of the contract will be included in future annual budget requests.

Communications & External Affairs

Cost Category	2018 Annual Operating Budget ¹	YTD Actuals ²	This Action (Current Year Impact Only)	YTD Actuals Plus Action (Current Year Only)	Remaining Annual Operating Budget
Salaries and Benefits	\$5,335	\$1,937	\$	\$1,937	\$3,398
Services	1,926	273		273	1,653
Materials and Supplies	389	10		10	379
Utilities	2				2
Miscellaneous	1,770	738	64	802	968
Leases and Rentals	3	1		1	2
Total Annual Operating Budget	\$9,425	\$2,959	\$64	\$3,023	\$6,401

Contract Spending Plan	Forecasted Spend for Remainder of			Total
	Spending to Date ³	2018	Future Spending	
Granicus Inc.	\$	\$64	\$1,042	\$1,106

Contract Detail	Board Approved Contract Value	Proposed Action	Proposed Revised Board Approved Contract Value
Granicus Inc.	\$	\$913	\$913
Contingency		91	91
Estimated Taxes		\$101	101
Contract Amount - Total	\$	\$1,106	\$1,106
Percent Contingency	0%	10%	10%

Notes:

¹2018 Annual Operating Budget is located on page 19 of the Adopted 2018 Budget book.

²YTD Actuals as of May 31, 2018.

³Spending to Date as of May 31, 2018.

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 mean a gap in communications to customers who have subscribed to email and text notifications, including time sensitive service-related alerts and project news.

ENVIRONMENTAL REVIEW

KH 7/12/18

LEGAL REVIEW

AJP 7/13/18

MOTION NO. M2018-89

A motion of the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority authorizing the chief executive officer to execute a three year contract with two one-year options to extend with Granicus, Inc. to provide e-mail and text message delivery and subscription services in the amount of \$913,481 with a 10% contingency of \$91,348, for a total authorized contract amount not to exceed \$1,004,829 plus applicable taxes.

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MOTION:

It is hereby moved by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority that the chief executive officer is authorized to execute a three year contract with two one-year options to extend with Granicus, Inc. to provide e-mail and text message delivery and subscription services in the amount of \$913,481 with a 10% contingency of \$91,348, for a total authorized contract amount not to exceed \$1,004,829 plus applicable taxes.

APPROVED by the Operations and Administration Committee of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on July 19, 2018.



Paul Roberts
Operations and Administration Committee Chair

ATTEST:



Kathryn Flores
Board Administrator