


**Date:** July 24, 2024

**To:** Board of Directors

**From:** Sam Desue, Jr. 

**Subject:** **RESOLUTION NO. 24-07-44 OF THE TRI-COUNTY METROPOLITAN TRANSPORTATION DISTRICT OF OREGON (TRIMET) AUTHORIZING A CONTRACT MODIFICATION WITH CINDY THOMPSON EVENT PRODUCTION FOR ON-CALL EVENT PLANNING, EXECUTION AND STAFFING**

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**1. Purpose of Item**

This Resolution requests that the TriMet Board of Directors (Board) authorize the General Manager or his designee to execute a modification of a contract with Cindy Thompson Event Production for on-call event planning, execution and staffing (Modification).

**2. Type of Agenda Item**

- Initial Contract
- Contract Modification
- Other \_\_\_\_\_

**3. Type of Contract Procurement**

- Low Bid / Invitation to Bid (ITB)
- Request for Proposals (RFP) (inc. CM/GC)
- Request for Qualifications (RFQ) (Personal Services)
- Other (inc. sole source)

**4. Reason for Board Action**

Board authorization is required for all contract Modifications that exceed \$1,000,000.

**5. Type of Action**

- Resolution
- Ordinance 1<sup>st</sup> Reading
- Ordinance 2<sup>nd</sup> Reading
- Other \_\_\_\_\_

**6. Background**

TriMet has utilized the services of Cindy Thompson Event Production (Contractor) since 2015 for on-call event support in the planning, execution and staffing of medium to large-scale public community and employee events. Through two subsequent RFP processes, TriMet awarded Contractor two additional contracts, most recently a five-year contract for \$1,000,000, awarded in August of 2023. Contractor was the only vendor bidding on this RFP.

Events previously produced by Contractor include the opening of the MAX Orange Line in 2015, the FX2 Division line in 2022, and the new Powell Garage in 2022. Contractor helped create the TriMet brand ambassador team, and produces several large-scale TriMet employee events, such as the annual Family Fun Day and the Holiday Meal Program. For these and similar events, Contractor incurs production costs for deposits and post-event payment of event expenses such as catering, audio/video equipment, tents, tables, chairs, linens, décor, venue spaces, entertainment and signage. Typically, Contractor's production costs are approximately 85% to 90% of the total contract amount.

In April 2024, Contractor was responsible for coordination of a significant number of additional events related to TriMet's sponsorship of the American Public Transportation Association (APTA) International Bus Roadeo and the Mobility Conference. When APTA requested and TriMet agreed to sponsor these two major APTA events, the agreement with Contractor already was in place. Given the lack of established contracts with equipment, tent, staging, audio/video rental and large-scale caterers, TriMet turned to Contractor to take on the work for these two events. In addition to the APTA events, Contractor responded to TriMet's request for help with the ATU's creation of a float for Portland's Grand Floral Parade.

At this point, the current contract amount is nearly exhausted, and additional funds are necessary to cover additional events anticipated over the remaining four years of the contract. These include community events leading up to the future opening of the 82<sup>nd</sup> Avenue Transit Project, and activation of public interest in annually supported community events through the TriMet Fun Van and TriMet brand ambassadors. These community events include Cinco de Mayo, Juneteenth, Good in the Hood, Sunday Parkways, Providence Bridge Pedal, and NW Pride, during which TriMet will promote the restoration and increase ridership necessary to meet Vision 2030 goals, and draw attention to programs like the Reduced Fare Program and Honored Citizen fares for veterans and active duty military service members. In addition, TriMet will rely on Contractor to coordinate internal events that enhance employee relations, such as Family Fun Days and the Holiday Meal Program.

This Modification would add \$1,500,000 to the contract to allow continued utilization of Contractor's event planning and promotional activities that TriMet anticipates through the contract's August 2028 expiration date.

**7. Description of Procurement Process**

TriMet obtained Contractor's services via a Request for Proposals (RFP). The RFP was awarded in August 2023 for a period of five (5) years in an amount not to exceed \$1,000,000.

**8. Diversity**

Cindy Thompson Event Production is a woman-owned business with one full-time and two part-time employees, 33% of whom are minorities and 66% of whom are female. Contractor is self-performing the work.

**9. Financial/Budget Impact**

Funding for events and event related services is currently budgeted within the Public Affairs Division's FY25 budget.

**10. Impact if Not Approved**

If the Board does not approve this Resolution, the current contract will eventually run out of funds and terminate. In that case, staff will have to issue a new RFP to solicit proposals from

event planning firms. This would result in a lapse in event planning services until a subsequent award, and would be an inefficient duplication of the RFP process that occurred less than a year ago. In addition, Contractor is well qualified to perform these event planning and related services, and has an excellent record of accomplishment with TriMet.

**RESOLUTION NO. 24-07-44**

**RESOLUTION NO. 24-07-44 OF THE TRI-COUNTY METROPOLITAN  
TRANSPORTATION DISTRICT OF OREGON AUTHORIZING A  
CONTRACT MODIFICATION WITH CINDY THOMPSON EVENT  
PRODUCTION FOR ON-CALL EVENT PLANNING, EXECUTION AND  
STAFFING**

**WHEREAS**, TriMet has authority under ORS 267.200 to enter into a modification of a contract with Cindy Thompson Event Production (Contractor) for on-call event planning, execution and staffing (Modification); and

**WHEREAS**, by Resolution No. 22-05-35, dated May 25, 2022, the TriMet Board of Directors (Board) adopted a Statement of Policies requiring it to authorize all contracts obligating TriMet to pay in excess of \$1,000,000; and

**WHEREAS**, the total amount of this Modification will exceed \$1,000,000;

**NOW, THEREFORE, BE IT RESOLVED:**

1. That the Modification shall conform with applicable law.
2. That the General Manager or his designee is authorized to execute a Modification with Cindy Thompson Event Production for \$1,500,000, increasing the total contract amount to \$2,500,000, through the contract's expiration date of August, 2028.

Dated: July 24, 2024



Presiding Officer

Attest:

Falesha Thrash  
Recording Secretary

Approved as to Legal Sufficiency:



Legal Department