



**CENTRAL TEXAS  
Regional Mobility Authority**

## AGENDA ITEM #7 SUMMARY

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Authorize a procurement for communications and marketing consulting services.

Strategic Plan Relevance: Regional Mobility

Department: Communications

Associated Costs: None

Funding Source: N/A

Board Action Required: Yes

Description of Matter:

Staff requests authorization to issue a request for proposals to procure communication and marketing consulting services. The current contract with Crosswind Communications, LLC expires on December 31, 2015.

Staff plans to solicit proposals in August, to score responses in September/October, and to recommend a firm to the Board at the December Board meeting.

Reference: Draft Resolution

Contact: Rick L'Amie, Manager of Communications

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

**RESOLUTION NO. 15-\_\_\_**

**AUTHORIZING A PROCUREMENT FOR  
COMMUNICATION AND MARKETING CONSULTING SERVICES.**

WHEREAS, the Central Texas Regional Mobility Authority currently receives communication and marketing consulting services from Crosswind Communications, LLC, under a contract that will expire on December 31, 2015; and

WHEREAS, the Board desires that the Executive Director request proposals from individuals and firms interested in providing communication and marketing consulting services to the Mobility Authority, 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 hereby authorizes and directs the Executive Director to prepare and issue a request for proposals for communication and marketing consulting services from interested individuals and firms, in accordance with the Mobility 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 to award a contract for communication and marketing consulting services in accordance with the request for proposals and the Mobility Authority's procurement policies.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 29<sup>th</sup> day of July, 2015.

Submitted and reviewed by:

Approved:

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Andrew Martin, General Counsel

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Ray A. Wilkerson  
Chairman, Board of Directors