



Austin Transit Partnership Board of Directors Resolution  
Meeting Date: 1/29/2025  
ATP-2025-002

Approval of a resolution authorizing contract modifications with  
Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public  
Relations for Communications and Marketing Services for  
additional funding

**Subject:** Approval of a resolution authorizing the Executive Director, or their designee, to negotiate and execute contract modifications with each of Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public Relations for Communications and Marketing Services, for additional funding in an amount not to exceed \$4,500,000 for the remaining two years of the initial contract term of each contract, divided among the contractors through task orders.

**Fiscal Impact:** Costs expected to be incurred for Fiscal Year 2025 were included in the Fiscal Year 2025 ATP budget approved by the Board of Directors.

**Executive Summary:** To advance Austin Light Rail, ATP must provide compelling, clear, and measurable communications, marketing and creative production services. To that end, 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 (collectively, "Communications and Marketing Services").

On December 13, 2023, the ATP Board of Directors approved Resolution ATP-2023-021, which authorized ATP to contract with Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public Relations for Communications and Marketing Services for a term of three years, with two, one-year extension options, in an amount not to exceed \$2,750,000 for the initial year and divided among the contractors through task orders.

To date, the funding has supported public information initiatives that have significantly expanded public awareness and education and public involvement to include engagement that have increased community engagement and industry participation related to Austin Light Rail.

The recommended award amount is expected to fund continued services for the next two years and will support the growing demand for public education and public involvement and overall industry and community engagement uniquely supported by small businesses with important local knowledge and experience. ATP staff will return to the Board for any further approval necessary to fund the remaining extension options.

**Procurement Summary:** N/A. Action item relates to modifications of existing contracts.

**Disadvantaged Business Enterprise Program Summary:** Federal funding will not be used for this contract; accordingly, there is no applicable DBE requirement.



**RESOLUTION OF THE AUSTIN TRANSIT PARTNERSHIP  
BOARD OF DIRECTORS**

STATE OF TEXAS  
COUNTY OF TRAVIS

ATP-2025-002  
Approval of a resolution authorizing contract modifications with Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public Relations for Communications and Marketing Services for additional funding

**WHEREAS**, to advance Austin Light Rail and increase public awareness and education about the project, 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 existing contracts with Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public Relations (the "Communications Contracts") support the following four Scope Areas: (i) public information; (ii) public and media relations; (iii) brand development; and (iv) marketing and graphic design services (the "Communications and Marketing Services"); and

**WHEREAS**, ATP will continue to prioritize investment in communications and marketing services that can support ongoing public education initiatives and public involvement activities that have significantly expanded community awareness and increased community participation and involvement in Austin Light Rail; and

**WHEREAS**, the Board approved funding for the first year of the three-year initial term of the Communications Contracts; and

**WHEREAS**, additional funding is required for the remaining two years of the initial terms of the Communications Contracts; and

**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 contract modifications with each of Buie & Co, Butler Creative, LLC, and Elizabeth Christian Public Relations for Communications and Marketing Services, for additional funding in an amount not to exceed



**Austin Transit  
Partnership**

\$4,500,000 for the remaining two years of the initial contract term of each contract, divided among the contractors through task orders.

DocuSigned by:

*Brandon Carr*

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Brandon Carr  
Secretary of the Board

1/30/2025 | 9:18 AM PST

Date