



**CENTRAL TEXAS
Regional Mobility Authority**

December 16, 2015
AGENDA ITEM # 8

Authorize a contract for Edelman to provide communications and marketing consultant services.

Strategic Plan Relevance: Regional Mobility
Department: Community Relations
Contact: Dee Anne Health, Director of External Affairs
Associated Costs: Not to exceed \$1,500,000
Funding Source: General Fund/Bond Sale Funds
Action Requested: Consider and act on draft resolution

Summary:

On November 24, 2015, the Mobility Authority Board of Directors awarded a contract to Edelman to provide communications and marketing consultant services. The Board further authorized the Executive Director to negotiate a contract with Edelman.

The draft resolution authorizes the Executive Director to finalize and execute on behalf of the Mobility Authority a contract with Edelman to provide communications and marketing consultant services for an amount not to exceed \$1,500,000.00.

Backup provided: Draft Contract
Draft Resolution for Board Consideration

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

RESOLUTION NO. 15-___

**APPROVING A CONTRACT WITH EDELMAN FOR COMMUNICATIONS AND
MARKETING CONSULTANT SERVICES.**

WHEREAS, by Resolution No. 15-088, enacted November 24, 2015, the Central Texas Regional Mobility Authority (“Mobility Authority”) Board of Directors awarded a contract to provide communications and marketing services to Daniel J. Edelman, Inc. (“Edelman”); and

WHEREAS, the Board authorized the Executive Director to negotiate on behalf of the Mobility Authority a contract with Edelman for communications and marketing consultant services (the “Contract”); and

NOW THEREFORE, BE IT RESOLVED that the Board authorizes the Executive Director, on behalf of the Mobility Authority, to finalize and execute a contract with Edelman in an amount not to exceed \$1,500,000, and as the Executive Director further determines is in the best interest of the Mobility Authority.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 16th day of December, 2015.

Submitted and reviewed by:

Approved:

Geoffrey Petrov, General Counsel

Ray A. Wilkerson
Chairman, Board of Directors