



**CENTRAL TEXAS
Regional Mobility Authority**

AGENDA ITEM #5 SUMMARY

Approve an amendment to the contract with Crosswind Communications, LLC, for communication and marketing consulting services.

Strategic Plan Relevance:	Regional Mobility, Innovation
Department:	Communications
Associated Costs:	Supplements Not to Exceed \$250,000 per Contract Extension
Funding Source:	Capital Funds of the MoPac Improvement Project, Manor Expressway, Bergstrom Expressway, Oak Hill Parkway, 183 North, 45 SW and MoPac South; and Operating Fund
Board Action Required:	Approval of Contract Extension Supplements

Description of Matter: 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 in an amount not to exceed \$800,000 and included an option to extend the contract by up to two years until July 2015 for a total contract term of four years. In April 2013, the Board approved a contract supplement for the initial two year contract in an amount not to exceed \$250,000. This supplement was needed because of the additional services provided for the growing number of project environmental studies. The Mobility Authority administratively exercised its option and extended the contract for one additional year through July 2014 (Year 3) for an amount not to exceed \$400,000. During this time, Crosswind has continued to provide communications and marketing services for a number of projects not anticipated when the contract was initially executed in 2011. Staff will administratively execute an additional contract extension through July 2015 (Year 4). Once executed, this will be the final contract extension option available under the original contract. Due to the increased requirement for services related to all our projects under development and construction, staff is recommending a supplement of \$250,000 for each of the contract extensions. This will increase the total not to exceed amount for each contract to \$650,000 for the contracts ending July 2014 (Year 3) and July 2015 (Year 4), respectively.

Reference documentation: Memorandum; Draft Resolution

Contact for further information: Mario Espinoza, Deputy Executive Director



CENTRAL TEXAS
Regional Mobility Authority

Memo

To: Mobility Authority Chairman and Board Members
From: Mario A. Espinoza, Deputy Executive Director
Date: June 25, 2014
Re: Crosswind Contract Supplement

Contract Background

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 to extend the contract an additional two years until July 2015 for a total contract term of four years. The authorization for the initial two year contract was for an amount not to exceed \$800,000. Due to additional services provided related to the development of the MoPac Improvement Project and other projects under development, the Board authorized in April 2013 an increase in Crosswind's initial two year contract (Years 1 and 2) by \$250,000 for a total not exceed \$1,050,000.

With the initial contract ending, the Mobility Authority administratively exercised its option and extended the contract for one additional year through July 2014 (Year 3). During this time, Crosswind has continued to provide communications and marketing services for a number of projects not anticipated when the contract was initially executed. Next month, staff will administratively execute an additional contract extension through July 2015 (Year 4). Once executed, this will be the final contract extension option available under the original contract.

Board Action Recommendation

Due to the increased requirement for services related to all our projects – facilities that are open, and projects under construction and development, staff is recommending a supplement of \$250,000 for each of the contract extensions. This will increase the total not to exceed amount for each contract to \$650,000 for the contracts ending July 2014 (Year 3) and July 2015 (Year 4), respectively. Funding for communications and marketing services is budgeted and available in the Mobility Authority's capital funds for the MoPac Improvement Project, Manor Expressway, Bergstrom Expressway, Oak Hill Parkway, 183 North, 45 SW and MoPac South; and the operating fund.

Additional communications-related tasks assigned to the Crosswind contract include, but are not limited to:

- **MoPac Improvement Project** - The Mobility Authority has engaged Crosswind to provide extensive communications, including message development, online communications and marketing during the construction of the MoPac Improvement Project. Increased costs are also attributable to the development and purchased placements of four full pages of project information in recent issues of Community Impact.
- **Manor Expressway Project** – Working with Atkins and the community outreach team on the Manor Expressway, Crosswind has provided essential communications support for the grand opening of the Manor Expressway – from event planning and management to marketing and promotions. Additional outreach is planned as we work with TxTag to increase toll tag usage by the community and drivers along the corridor.
- **Oak Hill Parkway Study** - Crosswind has provided extensive communications support for outreach related to the Oak Hill

Parkway project, including public relations and online communications support. The environmental study is anticipated to be completed in 2016.

Due to these additional services, an increase in the funding authorization is requested to complete the work during the contract extension periods. Staff is recommending that the Board approve a supplement of \$250,000 for each contract extension period ending July 2014 (Year 3) and July 2015 (Year 4), respectively.

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

RESOLUTION NO. 14-___

**APPROVING AN AMENDMENT TO THE CONTRACT WITH
CROSSWIND COMMUNICATIONS, LLC, FOR COMMUNICATION
AND MARKETING CONSULTING SERVICES.**

WHEREAS, by Resolution No. 11-099 enacted on 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, as amended pursuant to Resolution No. 13-026 enacted on April 24, 2013, Crosswind was engaged to provide communications and marketing consulting services to the Mobility Authority for total compensation not to exceed \$1,050,000; and

WHEREAS, at the request of the Mobility Authority, Crosswind has provided and will provide services under its contract for the MoPac Improvement, Manor Expressway, Oak Hill Parkway, Bergstrom Expressway, 183 North, 45 SW, and MoPac South Projects, including services that were not anticipated when the contract and its first amendment were negotiated and executed; and

WHEREAS, the Executive Director recommends amending the contract with Crosswind to authorize an additional \$250,000 in compensation for each year of two contract extensions ending on July 31, 2014, and on July 31, 2015.

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 the contract extension period ending July 31, 2014, and \$250,000 for the contract extension period ending July 31, 2015, for a revised total compensation under the contract not to exceed \$2,350,000.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 25th day of June, 2014.

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: 14-___
Date Passed: 6/25/14