



***Austin Transit Partnership Board of Directors Resolution
Meeting Date: 12/13/2023***

ATP-2023-021

***Resolution authorizing the negotiation and execution of
Communications and Marketing Services contract***

Subject: Approval of a resolution authorizing the Executive Director, or their designee, to negotiate and execute contracts with Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public Relations for Communications and Marketing Services for a term of three years, with two extension options, in an amount not to exceed \$2,750,000 for the initial year, divided among the contractors through task orders.

Fiscal Impact: Funding for these contracts is available in the FY2023-24 Capital Budget.

Executive Summary: In order to advance Austin Light Rail, it is important for ATP to support compelling, clear, and measurable communications, marketing and creative production programs related to the delivery of Austin Light Rail and other initiatives. The contracts with Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public Relations support the following four Scope Areas: (i) public information; (ii) public and media relations; (iii) brand development; and (iv) marketing and graphic design services.

Procurement Summary: On October 2, 2023, the Procurement Department issued a request for proposals for Communications and Marketing Services. An RFP was utilized because factors other than cost were needed to decide what firm(s) would be recommended for a contract award. The RFP was advertised in the Austin American Statesman and published on ATP's website and 108 potential proposers were sent invitations to participate through ATP's e-procurement system. Thirteen (13) proposals were received and evaluated by a team of ATP subject matter experts who evaluated the proposals based on the following evaluation criteria: (i) experience in scope area, (ii) understanding and approach, and (iii) compensation methodology. Award recommendations were made based on the proposals that will provide the best value to ATP. The firms recommended for award are Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public Relations for having received the highest evaluation scores in individual scope areas. All three firms are headquartered in Austin, Texas.

Disadvantaged Business Enterprise Program Summary: No federal funding will be used in these contracts. The disadvantaged business enterprise program applies to federally funded contracts only.



RESOLUTION OF THE AUSTIN TRANSIT PARTNERSHIP

BOARD OF DIRECTORS

STATE OF TEXAS
COUNTY OF TRAVIS

Resolution ID: ATP-2023-021

Resolution authorizing the negotiation and execution of Communications and Marketing Services contract


WHEREAS, ATP has transitioned from a shared service model with CapMetro that enabled ATP to access at a cost needed services from contracts competed and managed by CapMetro to a model by which ATP will compete and manage contracts to address its unique business need to implement Project Connect and lead Austin Light Rail; and

WHEREAS, a scope of services was designed to address ATP’s business needs, the marketing and communications services does not deviate from services accessed from the prior shared services model that expired in Fiscal Year 2023, requiring ATP to position the organization with contractors to deliver the full-scale communications needs to educate, engage and inform the community about Austin Light Rail; and

WHEREAS, in order to advance Austin Light Rail, it is important for ATP to support compelling, clear, and measurable communications, marketing and creative production programs related to the delivery of Austin Light Rail and other initiatives; and

WHEREAS, the contracts with Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public Relations support the following four Scope Areas: (i) public information; (ii) public and media relations; (iii) brand development; and (iv) marketing and graphic design services;

NOW, THEREFORE, BE IT RESOLVED by the Board of Directors of ATP that the Executive Director, or their designee, is hereby authorized to negotiate and execute contracts with Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public Relations for Communications and Marketing Services for a term of three years, with two extension options, in an amount not to exceed \$2,750,000 for the initial year, divided among the contractors through task orders.

DocuSigned by:

Brandon Carr
Secretary of the Board

12/14/2023
Date