



**CENTRAL TEXAS
Regional Mobility Authority**

AGENDA ITEM #7 SUMMARY

Authorize procurement of a MoPac Improvement Project community outreach manager.

Strategic Plan Relevance: Innovation; Economic Vitality; Regional Mobility

Department: Communications

Associated Costs: Not to exceed \$600,000 during the contract term

Funding Source: MoPac Capital Project

Board Action Required: Yes

Description of Matter: The Communications Department is requesting authority to issue a Request for Proposals to acquire the services of a Community Relations Consultant to oversee the communications and community outreach program during construction of the MoPac Improvement Project.

Reference documentation: Memorandum

Contact for further information: Steve Pustelnyk, Director of Communications

Memo



CENTRAL TEXAS
Regional Mobility Authority

To: Board Members
From: Steve Pustelnyk
Date: November 8, 2012
Re: Request for Proposals to Provide Community Outreach
Management for MoPac Improvement Project

The Communications Department is requesting Board approval to issue a Request for Proposals for a Community Outreach Consultant for the MoPac Improvement Project. Staff is seeking a temporary contracted individual with past experience and expertise in managing communications, media relations and public outreach activities during construction of a major infrastructure project similar to the MoPac Improvement Project.

The selected individual/firm will be expected to work full time for the duration of the project's construction. The individual/firm will oversee the design-build team's communication consultant and be the primary liaison between members of the public, the design-build team and the Mobility Authority's communication staff.

Final compensation will be subject to negotiation with the selected individual/firm. The final cost will be brought to the Board when approval to award the contract is requested. At this time staff estimates the cost to total no more than \$600,000 over the three year contract period.

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

RESOLUTION NO. 12-__

**AUTHORIZING PROCUREMENT OF A MOPAC IMPROVEMENT PROJECT
COMMUNITY OUTREACH MANAGER**

WHEREAS, completion of the MoPac Improvement Project will require significant resources from the Mobility Authority to communicate and engage the various communities who will be affected by construction activities in the MoPac corridor; and

WHEREAS, the existing resources for communication and public engagement by the Mobility Authority during construction will need to be supplemented to provide an appropriate and satisfactory response to issues that will arise; and

WHEREAS, the Executive Director recommends procuring the services of a community relations consultant to oversee and implement a communications and community outreach program during construction of the MoPac Improvement Project.

NOW, THEREFORE, BE IT RESOLVED, that the Board hereby authorizes the Executive Director to develop and issue a request for proposals from individuals or firms interested in providing a communications and community outreach consultant during construction of the MoPac Improvement Project; and

BE IT FURTHER RESOLVED, that the Executive Director shall establish a process to review responses to the request for proposals and shall make a recommendation to the board to award a contract to the “best value” proposal based on criteria set forth in the request for proposals.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 14th day of November, 2012.

Submitted and reviewed by:

Approved:

Andrew Martin, General Counsel
Central Texas Regional Mobility Authority

Ray A. Wilkerson
Chairman, Board of Directors
Resolution Number 12-____
Date Passed: 11/14/12