

BOARD OF DIRECTORS

ACTION ITEM

Item Number: BA2021-39
Item Title: Community Relations Services

Meeting Date: March 22, 2021

BACKGROUND

In recent years, Trinity Metro has utilized external contractors' services to support the Marketing & Communications Department with community outreach. Over the next three years, these services will again be needed. Additional assistance is needed for communicating issues to external audiences about construction projects, such as the future TEXRail extension and BRT line and ongoing outreach efforts for all ZIPZONE service areas. Having this extension of the Marketing & Communications Department would provide an outreach option for working with businesses that could be impacted by construction or other service-related projects and provide consistent, reliable, and ongoing updates. Building relationships with community partners and bridging the gap in areas where Trinity Metro does not have connections or has ones that can be strengthened.

PROCUREMENT

Per Trinity Metro's procurement policy, Request for Proposals (RFP 21-T004) for Community Relations Services was issued on November 13, 2020. Two firms submitted a response to the RFP: PeRfect Plan Public Relations, LLC and Murnahan Public Relations. Both responders met the qualifications and are compliant with the requirements of the RFP. The Trinity Metro Procurement Department has followed procurement policy with Request for Proposal and complies with all applicable Federal, State, and Trinity Metro procurement requirements. The selected bid is Murnahan Public Relations.

FINANCING

Funds are available in Trinity Metro's FY21 Operating budget. Funds for future years of the contract will be considered in the proposed Operating Budgets for those years.

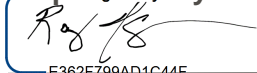
DBE UTILIZATION

The DBE goal for this solicitation was 5% minimum, which was met.

RECOMMENDATION

The Planning, Operations and Marketing Committee recommends that Trinity Metro Board of Directors authorize the President/Chief Executive Officer to enter into a contract with Murnahan Public Relations for a three-year total contract price of \$90,000, with an annual amount not to exceed \$30,000.

Disposition by Board of Directors



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Secretary Approval:

Mar-23-2021

DATE