

**JULY 28, 2011 CTRMA BOARD OF DIRECTORS MEETING
Summary Sheet**

AGENDA ITEM # 5

Approve selection of one or more firms to provide communications and marketing consultant services.

Department: Communication and Marketing

Associated Costs: Amount not to exceed \$400,000 per year

Funding Source: General Fund and Capital Budget

Board Action: Yes

Description of Matter: At the March 2011 Board Meeting, the Board authorized staff to issue an RFP for the procurement of a Communication and Marketing Consultant. The RFP was issued on May 6, 2011, and the Mobility Authority received submittals on June 10, 2011. Four firms submitted proposals. The proposals were reviewed and scored by a five member evaluation team. Committee members included:

Mario Espinoza - Deputy Executive Director, CTRMA (Committee chair)

Deborah Melba – Executive Assistant to the Executive Director, CTRMA

Connie Watson – Public Information Officer, Williamson County

Karla Villalon - Public Information Manager, City of Austin's Transportation Dept.

Larry Graham - Customer Service Director, Texas Gas Service

After scoring the proposals, the Committee shortlisted three of the proposers and invited those firms to make oral presentations. The presentations were then scored and a final score was tallied for each proposer.

Contact for further information: Steve Pustelnyk, Director of Communications

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

RESOLUTION NO. 11-__

**APPROVE SELECTION OF _____ TO PROVIDE
COMMUNICATIONS AND MARKETING CONSULTING SERVICES.**

WHEREAS, CTRMA issued a request for proposals for communications and marketing consulting services on May 6, 2011 (the "RFP"), and received four responsive proposals to the RFP by the May 27, 2011 submittal deadline; and

WHEREAS, those proposals were reviewed and evaluated in accordance with CTRMA's procurement policies; and

WHEREAS, after a review and analysis of the proposals by a review team and the Executive Director, the Executive Director recommends awarding the contract to _____.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors awards the contract to _____ and authorizes the Executive Director to finalize and execute a contract for communications and marketing consulting services on terms and conditions acceptable to the Executive Director and consistent with the RFP, CTRMA procurement policies, and the response of _____ to the RFP.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 28th day of July, 2011.

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: 11-__
Date Passed: 7/28/11