



**CENTRAL TEXAS
Regional Mobility Authority**

AGENDA ITEM #7 SUMMARY

Approve an amended agreement with Crosswind Communications, LLC, for additional services including work on the MoPac Improvement Project and the Oak Hill Parkway study.

Strategic Plan Relevance: Mobility and Innovation - The Communications Team is using innovative public outreach activities to advance regionally significant transportation projects that will improve mobility.

Department: Communications

Associated Costs: Amount Not to Exceed \$250,000

Funding Source: Capital Projects and Operating

Board Action Required: Approval of Contract Supplement

Description of Matter:

The Board previously approved a two-year contract in the amount of \$800,000 with Crosswind Communications. Staff has undertaken a number of activities not originally contemplated when the contract was negotiated and executed. These activities, including work on the MoPac Improvement Project and the Oak Hill Parkway Study, have contributed to expenses that will exceed the original contracted amount prior to the end of the two-year contract period. Staff is requesting an increase in the Crosswind contract by an amount not to exceed \$250,000.

Reference documentation:

Draft Resolution

Contact for further information:

Steve Pustelnyk



CENTRAL TEXAS
Regional Mobility Authority

Memo

To: Board Members
From: Steve Pustelnyk
Date: April 24, 2013
Re: Crosswind Contract Supplement

In July 2011 the Board approved a contract with Crosswind Communications, LLC to provide Communication and Marketing Consultant Services. The contract term was for two years and included an option for two (2) one-year extensions. Under the terms of the contract, Crosswind was authorized to provide up to \$800,000 in services for the initial two year contract through July 31, 2013. Since the contract was signed, Crosswind has undertaken a number of tasks that were not originally anticipated when the contract was negotiated and executed. Some of these tasks include:

- **2012 Annual Report** – In prior years, the annual report was produced in house. In 2012 the report was produced by the firm Arsenal under contract with Crosswind at a cost of \$22,140
- **MoPac Improvement Project** - The Mobility Authority assumed responsibility for extended public outreach activities in support of TxDOT on the MoPac Improvement Project. As of January 2013, Crosswind and its sub consultant, Rifeline, had expended \$78,000 in support of the MoPac Improvement Project.
- **Oak Hill Parkway Study** - Crosswind and their sub consultant, Rifeline, have been serving as the lead public outreach firms supporting the Mobility Authority on the Oak Hill Parkway Study. To date, they have expended \$126,000 on the project.

Due to these unanticipated expenditures, Crosswind does not have enough funding authorization to complete the work anticipated during the remainder of their original two year contract period. Therefore, staff is requesting the Board increase Crosswinds contract amount by an amount not to exceed \$250,000 for the contract period ending July 31, 2013.

**GENERAL MEETING OF THE BOARD OF DIRECTORS
OF THE
CENTRAL TEXAS REGIONAL MOBILITY AUTHORITY**

RESOLUTION NO. 13-___

**APPROVING AN AMENDED AGREEMENT WITH CROSSWIND
COMMUNICATIONS, LLC, FOR ADDITIONAL SERVICES
INCLUDING WORK ON THE MOPAC IMPROVEMENT PROJECT
AND THE OAK HILL PARKWAY STUDY.**

WHEREAS, by Resolution No. 11-099, enacted July 28, 2011, the Board awarded a contract to Crosswind Communications, LLC, (“Crosswind”) to provide communications and marketing consulting services to the Mobility Authority; and

WHEREAS, under that contract, Crosswind was authorized to provide up to \$800,000 in communications and marketing consulting services to the Mobility Authority; and

WHEREAS, at the request of the Mobility Authority, Crosswind was provided public outreach services for the MoPac Improvement Project and the Oak Hill Parkway Study that were not anticipated when the contract was negotiated and executed; and

WHEREAS, the Executive Director recommends amending the contract with Crosswind to authorize an additional \$250,000 in compensation.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors authorizes the Executive Director to negotiate and execute an amendment to the contract with Crosswind Communications, LLC, to increase the compensation payable to Crosswind by \$250,000, for a revised total compensation under the contract not to exceed \$1,050,000.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 24th day of April, 2013.

Submitted and reviewed by:

Approved:

Andrew Martin
General Counsel for the Central
Texas Regional Mobility Authority

Ray A. Wilkerson
Chairman, Board of Directors
Resolution Number: 13-___
Date Passed: 4/24/13