



RESOLUTION NO. U-11386

1 A RESOLUTION related to the purchase of materials, supplies, equipment and
2 the furnishing of services; authorizing the City officials to enter into
3 contracts and, where specified, waive competitive bidding requirements,
4 authorize sale of surplus property, or increase or extend existing
5 agreements.

6 WHEREAS the City of Tacoma, Department of Public Utilities, requested
7 bids or proposals for the purchase of certain materials, supplies, equipment or
8 the furnishing of certain services, or proposes to purchase off an agreement
9 previously competitively bid and entered into by another governmental entity or
10 a purchasing cooperative, or for the sales of surplus, or desires to increase or
11 extend an existing agreement, all as explained by the attached Exhibit "A,"
12 which by this reference is incorporated herein, and

13 WHEREAS in response thereto, bids or proposals (or prices from
14 another governmental or cooperative agreement) were received, all as
15 evidenced by Exhibit "A," and

16 WHEREAS the Board of Contracts and Awards or the requesting division
17 have heretofore made their recommendations, which may include waiver of the
18 formal competitive bid process because it was not practicable to follow said
19 process, or because the purchase is from a single source, or there is an
20 emergency that requires such waiver, or because a directly negotiated contract
21 was determined to be in the best interest of the City, or waiver of minor
22 deviations, and in the case of sale of surplus, a declaration of surplus has been
23 made certifying that said items are no longer essential for continued effective
24 utility service, as explained in Exhibit "A," Now, therefore,
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BE IT RESOLVED BY THE PUBLIC UTILITY BOARD OF THE CITY OF TACOMA:

That the Public Utility Board of the City of Tacoma hereby concurs and approves the recommendations of the Board of Contracts and Awards or the requesting division, and approves, as appropriate: (1) the purchase or furnishing of those materials, supplies, equipment or services recommended for acceptance; (2) the sale of surplus materials, supplies or equipment recommended for acceptance; (3) the purchase from a cooperative or another governmental entity contract; and (4) the increase or extension of an existing agreement, and said matters may include waiver of the formal competitive bid process or waiver of minor deviations, all as set forth on Exhibit "A," and authorizes the execution, delivery and implementation of appropriate notices, contracts and documents by the proper officers of the City for said transactions.

Approved as to form:

/s/
Chief Deputy City Attorney

Chair

Secretary

Clerk

Adopted _____



Resolution No.: U-11386
Item No.: 1
Meeting Date: JUNE 14, 2023

TO: Board of Contracts and Awards
FROM: Alex Yoon, Chief Administrative Officer
Rebekah Anderson, Communications Senior Manager
Julie Sallenbach, Communications & Marketing Analyst, Senior
COPY: Public Utility Board, Director of Utilities, Board Clerk, EIC Coordinator, LEAP
Coordinator, and Erica Pierce, Senior Buyer, Finance/Purchasing
SUBJECT: Media Buying Services
Request for Proposal (RFP) Specification No. PR22-0402F, Contract No.
CW2257792 – June 14, 2023, Public Utility Board
DATE: May 24, 2023

RECOMMENDATION SUMMARY: TPU Public Affairs and Communications recommends a contract be awarded to Colehour + Cohen, Inc., (dba C+C), Seattle, WA, in the amount of \$700,000, plus applicable taxes, budgeted from the marketing budgets of various internal sections, for an initial contract term of three years with the option to renew for an additional three, one year periods, for a projected contract amount of \$700,000, plus applicable taxes, for customized media strategy, planning and buying services, on-call public relations and marketing support.

BACKGROUND:

Tacoma Public Utilities requires a qualified media buying agency to partner with the communications and marketing team to plan, recommend, provision, manage, and measure media buying efforts based on section marketing campaign goals on an ongoing basis. We conducted an RFP that included the comprehensive evaluation of four qualified entities in our search. C+C scored highest in our valuation, and as such, the Communications team is recommending we proceed with a contract.

As the selected agency, C+C will make customized and strategic paid media recommendations to help us meet campaign objectives. They will also be responsible for booking approved media placements, trafficking creative, tracking, and reporting, and consolidating billing. While media buying, along with implementation of companion creative is the primary activity associated with this contract, our scope has been expanded to include on-call public relations and marketing support, as needed.

ISSUE:

- Communications are required for Conservation Marketing due to I-937, Washington's Energy Independence Act. Tacoma Power has a number of customer programs that must be promoted. Much of the contract will support this initiative.
- Specialized skills, expertise and resources are needed to most effectively and efficiently plan, evaluate, recommend, provision, implement, manage, and measure media buying efforts in today's marketing landscape.

ALTERNATIVES: Without a contract in place, TPU's Communications team would be required to plan and place media in-house. Such endeavors require extensive expertise and resources to appropriately plan, evaluate, recommend, provision, implement, manage, and measure.



COMPETITIVE SOLICITATION:

RFP Specification No. PR22-0402F was opened March 21, 2023. 63 companies were invited to bid in addition to normal advertising of the project. Nine submittals were received. Due to the specialized and extensive experience needed to make effective and efficient recommendations, price was not the only consideration in our evaluation.

<u>Respondent</u>	<u>Location</u> <i>(city and state)</i>	<u>Score</u>
Colehour + Cohen	Seattle, WA	285
The Vida Agency	Edmonds, WA	251
Push Consulting	Reno, NV	213
D2 Creative	Kirkland, WA	198
D & E Advertising	Mission Viejo, CA	Non-Responsive
Genius Monkey	Tempe, AZ	Non-Responsive
Prologue Digital	Seattle, WA	Non-Responsive
Steenman Associates	Everett, WA	Non-Responsive
Strom Nelson	Puyallup, WA	Non-Responsive

Pre-bid Estimate: \$450,000 for initial three-year term. Department is requesting additional funds at this time to cover the entire possible contract term.

CONTRACT HISTORY: New contract

SUSTAINABILITY: Sustainability practices were included in our evaluation, totaling five percent. Candidates were scored on sustainability factors such as paperless project interaction, commute reduction, and overall stance on environmental concerns.

EQUITY IN CONTRACTING (EIC) COMPLIANCE: Not applicable

LOCAL EMPLOYMENT AND APPRENTICESHIP TRAINING PROGRAM (LEAP) COMPLIANCE: Not applicable



FISCAL IMPACT:

EXPENDITURES:

FUND NUMBER & FUND NAME *	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
Residential Conservation Marketing /Tacoma Power Fund 4700	562400	5412000	\$500,000
Residential Conservation Marketing/Tacoma Power Fund 4700	562400	5312010	\$200,000
TOTAL			Up to \$700,000

*

REVENUES:

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
Tacoma Power Conservation Fund 4700	562400	Various	\$700,000
TOTAL			Up to \$700,000

FISCAL IMPACT TO CURRENT BIENNIAL BUDGET: \$450,000 (ESTIMATE)

ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? Some are budgeted specifically, and some are To Be Determined as client department needs arise. All activity will be allocated to a preapproved Cost Center or Internal Order and Cost Element. The Communications team works with various internal sections to determine marketing needs, and recommendations are made, and client approves in advance in all instances.

IF EXPENSE IS NOT BUDGETED, PLEASE EXPLAIN HOW THEY ARE TO BE COVERED.

Any requests that are not currently budgeted will be reviewed/approved with internal program managers including identification of a budget source before work in approved/performed.



Resolution No.: U-11386
Item No.: 2
Meeting Date: JUNE 14, 2023

TO: Board of Contracts and Awards
FROM: Dale W. King, Rail Superintendent, Tacoma Rail
Kyle Kellem, Roadmaster, Tacoma Rail
COPY: Public Utility Board, Director of Utilities, Board Clerk, EIC Coordinator, LEAP
Coordinator, and Sara Bird, Finance/Purchasing
SUBJECT: Alexander Wye and Storage Tracks Upgrades
Request for Bid (RFB), Specification No. TR23-0037F, June 14, 2023, Public
Utility Board
DATE: May 17, 2023

RECOMMENDATION SUMMARY: Tacoma Rail recommends a contract be awarded to Coast Rail, Inc., Burley, WA, in the amount of \$927,485.00, plus applicable taxes, budgeted from the Tacoma Rail Fund 4500, for approximately 820 lineal feet of new rail, to include four turnouts and other associated tracks renewals.

STRATEGIC POLICY PRIORITY:

- Strengthen and support a safe city with healthy residents

BACKGROUND:

Tacoma Rail was awarded a Zero Interest Loan for railroad track improvements on Tacoma Rail tracks along Alexander Avenue in the Tideland area, with Tacoma Public Utilities Board acceptance approval July 13, 2022, Resolution U-11333, and subsequent City Council approval July 26, 2022, Resolution 41005.

ISSUE: Periodic replacement of frequently used segments of railroad track are required to enhance safety and mitigate potential service interruptions resulting from deteriorated track conditions. This project will include the removal of heavily worn 90-pound rail and replacement with new 115-pound rail, select crosstie replacement, and four new track turnouts.

ALTERNATIVES: There are no practical alternatives. This project is consistent with ongoing incremental infrastructure improvements intended to reduce track maintenance outages necessary to prolong usability lifecycles. The planned project will greatly improve the track structure, safety, and reduce the frequency of future track outages.

COMPETITIVE SOLICITATION: Request for Bid Specification No. TR23-0037F was opened May 9, 2023. Three companies were invited to bid in addition to normal advertising of the project. Two submittals were received.

Coast Rail, Inc. submitted a bid that resulted in the lowest evaluated submittal. The table below reflects the amount of the base award.



<u>Respondent</u>	<u>Location</u> <i>(city and state)</i>	<u>Submittal Amount</u>
Coast Rail, Inc.	Burley, WA	\$927,485.00
RailWorks Track Systems, Inc.	Chehalis, WA	\$981,300.00

Pre-bid Estimate: \$890,014.00
 The recommended award is 4% percent above the pre-bid estimate.

CONTRACT HISTORY: New contract

SUSTAINABILITY: Not applicable

EQUITY IN CONTRACTING (EIC) COMPLIANCE: Not applicable

LOCAL EMPLOYMENT AND APPRENTICESHIP TRAINING PROGRAM (LEAP) COMPLIANCE: The LEAP requirements for this project are 15 percent of the project labor hours must be worked by Local Employees and an additional 15 percent of the labor hours must be worked by Apprentices, per TMC 1.90.040.

FISCAL IMPACT:

EXPENDITURES:

FUND NUMBER & FUND NAME *	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
4500 Tacoma Rail	RAL-00125	5320100	\$927,485.00
TOTAL			Up to \$927,485.00

REVENUES:

FUNDING SOURCE	COST OBJECT (CC/WBS/ORDER)	COST ELEMENT	TOTAL AMOUNT
4500 Tacoma Rail	RAL-00125	5320100	\$321,485.00
WSDOT Loan Agreement RRB-1286	RAL-00125	5320100	\$606,000.00
TOTAL			Up to \$927,485.00



FISCAL IMPACT TO CURRENT BIENNIAL BUDGET: \$927,485.00

ARE THE EXPENDITURES AND REVENUES PLANNED AND BUDGETED? Yes

IF EXPENSE IS NOT BUDGETED, PLEASE EXPLAIN HOW THEY ARE TO BE COVERED. N/A