



November 24, 2015
AGENDA ITEM # 6

Award a contract for communications and marketing consultant services.

**CENTRAL TEXAS
Regional Mobility Authority**

Strategic Plan Relevance: Regional Mobility
Department: Community Relations
Contact: Dee Anne Health, Director of External Affairs
Associated Costs: TBD
Funding Source: General Fund/Bond Sale Funds
Action Requested: Consider and act on draft resolution

Summary:

On July 29, 2015, the Mobility Authority's Board of Directors authorized the issuance of a Request for Proposals (RFP) from teams interested in providing communication and marketing consulting services. **The current contract with Crosswind Communications, LLC expires on December 31, 2015.**

A Selection Committee composed of Mobility Authority staff and consultants evaluated the Responses against the criteria provided in the RFP which included the following: *firm qualifications, demonstration of previous creative capabilities, successful management of similar contracts and projects, local knowledge and experience, organization and staffing, proposed approach to increasing awareness, diverse workforce with emphasis on HUB/DBE involvement, and budget allocation and rates.* The committee reviewed and scored the responses and made a recommendation to the Executive Director to short-list five of the responding teams. The Selection Committee conducted interviews of the short-listed teams on November 19th and 20th, 2015, and evaluated the teams based on their responses to prepared questions using the same criteria as listed above.

Based on the RFP and interview evaluations, the Executive Director seeks Board approval of the recommended team and approval to negotiate a contract for communications and marketing consultant services.

Backup provided: Summary Presentation of Qualifications, Proposals, Evaluation Process, Results, Team Recommendation to be provided at the Board meeting; Draft Resolution for Board Consideration

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

RESOLUTION NO. 15-____

**AWARD A CONTRACT FOR COMMUNICATIONS AND MARKETING
CONSULTING SERVICES.**

WHEREAS, by Resolution No. 15-045, dated July 29, 2015, the Board of Directors authorized the Executive Director to procure communications and marketing services; and

WHEREAS, in accordance with the Mobility Authority Procurement Policies and the request for proposals for communications and marketing services issued by the Mobility Authority (the "RFP), based on the evaluation and selection criteria set forth in the RFP the Executive Director recommends the Board award the contract to _____.

NOW THEREFORE, BE IT RESOLVED that the Board hereby awards a contract to provide communications and marketing services to the Mobility Authority to _____; and

BE IT FURTHER RESOLVED, that the Board authorizes the Executive Director to negotiate and execute on behalf of the Mobility Authority a contract with _____ consistent with the proposer's responses to the RFP, the RFP, the Mobility Authority's Procurement Policies, and as the Executive Director further determines is in the best interest of the Mobility Authority, for a contract amount not to exceed \$_____, and may further negotiate and execute an initial work authorization for services to be provided through June 30, 2016.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 24th day of November, 2015.

Submitted and reviewed by:

Approved:

Geoffrey Petrov, General Counsel

Ray A. Wilkerson
Chairman, Board of Directors