

ARF-3035

Item #: ~~37.0~~**REGULAR SESSION AGENDA****Public Transportation**

Date: 02/22/2011

CC-2-22-2011HDR Work Authorization No. 1

AGENDA ITEM

288

Submitted For:

Paulette Shelton

Submitted By:Dalia Sister, Public
TransportationDepartment:

Public Transportation

Type of Item:

Discussion Item

Renewal Agreement/Appointment:Reviewed by County YesAttorney's Office:Multiple OriginalsY/N?:

Information**SUMMARY OF ITEM**

Take all appropriate action to authorize County Judge to execute Work Authorization No. 1 with HDR Engineering, Inc. for Professional Services in the amount of \$46,004

SPECIAL HANDLING

AttachmentsLink: CC-2-22-2011HDR Work Authorization No. 1.pdf

2-24-11 copy received

WORK AUTHORIZATION NO. 1
AGREEMENT FOR PROFESSIONAL SERVICES

THIS WORK AUTHORIZATION is made pursuant to the terms and conditions of Section XIV of the Professional Services Agreement entered into by and between Fort Bend County, Texas and HDR ENGINEERING, INC.(the Consultant), on the 23rd day of March, 2010.

PART I. The Consultant will perform professional services generally described as research and development work to aid Fort Bend County staff in determining whether the implementation of an advertising program is cost effective to implement and is a revenue producing program in accordance with the project description attached hereto and made a part of this Work Authorization. The Consultant's Scope of Work, Labor Estimate, and Schedule are further detailed in Exhibits A, B, and C, respectively, which are attached hereto and made a part of the Work Authorization.

PART II. The maximum amount payable under this Work Authorization is forty-six thousand and four dollars and no/100 (\$46,004.00). This amount is based upon fees set forth in Exhibit B.

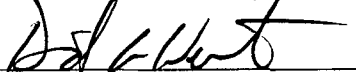
PART III. Payment to the Consultant for the services established under this Work Authorization shall be made in accordance with Section II of the Agreement.

PART IV. This Work Authorization shall become effective on the date of final acceptance of the parties hereto and shall terminate on July 1, 2011, unless extended by a supplemental Work Authorization as provided in the Agreement.

PART V. This Work Authorization does not waive the parties' responsibilities and obligations provided under the Agreement.

IN WITNESS WHEREOF, this Work Authorization is executed in duplicate counterparts and hereby accepted and acknowledged below.

THE CONSULTANT
HDR ENGINEERING, INC.



(Signature)

DAVID C. WESTON

(Printed Name)

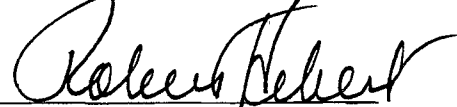
VICE PRESIDENT

(Title)

2/18/2011

(Date)

FORT BEND COUNTY, TEXAS



(Signature)

Robert Hebert

(Printed Name)

County Judge

(Title)

February 22, 2011

(Date)

LIST OF EXHIBITS

Exhibit A	Scope of Work
Exhibit B	Cost/Payment Agreement
Exhibit C	Schedule/Milestones

EXHIBIT A

Fort Bend County Transit

Assistance with Transportation Planning Activities

Work Authorization No. 1 / Phase I

Transit Advertising Feasibility Study

Project Understanding and Scope of Work

Fort Bend County Transit has requested that HDR Engineering, Inc. submit a Scope of Work to support the effort needed to complete Work Authorization (WA) No. 1 – Transit Advertising Feasibility. This WA is in conjunction with the Assistance with Transportation Planning Activities project that Fort Bend County contracted with HDR Engineering, Inc. in 2010.

The goal of this Scope of Work proposed for Fort Bend County Transit is to: provide a phased approach for determining the feasibility of and the future implementation of an advertising policy for Fort Bend County Transit. This WA will only describe the work effort needed to complete Phase I of the project. Phase I will provide the research and analysis that will determine the cost-effectiveness of implementing an advertising program. The proposed advertising program (if approved by Fort Bend County Transit and Fort Bend County Commissioner's Court) will be implemented by Fort Bend County Transit and will allow approved vendors the opportunity to advertise their products and/or services on County owned vehicles and at County owned transit facilities. This plan will only be implemented if it is determined that the expected revenue to be gained by Fort Bend County Transit is sufficient to warrant the implementation costs and annual upkeep by staff of the program. Phase II activities will not be needed unless and until it is decided by Fort Bend County Transit staff that the implementation of an advertising policy and subsequent program is cost-effective and will benefit transit operations in a positive way. Phase I – Advertising Research and Policy Development and Phase II – is described in the text below.

Phase 1 – Advertising Research and Policy Development

The objective of Phase I is to complete the necessary research and development work that will aid Fort Bend County staff in determining whether the implementation of an advertising program is cost-effective to implement and is a revenue producing program.

1.0 Review Marketing/Advertising Policies of Peer Transit Agencies

- 1.1.1** The HDR Team will research several transit properties in Texas.
- 1.1.2** The HDR Team will develop an understanding of how other transit properties in Texas that have advertising programs developed and implemented those

programs and report on the pros, cons and lessons learned after implementation. The HDR Team will report on the special types of advertising that are allowed by the transit agencies in the study that could include but not be limited to: banners, bus wrapping and kiosks;

1.1.3 The HDR Team will report on the costs, income and cost-effectiveness that is associated with the implementation of a transit marketing/advertising program;

1.1.4 Deliverable: **Technical Memorandum No. 1** – Review of Advertising Policies of Peer Transit Agencies including peer agency contact information and Report on the Cost-Effectiveness of Implementing an Agency-Wide Advertising Program.

1.2 The HDR Team will research and report on Federal Transit Administration, State of Texas and Fort Bend County guidance and other types of governance that may be needed to implement an advertising program;

1.2.1 The HDR Team will develop a comprehensive guideline on the restrictions that can be placed on the advertising policy implemented by Fort Bend County;

1.2.2 Deliverable: **Technical Memorandum No. 2** – Review of FTA, State of Texas, and Fort Bend County Governance on transit advertising and guidelines on allowable restrictions on advertising;

1.3 Based on the data collected from peer agencies and other research completed by the HDR Team, a sample advertising policy will be developed that will include suggested rates to charge the providers who wish to advertise with Fort Bend County Transit.

1.3.1 Deliverable: **Technical Memorandum No. 3** – Sample Advertising Policy with Suggested Rates.

EXHIBIT B

Total Labor Cost WA No. 1	\$44,504
ELDER PMS	\$1,500
Total Project Cost	\$46,004

	Job Hours	Employee Rate	Total Labor	Total Cost
Site Work	8	\$175.00	\$1,400	\$1,400
Grading	24	\$160.00	\$3,840	\$3,840
Foundation	0	0	0	0
Roofing	0	0	0	0
Interior Work	0	0	0	0
Exterior Work	0	0	0	0
Site Cleanup	0	0	0	0
Site Work	0	0	0	0
Grading	0	0	0	0
Foundation	0	0	0	0
Roofing	0	0	0	0
Interior Work	0	0	0	0
Exterior Work	0	0	0	0
Site Cleanup	0	0	0	0
Site Work	0	0	0	0
Grading	0	0	0	0
Foundation	0	0	0	0
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Interior Work	0	0	0	0
Exterior Work	0	0	0	0
Site Cleanup	0	0	0	0
Site Work	0	0	0	0
Grading	0	0	0	0
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Interior Work	0	0	0	0
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Site Cleanup	0	0	0	0
Site Work	0	0		

Employee Name	Employee Rate	Total Labor	Total Cost
0 0 0 0	5 5 5 5	5 5 5 5	5 5 5 5

EXHIBIT C

Project Schedule – Deliverables

Fort Bend County Transit staff has indicated that it would be reasonable to expect that work in support of W.A. No. 1 could commence on or about February 15, 2011. The HDR Team and Fort Bend County Transit staff has agreed that this work authorization would be in effect between February 15, 2011 and June 30, 2011.

There are three technical memorandums plus a final report (which will include the three technical memorandums plus a summary and recommendations section) planned for this work authorization and it is the intent of the HDR Team to deliver the work products to Fort Bend County Transit on the following dates:

- **Technical Memorandum No. 1 - Review Marketing/Advertising Policies of Peer Transit Agencies** – March 31, 2011;
- **Technical Memorandum No. 2 – FTA, State of Texas, Fort Bend County Guidance on Transit Advertising** – April 30, 2011;
- **Technical Memorandum No. 3 – Sample Advertising Policy and Suggested Rates** – May 31, 2011;
- **Final Report** – June 30, 2011.