

**APRIL 27, 2011 CTRMA BOARD OF DIRECTORS MEETING
Summary Sheet**

AGENDA ITEM # 14

Procurement process for communication and marketing consultant services.

Department: Communications

Associated Costs: None

Board Action Required: None

Description of Matter: At the March 2011 Board Meeting, the Board approved the issuance of an RFP for the selection of a Communication and Marketing Consultant and expressed an interest in reviewing the procurement process. In response, staff will present a summary of the procurement process that is planned for the acquisition of communication and marketing consultant services.

Contact for further information:

Steve Pustelnyk, Director of Communications

Overview of Services

- Qualified respondents will be able to provide the Authority with strategic advice and staffing support in the development and implementation of:

- Public information programs
- Community relations
- Public involvement
- Media relations
- Advertising
- Marketing
- Promotions
- Special events

- Presentations
- Reports
- Publications
- Newsletters
- Websites
- Research

Printed Materials

- Assist with the development of printed materials including but not limited to Annual Reports, Newsletters, Fliers, Maps and other publications through the provision of project management, graphic design, and copy development services. Identify qualified sub contractors and oversee the printing of such materials.

Research

- Support the Authority in the conduct of market research and customer satisfaction surveying to support and enhance ongoing toll operations and communications activities.

Audio-Visual Services

- Provide audio visual services as requested including, but not limited to script development, videography, video editing, audio recording and still photography.

Public Involvement

- Support the Authority with the implementation of public involvement programs associated with the planning, design, construction and operation of transportation projects.

Public Outreach

- Assist the Authority with public outreach activities with specific emphasis on identifying community organizations, scheduling presentations, and developing presentation materials using PowerPoint and other appropriate presentation tools.

Advertising

- Negotiate for and coordinate the purchase of print, television, radio and other appropriate advertising vehicles to reach target markets. Solicit free media time and space for public service announcements as appropriate, and support the creation of compelling content for such print, television and radio advertisements and public services announcements.

Media Relations

- Assist the Authority with media relations through the development and review of press releases and media alerts. Assist with the solicitation of media coverage and help coordinate press conferences. As required, provide video clips and news clips of stories involving the Authority and regional transportation issues.

Events and Meetings

- Provide planning, logistical, and staffing support for the conduct of special events, public meetings, community forums, and other public outreach and education activities.

Online Presence

- Provide Web site services to include: site hosting, technical support, page design and copy development. Develop innovative Web-based services such as social media to enhance communication with customers.

Firm Qualifications

- Provide a synopsis of the firm's experience in providing marketing, advertising and public relations, education and outreach services to corporations and governmental entities, with particular emphasis on experience with toll and other transportation-related authorities or agencies.

Staffing

- Provide a skeleton organizational chart identifying key project management and lead personnel for both the firm and any of its anticipated subconsultants.
- Provide the names and experience resumes of those key Central Texas based personnel named on the organizational chart who currently are full time employees of the firm and who definitely would be available to support current and potential Authority projects.

Experience

- Provide a listing of relevant projects accomplished within the past five years including the following:
 - Project name
 - Project location
 - A brief description of the project and the work performed
 - Name, address, and telephone number of client contact

HUB/DBE Participation

- Indicate whether your firm is a qualified “HUB” or “DBE” and, if so, provide supporting documentation including letters of certification
- Provide an organizational chart for your organization indicating the total number of employees and the percentage of minority employees by standard classification for race and gender.
- Identify all subconsultants that you propose to use on the project. If any of the subconsultant firms are certified as a HUB or DBE firm provide supporting documentation including letters of certification.

Selection Committee

- A selection committee is appointed by the Executive Director of the Authority.
- Committee will include representatives from the Authority, and may include representatives from various other organizations such as TxDOT, Williamson County, Travis County, the City of Austin, CAMPO and Capital Metro.

Evaluation Process

- The selection committee will score the proposals based on the pre-established criteria reflected in the RFP.
- The scores will be tallied and short-listed vendors will be invited to make oral presentations to the selection committee.
- Shortlisted vendors will be scored based on the quality of their oral presentation.

Scoring Criteria

Criteria	Points
Ability to successfully complete the tasks outlined in the Scope of Services	25
Successful management of similar contracts and projects	15
Experience of team members	10
Obvious understanding of the Authority and its needs	5
Strategic vision and innovative concepts for provision of contract services	10
Diverse workforce with emphasis on HUB/DBE involvement	5
Rates	20
Oral presentation (For shortlisted vendors)	10

Selection Process

- A final score will be tallied and the committee will make a recommendation to the Executive Director regarding the most qualified vendor.
- The Executive Director will then make a recommendation to the Authority Board of Directors regarding selection of a vendor.
- The ultimate selection of a firm or firms, if any, will be made by the Authority Board of Directors.

Process Timeline

- March 2011: Board approved Issuance of RFP
- April 2011: Board review of RFP process
- May 2011: Publish RFP and respond to questions
- June 2011: Proposals submitted and scored
- June/July 2011: Oral presentations
- July 2011: Recommendation to Board
- August 2011: Contract signed