

IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

A RESOLUTION transferring \$230,266.00 within the 2012 Special Road and Bridge Fund and authorizing the County Executive to execute an Agreement with the Kansas City Regional Transit Alliance for the furnishing of a transit education initiative, at a cost to the County not to exceed \$230,266.00.

RESOLUTION #17884, April 23, 2012

INTRODUCED BY Scott Burnett, County Legislator

WHEREAS, Jackson County, the City of Kansas City, the Mid-America Regional Council, the Kansas City Area Transportation Authority, and certain other municipalities throughout the County are supporting the development of a regional rail system that would connect downtown Kansas City with certain commuter corridors; and,

WHEREAS, the Kansas City Regional Transit Alliance is a non-profit organization formed to educate the public on transit options and is therefore an appropriate entity to undertake the coordination of a transit education effort that will inform the general public regarding the merits of public transit, including easing the burden on the County's roads and bridges; and,

WHEREAS, an Agreement with the Kansas City Regional Transit Alliance to provide for these services is in the best interest of the health, welfare, and safety of the citizens of Jackson County; and,

WHEREAS, a transfer is necessary to fund this education initiative; and,

WHEREAS, the County Executive recommends this transfer; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri, that the following transfer be made within the 2012 Special Road and Bridge Fund:

| <u>DEPARTMENT/DIVISION</u> | <u>CHARACTER DESCRIPTION</u> | <u>FROM</u> | <u>TO</u> |
|--|---------------------------------|-------------|-----------|
| Special Road and Bridge Fund Non-Departmental | | | |
| 004-5104 | 56080 – Other Professional Svcs | \$230,266 | |
| 004-5104 | 56790 – Other Contractual Svcs | | \$230,266 |

and,

BE IT FURTHER RESOLVED, that the County Executive be and hereby is authorized to execute an Agreement, in a form to be approved by the County Counselor, with the Kansas City Regional Transit Alliance, at a cost to the County not to exceed \$230,266.00; and,

BE IT FURTHER RESOLVED, that the Director of Finance and Purchasing be and hereby is authorized to make all payments including final payment on the agreement.

Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FORM:

[Signature]
Chief Deputy County Counselor

[Signature]
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution #17884 of April 23, 2012, was duly passed on May 7, 2012 by the Jackson County Legislature.

The votes thereon were as follows:

Yeas 9

Nays 0

Abstaining 0

Absent 0

5.9.12
Date

[Signature]
Mary Jo Spino, Clerk of Legislature

Funds sufficient for this transfer are available from the source indicated below.

ACCOUNT NUMBER: 004 5104 56080
ACCOUNT TITLE: Special Road and Bridge Fund
Non-Departmental
Other Professional
NOT TO EXCEED: \$230,266.00

There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.

ACCOUNT NUMBER: 004 5104 56790
ACCOUNT TITLE: Special Road and Bridge Fund
Non-Departmental
Other Contractual Services
NOT TO EXCEED: \$230,266.00



April 23, 2012
Date

[Signature]
Director of Finance and Purchasing

REQUEST FOR LEGISLATIVE ACTION

Completed by County Counselor's Office:
 Resolution No.: 17884
 Sponsor(s): Scott Burnett
 Date: April 23, 2012

| | | | | | | | | | | | | | | | | | | | |
|--|---|---|-----------|--|-----|--|-----------|--|-----------|---|--|-------|--|--|-----------|-----|--|---|-----------|
| SUBJECT | <p>Action Requested <input checked="" type="checkbox"/> Resolution <input type="checkbox"/> Ordinance</p> <p>Project/Title: A resolution transferring \$230,266 within the Special Road and Bridge Fund and authorizing the County Executive to execute a contract with the Kansas City Regional Transit Alliance (RTA).</p> | | | | | | | | | | | | | | | | | | |
| BUDGET INFORMATION <i>To be completed By Requesting Department and Finance</i> | <table border="1" data-bbox="326 554 1203 955"> <tr> <td>Amount authorized by this legislation this fiscal year:</td> <td>\$230,266</td> </tr> <tr> <td>Amount previously authorized this fiscal year:</td> <td>\$0</td> </tr> <tr> <td>Total amount authorized after this legislative action:</td> <td>\$230,266</td> </tr> <tr> <td>Amount budgeted for this item * (including transfers):</td> <td>\$230,266</td> </tr> <tr> <td>Source of funding (name of fund) and account code number:</td> <td></td> </tr> <tr> <td>FROM:</td> <td></td> </tr> <tr> <td>004-5104-56080 Other Professional Services</td> <td>\$230,266</td> </tr> <tr> <td>TO:</td> <td></td> </tr> <tr> <td>004-5104-56790 – Other Contractual Services</td> <td>\$230,266</td> </tr> </table> <p>* If account includes additional funds for other expenses, total budgeted in the account is: \$</p> <p>OTHER FINANCIAL INFORMATION:</p> <p><input type="checkbox"/> No budget impact (no fiscal note required) <input type="checkbox"/> Term and Supply Contract (funds approved in the annual budget); estimated value and use of contract: Department: Estimated Use: \$</p> <p>Prior Year Budget (if applicable): N/A Prior Year Actual Amount Spent (if applicable): N/A</p> | Amount authorized by this legislation this fiscal year: | \$230,266 | Amount previously authorized this fiscal year: | \$0 | Total amount authorized after this legislative action: | \$230,266 | Amount budgeted for this item * (including transfers): | \$230,266 | Source of funding (name of fund) and account code number: | | FROM: | | 004-5104-56080 Other Professional Services | \$230,266 | TO: | | 004-5104-56790 – Other Contractual Services | \$230,266 |
| Amount authorized by this legislation this fiscal year: | \$230,266 | | | | | | | | | | | | | | | | | | |
| Amount previously authorized this fiscal year: | \$0 | | | | | | | | | | | | | | | | | | |
| Total amount authorized after this legislative action: | \$230,266 | | | | | | | | | | | | | | | | | | |
| Amount budgeted for this item * (including transfers): | \$230,266 | | | | | | | | | | | | | | | | | | |
| Source of funding (name of fund) and account code number: | | | | | | | | | | | | | | | | | | | |
| FROM: | | | | | | | | | | | | | | | | | | | |
| 004-5104-56080 Other Professional Services | \$230,266 | | | | | | | | | | | | | | | | | | |
| TO: | | | | | | | | | | | | | | | | | | | |
| 004-5104-56790 – Other Contractual Services | \$230,266 | | | | | | | | | | | | | | | | | | |
| PRIOR LEGISLATION | <p>Prior ordinances and (date):</p> <p>Prior resolutions and (date):</p> | | | | | | | | | | | | | | | | | | |
| CONTACT INFORMATION | <p>RLA drafted by (name, title, & phone):</p> | | | | | | | | | | | | | | | | | | |
| REQUEST SUMMARY | <p>Jackson County and others are supporting the development of a regional rail system that connects the central business of Kansas City, Missouri as well as key suburban areas along the I-70 corridor, the Rock Island rail right of way, as well as an I-435/US71 segment to Grandview and Martin City. As the premier voice of transit in the KC metropolitan area, the Kansas City Regional Transit Alliance (RTA) is well suited to undertake the coordination of this effort. The RTA will begin efforts to inform the general public and targeted stakeholders about the merits of public transit. This includes educating people about the benefits of developing a regional commuter rail services as well as ancillary transit services as may be needed. The education effort will begin by gathering information on the current opinion with respect to public transit in Jackson County through community outreach in the form of a Jackson County Regional Rail Coalition (JCRRC), a speaker's bureau, community discussion/focus groups and other activities intended to determine the community standing of transit. RTA will maintain a contact database, web site, social media, and email communication in addition to providing JCRRC</p> | | | | | | | | | | | | | | | | | | |

| | | |
|-------------|--|---------------|
| | logistical support including securing meeting locations, set-up and reminding meeting participants of meetings. As part of the creative services and communications planning aspect of the contract, RTA will create educational messages and determine the appropriate media to use in communicating the messages and purchase media time in execution of the communication plan. The RTA will provide reports of funds received and how funds are being expended to ensure accountability. | |
| CLEARANCE | <input type="checkbox"/> Tax Clearance Completed (Purchasing & Department) <input type="checkbox"/> Business License Verified (Purchasing & Department) <input type="checkbox"/> Chapter 6 Compliance - Affirmative Action/Prevailing Wage (County Auditor's Office) | |
| ATTACHMENTS | | |
| REVIEW | Department Director: | Date: |
| | Finance (Budget Approval): <i>If applicable</i>  | Date: 4-19-12 |
| | Division Manager:  | Date: 4/19/12 |
| | County Counselor's Office: | Date: |

Fiscal Information (to be verified by Budget Office in Finance Department)

- This expenditure was included in the annual budget.
- Funds for this were encumbered from the _____ Fund in _____.
- There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.
- Funds sufficient for this expenditure will be/were appropriated by Ordinance # _____
- Funds sufficient for this appropriation are available from the source indicated below.

| Account Number: | Account Title: | Amount Not to Exceed: |
|-----------------|----------------|-----------------------|
| | | |

- This award is made on a need basis and does not obligate Jackson County to pay any specific amount. The availability of funds for specific purchases will, of necessity, be determined as each using agency places its order.
- This legislative action does not impact the County financially and does not require Finance/Budget approval.

Supplemental Appropriation and Transfer Request Jackson County, Missouri

Funds sufficient for this appropriation and transfer are available from the source indicated below.

Date: April 19, 2012

RES# ~~ORD~~ #17884

| Department / Division | Character/Description | From | To |
|--------------------------------------|-------------------------------------|---------|---------|
| 004 - Special Road and Bridge | | | |
| 5104 | 56080 - Other Professional Services | 230,266 | |
| | 56790 - Other Contractual Services | | 230,266 |
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| | | | |
| Total Road and Bridge Fund | | | 230,266 |

Abraham S. Ball 4-19-12
Budgeting

Kansas City Regional Transit Alliance

TRANSIT EDUCATION SCOPE OF SERVICES

Purpose and Background

This outlines services that the Kansas City Regional Transit Alliance (RTA) will undertake in an effort to inform the general public and targeted stakeholders about the merits of public transit. This includes, but not limited to, educating people about the benefits of developing a regional commuter rail service as well as ancillary transit services as may be needed. Funding for this education effort is being provided by various public and private entities.

Jackson County, Missouri and others are supporting the development of a regional rail system that connects the central business of Kansas City, Missouri as well as key suburban areas along the I-70 corridor, the Rock Island rail right of way, as well as an I-435/US71 segment to Grandview and Martin City. The County, through the Mid-America Planning Commission, the City of Kansas City, Missouri and the Kansas City Area Transportation Authority (KCATA) is raising funds to support a "Transit Education" effort that informs the population about the benefits of transit including the commuter rail proposals. As the premier voice of transit in the Kansas City metropolitan area, the RTA is well suited to undertake the coordination of this effort. In addition, the County has engaged Avvant Partners LLC (AP) to assist in developing and executing this "Transit Education" effort.

Scope of Work

These tasks are associated with the Transit Education scope of work:

1. Administration—the overall effort will require coordination and administration to ensure that dollars are accounted for as well as properly and effectively spent. RTA will issue reports from time to time and upon request that account for funds received and expended. This task also includes responding to media inquiries that may be directed to the RTA and/or the Transit Education effort. Under RTA by-laws, the RTA Chairperson or his/her designee is the spokesperson for the RTA and will field media requests. If needed, a media relations may be engaged to assist in this task.
2. Fundraising—it is estimated that \$500,000 to \$750,000 will be needed in 2012 to execute an effective education effort. One of the main tasks is to secure public and private funding to support the effort.
3. Community Relations and Outreach—it is a cornerstone of the education effort to ascertain the current opinion with respect to public transit within Jackson County. This task includes community outreach in the form of a Jackson County Regional Rail Coalition (JCRRC), a speaker's bureau, community discussion/focus groups, and other activities intended to determine the community standing of transit. RTA will maintain a contact database, web site, social media, and email communication. RTA will also provide meeting JCRRC logistical support including securing meeting locations, set-up and reminding meeting participants of the meetings.
4. Creative Services and Communications Planning—this task involves creating educational messages (including copywriting) and deciding the media (e.g., television, radio, billboards, etc.) to be used in communicating these messages. RTA will provide input and feedback on task activity.

5. Media Buying—involves purchasing media time in execution of the communication plan. RTA will provide input and feedback on task activity.

Approach

The scope of work will be executed by either or all of these entities:

1. RTA consists of RTA staff including the Executive Director as well as a special oversight group called the Transit Education Committee. RTA staff reports to the Education Committee.
2. AP is under contract with Jackson County but will work with RTA in the execution of the education effort.
3. Other consultants consist of firms with specialized skills needed for the above tasks. These firms will be under contract with the RTA. Key firms include Pelofsky and Associates (Pelofsky) and R&R Partners (R&R). Lake Research (Lake) will also assist. Finally, depending on funding and other factors, a media relations firm may be added to assist the RTA in fielding media inquiries regarding the education effort.

Table 1 below presents a “responsibility matrix” associating the tasks with the entities.

Table 1: Work Assignments

| Task | Entity Role | | | |
|---|--|--|----------|---|
| | RTA | | AP | Other Consultants |
| | Staff/ Executive Director | Education Committee | | |
| Administration | Sets up and monitor consultant contracts and work scope completion. | Reviews contracts and associated work. | Assists* | Possible media relations firm** |
| Fundraising | Track receipts | Reviews progress; assists with efforts as needed | Assists* | Pelofsky |
| Community Relations and Outreach | Provides logistical support for meetings, maintains web site, social media, and email links. | Contributes speakers and input into this process; attends meetings as needed | Assists | R&R leads with media relations firm TBD |
| Creative Services and Communications Planning | Processes invoices; tracks expenditures | Reviews expenditures and provide feedback on efforts. | Assists | R&R leads |
| Media Buying | Processes invoices; tracks expenditures | Reviews expenditures and provide feedback on efforts. | Assists | R&R leads |
| *Provides as needed. | | | | |
| **Depending on the availability of funding as well as need. | | | | |

Compensation

RTA will receive for its services no more than 10 percent of funds raised for the education effort with a potential compensation range from \$40,000 to \$67,330. AP is compensated directly by Jackson County. Other consultants will be paid by RTA with funds raised for the education effort. Table 2 shows a preliminary budget indicating "high" and "low" levels to reflect uncertainty in fundraising. RTA, to accomplish start-up of its administrative services, is allowed an initial \$9,000 payment which will be credited against the overall allowable compensation. RTA will make a full accounting of funds received as well as expended. *The below chart does not include a media relations firm to support RTA under the administration task above. Such an assignment will be added depending on need and funding.*

Table 2: Transit Education Budget

| | High Budget | | | | | | Low Budget | | | | | |
|-------------------|------------------|------------------|-------------------|------------------|-------------------|-------------------|------------------|------------------|-------------------|------------------|-------------------|-------------------|
| | RTA | Pelofsky | R&R | Lake | Other/TBD | Totals | RTA | Pelofsky | R&R | Lake | Other/TBD | Totals |
| Media Firm | | | \$ 150,000 | | | \$ 150,000 | | | \$ 150,000 | | | \$ 150,000 |
| RTA Ex Dir | \$ 42,000 | | | | | 42,000 | \$ 32,000 | | | | | 32,000 |
| RTA Interns | 8,000 | | | | | 8,000 | - | | | | | - |
| Office operations | 17,330 | | | | | 17,330 | 8,000 | | | | | 8,000 |
| Radio | | | | | 85,000 | 85,000 | | | | | 50,000 | 50,000 |
| Polling | | | | 42,000 | | 42,000 | | | | 35,000 | | 35,000 |
| Focus Group | | | | 5,000 | | 5,000 | | | | 5,000 | | 5,000 |
| Television | | | | | 250,000 | 250,000 | | | | | 200,000 | 200,000 |
| Outdoor/transit | | | | | 50,000 | 50,000 | | | | | 25,000 | 25,000 |
| Direct mail/print | | | | | 40,000 | 40,000 | | | | | - | - |
| Media production | | | | | 30,000 | 30,000 | | | | | 30,000 | 30,000 |
| Web/social | | | | | 8,000 | 8,000 | | | | | - | - |
| Fund raising | | 12,000 | | | | 12,000 | | 12,000 | | | | 12,000 |
| Travel | | | | | 17,000 | 17,000 | | | | | 18,000 | 18,000 |
| Totals | \$ 67,330 | \$ 12,000 | \$ 150,000 | \$ 47,000 | \$ 480,000 | \$ 756,330 | \$ 40,000 | \$ 12,000 | \$ 150,000 | \$ 40,000 | \$ 323,000 | \$ 565,000 |

Schedule

The Transit Education effort began in late 2011 and is expected to continue until at least the fall of 2012. It is possible the effort will continue into the first quarter of 2013.

| Jurisdiction | Population | Contribution | |
|---------------------|-------------------|---------------------|----------------|
| Blue Springs | 52,575 | \$17,958 | |
| Buckner | 3,076 | \$1,051 | |
| Grain Valley | 12,854 | \$4,390 | |
| Grandview | 24,475 | \$8,360 | |
| Greenwood | 5,221 | \$1,783 | |
| Independence | 116,830 | \$39,904 | |
| Lake Lotawana | 1,939 | \$662 | |
| Lake Tapawingo | 730 | \$249 | |
| Lees Summit | 91,364 | \$31,206 | |
| Levasy | 83 | \$28 | |
| Lone Jack | 1,050 | \$359 | |
| Oak Grove | 7,795 | \$2,662 | |
| Raytown | 29,526 | \$10,085 | |
| River Bend | 10 | \$3 | |
| Sibley | 357 | \$122 | |
| Sugar Creek | 3,345 | \$1,143 | |
| Unity Village | 99 | \$34 | |
| Jackson County | 674,158 | 230,265.41 | |
| Total | 1,025,487 | \$350,264.41 | 0.34156 |