

**MARCH 30, 2011 CTRMA BOARD OF DIRECTORS MEETING
Summary Sheet**

AGENDA ITEM # 9

Discussion and Possible Action on a Request to Issue a Request for Proposals to provide Communication and Marketing Services.

Department: Communications

Associated Costs: None

Board Action Required: Yes

Description of Matter: Staff is requesting approval to advertise for a Communications and Marketing consultant. The current contract with Hahn, Texas expires September 1, 2011. Staff plans to solicit proposals in April, to score proposals in May/June and to recommend a preferred firm to the Board at the July Board meeting.

Contact for further information:

Steve Pustelnyk, Director of Communications



CENTRAL TEXAS
Regional Mobility Authority

Memo

To: Board Members
From: Steve Pustelnyk
Date: March 21, 2011
Re: Recommendation to Advertise for Communication and Marketing Consultant Services

The Mobility Authority's contract with our existing Communication and Marketing Consultant, HahnTexas is set to expire in September 2011. The current HahnTexas contract was originally approved by the Board in 2007 and was for a two year period. The contract provided for two one year extensions, which the Board approved in 2009 and 2010. The contract does not provide for any additional extensions and will expire on September 1, 2011. In order to have a new contract in place by September, staff is requesting approval from the Board of Directors to issue a competitive Request for Proposals for Communication and Marketing Services.

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

RESOLUTION NO. 11-__

Authorizing Procurement of Communication and Marketing Consulting Services

WHEREAS, the Central Texas Regional Mobility Authority currently receives communication and marketing consulting services under a contract with Hahn, Texas, that expires September 1, 2011; and

WHEREAS, the Board desires that the Executive Director request proposals from firms interested in providing communication and marketing consulting services to the Authority, and to evaluate all such proposals and make a recommendation to the Board for the provision of communication and marketing services.

NOW, THEREFORE, BE IT RESOLVED, that the Board of Directors authorizes and directs the Executive Director to prepare and issue a request for proposals for communication and marketing consulting services from interested firms, in accordance with the Authority's procurement policies and applicable laws and regulations; 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 of Directors concerning communication and marketing consulting services based on "best value" to the Authority as established by criteria set forth in the request for proposals.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 30th day of March, 2011.

Submitted and reviewed by:

Approved:

Andrew Martin, General Counsel
Central Texas Regional Mobility Authority

Ray A. Wilkerson
Chairman, Board of Directors
Resolution Number 11-____
Date Passed: 03/30/11