



CENTRAL TEXAS REGIONAL
MOBILITY AUTHORITY

July 25, 2018
AGENDA ITEM #21

Approve a supplement to the Daniel J. Edelman, Inc. agreement for services including customer messaging, toll discount program, Pay By Mail transition and veterans program

Strategic Plan Relevance:	Regional Mobility
Department:	Community Relations
Contact:	Dee Anne Heath, Director of External Affairs
Associated Costs:	Not to exceed \$750,000
Funding Source:	General Fund
Action Requested:	Consider and act on draft resolution

Summary:

On November 24, 2015, the Mobility Authority Board of Directors awarded a contract to Edelman in the amount of \$1,500,000 to provide communications and marketing consultant services. That contract was executed on January 1, 2016 with a termination date of June 30, 2017 and has been extended until June 30, 2019 as allowed in the contract. The original budget anticipated to cover only the first year has successfully been extended through the second year, but additional funds are now needed for the final remaining year. We have estimated an amount not to exceed \$750,000 for expansive communications efforts surrounding overall customer experience and account penetration, potential Qualified Veterans Discount Program, Cofiroute transition and general public education of the Mobility Authority's commitment to mobility. No work will be performed under the contract without individual work authorizations to control the expenditures and delivery of services.

Backup Provided: Draft Resolution

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

RESOLUTION NO. 18-0XX

**APPROVING AN ADJUSTMENT TO THE EDELMAN AGREEMENT FOR SERVICES
FOR CONSUMER MESSAGING, TOLL DISCOUNT PROGRAM, PAY BY MAIL
TRANSITION AND VETERANS PROGRAM**

WHEREAS, by Resolution No. 15-088 dated November 24, 2015, the Board awarded a contract to provide communications and marketing services to Daniel J. Edelman, Inc. (“Edelman”) in an amount not to exceed \$1,500,000; and

WHEREAS, pursuant to the terms of the agreement with Edelman, the Edelman agreement is extended through June 30, 2019; and

WHEREAS, the Executive Director estimates the reasonable fees associated with the services to be provided under the Edelman agreement extension not to exceed \$750,000; and

WHEREAS, the Executive Director recommends that the Board approve funding for the extension of the Edelman agreement through June 30, 2019 in an amount not to exceed \$750,000.

NOW THEREFORE, BE IT RESOLVED, that the Board approves funding for the extension of the Edelman agreement through June 30, 2018 in an amount not to exceed \$750,000.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 25th day of July 2018.

Submitted and reviewed by:

Approved:

Geoffrey Petrov, General Counsel

Ray A. Wilkerson
Chairman, Board of Directors