

BEFORE THE METRO CONTRACT REVIEW BOARD

FOR THE PURPOSE OF EXTENDING)
THE PERSONAL SERVICES) RESOLUTION NO. 01-3140
AGREEMENT WITH CREATIVE)
INFORMATION TRANSFORMATION) Introduced by Mike Burton,
EDUCATION (CITE)) Executive Officer

WHEREAS, on November 4, 1999, the Metro Council approved a contract with Creative Information Transformation Education (CITE) to produce and perform the 45 minute adaptation of the full length play *In the Sweet Buy and Buy*, written by Deborah Rodney Pex and Metro, and

WHEREAS, Metro's collaboration with CITE for the past two years has resulted in a very successful educational program in regional schools where the experience gained in working with CITE for the last two years can now result in more efficient productions of the play; and

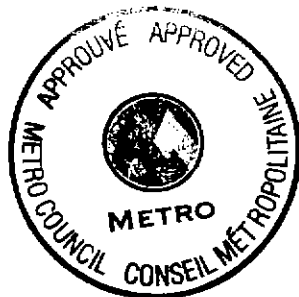
WHEREAS, The original agreement expired in June 30, 2001; and

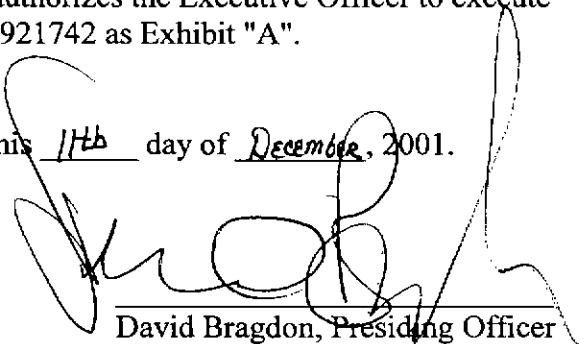
WHEREAS, Staff recommends extending the contract and increasing the contract amount to continue these services until June 30, 2002 as contained in Amendment No. 3 attached hereto as Exhibit "A" for the reasons described in the accompanying staff report; now therefore,

BE IT RESOLVED:

1. That the Metro Contract Review Board authorizes the Executive Officer to execute Amendment No. 3 attached hereto as Contract No. 921742 as Exhibit "A".

ADOPTED by the Metro Contract Review Board this 17th day of December, 2001.




David Bragdon, Presiding Officer

Approved as to Form:


Daniel B. Cooper, General Counsel

EXHIBIT "A"
RESOLUTION 01-3140

AMENDMENT NO. 3

This amendment, dated as of the last signature date below, hereby amends the Personal Services Agreement between Metro and Creative Information Transformation Education (CITE), "Contractor," dated December 3, 1999, (the "original agreement"). In exchange for the promises and other valuable consideration described in the original agreement, subsequent amendments, and this amendment, the parties agree as follows:

1. The termination date of June 30, 2001 is hereby changed to June 30, 2002.
2. The Contractor shall perform all duties as described in the attached scope of work.
3. Metro agrees to pay Contractor additional consideration for such services in an amount not to exceed TWENTY FOUR THOUSAND FIVE HUNDRED AND NO/100 DOLLARS (\$24,500.00) beyond the agreed payment for service under the original agreement. No payment beyond this additional sum shall be authorized by Metro without specific written amendment to the original agreement. This amendment increases the maximum contract price to SIXTY FOUR THOUSAND FIVE HUNDRED AND NO/100 Dollars (\$64,500.00).

All terms of the original agreement and any previous amendments shall remain in full force and effect, except as modified herein.

CITE

METRO

Signature

Signature

Print Name and Title

Print Name and Title

Date

Date

Resolution 01-3140

Scope of Work

1. Statement of Work.

CONTRACTOR'S RESPONSIBILITIES:

Contractor shall be responsible for:

1. Giving credit in the promotion and production of the adaptation of the full length play as follows:
"Written by Deborah Rodney Pex in collaboration with Metro. Music written and composed by Deborah Rodney Pex, Daniel Rhiger and Rahmana Wiest. Adapted from the original work, *In the Sweet Buy and Buy*, by Deborah Rodney Pex."
2. Giving credit to the Interstate Firehouse Cultural Center in Portland, OR for originally producing the full-length version of the play, *In the Sweet Buy and Buy*.
3. Paying royalties for the use of the two songs *Shopping is my Destiny and Global Warming* during each performance.
4. Producing and conducting 35 performances of the 45-minute adaptation of the full-length play *In the Sweet Buy and Buy* written by Deborah Rodney Pex and Metro.
5. Conducting up to two 30-minute sessions of follow-up educational presentations after each performance for participating classrooms. Actors and Stage Manager will conduct up to 12 presentations per performance, depending on how many are requested and scheduled, and will follow a format provided by Metro staff.
6. Providing and paying for a stage manager to be present to manage each performance.
7. Paying actors and all their associated expenses for each performance and follow-up presentation.
8. Providing the transportation of the set, props, and costumes for each performance.
9. Providing sound equipment for each performance.
10. Distributing and collecting a Metro-designed student evaluation/quiz during follow-up presentations to a sampling of approximately 200 students in order to assess learning gains as well as the effectiveness of theatre as a learning tool.
11. Designing and distributing an evaluation survey to participating teachers and principals.
12. Providing a written evaluation of the project to Metro.

METRO'S RESPONSIBILITIES:

Metro shall be responsible for:

1. Giving mutual consent to CITE for each middle and high school performance in Multnomah, Washington and Clackamas counties of the 45-minute adaptation of the full length play, *In the Sweet Buy and Buy*, written by Deborah Rodney Pex and Metro.

2. Approval of the performance venues and schedule.
3. Providing actors with thorough training and general format to perform follow-up educational presentations after each performance.
4. Providing teachers with pre-test evaluations to be administered prior to seeing the play.
5. Providing pre/post evaluations forms to assess learning gains as well as the effectiveness of theatre as a learning tool.

2. Payment, Billing and Term.

Contractor shall provide the above services for a maximum price not to exceed TWENTY FOUR THOUSAND, FIVE HUNDRED DOLLARS AND NO/100 DOLLARS (\$24,500). Metro will pay upon receipt of invoice \$550 for each performance (\$19,250 for 35) and \$5,250 for follow-up classroom sessions.

The maximum price includes all fees, costs and expenses of whatever nature. Each of Metro's payments to Contractor shall equal the percentage of the work Contractor accomplished during the billing period. Contractor's billing statement will include an itemized statement of unit prices for labor, materials and equipment, will include an itemized statement of work done and expenses incurred during the billing period, will not be submitted more frequently than once a month, and will be sent to Metro, Attention Regional Environmental Management Department. Metro will pay Contractor within 15 days of receipt of an approved statement.

In the event Metro wishes for Contractor to provide services or materials after the maximum contract price has been reached, Contractor shall provide such services or materials pursuant to amendment at the same unit prices that Contractor utilized as of the date of this Agreement, and which Contractor utilized to submit requests for payment pursuant to this Scope of Work. Metro may, in its sole discretion and upon written notice to Contractor, extend the term of this contract for a period not to exceed 12 months. During such extended term all terms and conditions of this contract shall continue on full force and effect.

EXECUTIVE SUMMARY
RESOLUTION 01-3140
WASTE REDUCTION EDUCATION PLAY PRODUCTION CONTRACT

PROPOSED ACTION

Adoption of Resolution 01-3140 authorizes the amendment of a Personal Services Agreement with Creative Information and Transformation Education (CITE), a nonprofit 501(c)(3) organization, under Section 501(c)(3) of the Internal Revenue Code for continued production of the middle and high school adaptation of the play, *In the Sweet Buy and Buy*.

WHY NECESSARY

- The play *In the Sweet Buy and Buy* was first used as a pilot program to investigate the effectiveness of educational theater as a useful tool for Metro's Waste Reduction Education (WRED) program. Due to the uncertainty of its usefulness, the original contract was only drafted for the duration of one year.
- The previous two years' performances have received very positive evaluations from teachers and students. Word of mouth has also increased the popularity of the play over the past two years. Metro's WRED program receives multiple requests each year from teachers and local government waste reduction staff to fund performances of the play in the region.
- Staff did not anticipate the value of having the actors go into classrooms for follow-up educational presentations when drafting the original contract.
- Increasing the contract amount requires Council approval because the original contract amount had been doubled in a previous amendment.

ISSUES

- Utilizing this play for a third year will allow Metro to benefit from the experience and investment put into it the previous two years. During this time period, both the contractor and the waste reduction education staff have had the opportunity to work out many of the minor problems inherent in new productions.
- Metro will benefit from the contractor's ability to schedule follow-up presentations at the same time as performances are scheduled with local schools.
- After the first two performance seasons, it was realized that a stage manager was needed to maintain high levels of quality and attend to problems that inevitably arise during performances. This adds an additional \$1,750 to the total cost of the contract.
- In an effort to reach even more students and maximize use of funds, WRED staff made a decision to use the actors from the play to go into requesting classrooms to conduct follow-up educational presentations instead of AmeriCorps members. This adds an additional \$5,250 to the total cost of the contract but reduces the average cost per student from \$3.34 to \$0.42.

BUDGET/FINANCIAL IMPACTS

- The contract price for production of 35 performances and follow-up presentations is \$24,500.
- The adopted FY 2001-02 REM budget includes sufficient funds for this project.

STAFF REPORT

CONSIDERATION OF RESOLUTION NO. 01-3140 FOR THE PURPOSE OF EXTENDING THE PERSONAL SERVICES AGREEMENT WITH CREATIVE INFORMATION AND TRANSFORMATION EDUCATION

Date: November 15, 2001

Presented by: Terry Petersen

PROPOSED ACTION

This resolution would authorize execution of amendment No. 3 to contract No. 921742 with Creative Information Transformation Education (CITE) to produce and perform the play *In the Sweet Buy and Buy*, for an additional year and increase the contract amount.

EXISTING LAW

Metro code 2.04.046(a) requires that amendments increasing the contract amount as recommended in Amendment No. 3 require approval of the Metro Council.

FACTUAL BACKGROUND AND ANALYSIS

As described in the Regional Solid Waste Management Plan, Metro is charged with cooperatively developing and conducting regional education campaigns related to waste reduction. The Waste Reduction Education department offers many programs to educate area citizens and youth about ways that we can reduce the amount of waste that is generated in our region. These programs are also designed to follow the guidelines set by the Oregon Department of Education. A key content standard is Science in Personal and Social Perspectives. Written by the Department of Environmental Quality and Oregon Department of Education, it states that students will be able to:

Describe how the daily choices of individuals, taken together, affect global resource cycles, ecosystems, and natural resource supplies.

Students in middle school and especially high school are more challenging to reach than younger children. By this age, many youth have changed from being enthusiastic about their contributions to the world to becoming resigned that their participation and actions don't matter. They are also more suspicious of efforts to reach them. Educational tools and outreach methods need to become more sophisticated in order to be effective.

Youth are also bombarded with continuous messages to consume materials and goods. Our society's escalating problem with waste is a direct result of our increased patterns of consumption. Much of this is due to increasingly sophisticated advertising that appeals to youth through colorful, fast-paced, humorous dialogue and appealing visuals. In order to "fight fire with fire" and get youths' attention, educators must incorporate some of these same techniques into our efforts.

Metro's Waste Reduction Education (WRED) department first used educational theatre as a teaching tool in the 1998-99 school year with the play *Barbie Get Real!* Feedback from teachers

and students indicated that the use of theater as an educational tool was a successful and popular way to get students' attention.

Wishing to build on this success, WRED staff collaborated with local playwright Deborah Rodney Pex and CITE Creative Services on a 45-minute adaptation of their popular full length play *In the Sweet Buy and Buy* for the school year 1999-2000. The play explores such themes as waste reduction, excessive packaging, over-consumption, advertising, and global warming. The selection of this play was based on the recommendations of local government partners as well as area teachers, citizens and parents.

In addition, WRED staff recognized the value of providing extended resources to teachers who requested them. A team of AmeriCorps members was trained to go into the classrooms of requesting teachers to perform follow-up presentations that reinforced the messages of the play and encouraged greater student participation and ownership of their own personal behaviors and choices that effect waste generation.

In the 2000-01 school year, Metro contracted with CITE for another series of performances. With the goal of reaching a larger number of students, WRED staff asked that each audience contain a minimum of 200 students. Thus, more than 11,000 students were reached at an estimated cost of \$1.81 per student. Evaluations from students and teachers were overwhelmingly positive. A second team of AmeriCorps members was also trained to perform follow-up presentations in classrooms.

After the first two performance seasons, it was realized that a stage manager was needed to maintain high levels of quality and attend to problems that inevitably arise during performances. The playwright has agreed to provide a stage manager at the rate of \$50 per performance which adds an additional \$1,750 to the total cost of the contract for 35 performances.

In an effort to reach even more students and maximize use of funds, WRED staff made a decision to use the actors from the play to conduct these presentations instead of AmeriCorps members for the upcoming year. While this adds an additional \$5,250 to the total cost of the contract, it actually reduces the average cost per student from \$3.34 to \$0.42 due to scheduling and timing efficiencies.

RECOMMENDED ACTION

It is recommended that Metro continue with a third year of sponsorship of the play *In the Sweet Buy and Buy*. Due to the investment and experience acquired over the past two years, Metro is uniquely poised to sponsor a third successful season with minimal effort. Despite the high numbers of students reached in the past, the potential pool of students has not yet been saturated.

The original contract with CITE was amended to double the original contract amount from \$20,000 to \$40,000. Staff is recommending, through amendment No. 3 attached to the Resolution as Exhibit "A", extending the contract for an additional year and increasing the amount by \$24,500.

In an effort to reach even more students with follow-up presentations and leverage funds, WRED staff made a decision to use the actors from the play to go into requesting classrooms instead of AmeriCorps members. This would not only increase the number of students reached by follow-ups, but would also result in substantial savings of cost per student. In addition, considerable WRED staff time would be saved as the follow-ups would be scheduled by CITE at the same time as the performances. Staff also believes having the actors provide the follow-up would be a highly effective tool. This is reflected in the amendment's scope of work.

BUDGET IMPACT

Adequate funds have been budgeted for this project.

EXECUTIVE OFFICER'S RECOMMENDATION

The Executive Officer recommends approval of Resolution No. 01-3140.