

**To:** Vice Chairperson and Authority Members                      **Date:** April 12, 2001  
**From:** Mehdi Morshed, Executive Director  
**Subject:** Agenda Item 8: Review and Approval of Public Information Contract Request for Proposal

**Discussion**

Attached for your review is a Request for Proposal (RFP) to seek public information consultants to assist the Authority. The current public outreach contract expires on June 30, 2001. Staff believes that outside public information consultants provide a cost-effective way of ensuring that the Authority's external communications needs will be met, that the Authority can develop materials consistent with its legislative mandate, and that the Authority can maintain its web site in the most efficient manner to assist the public in keeping abreast of the Authority's efforts.

Pending Authority approval, staff would like to follow an RFP schedule that would enable the Authority to retain public information consultants in time to initiate work with the beginning of the new fiscal year, July 1. Staff believes that an appropriate contract period would be between July 1, 2001 to June 30, 2003. The contract amount is \$500,000, which staff believes is sufficient for the scope.

**Recommendation**

Staff recommends that the Authority approve the RFP, direct staff to disseminate the RFP, and conduct the procurement process to retain public information consultants.