

To: Policy Board Members  
From: Hedy Ayers, Special Projects Manager  
Date: April 17, 2018  
Subject: Hiring Professional Communications Consulting Services

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In response to discussions at the Policy Board's Strategic Planning Session in February and a call for enhancing CRCOG's communications activities, CRCOG staff issued a Request for Written Quotes for Communications Consulting Services. Five individuals/firms responded to the desired scope of work, which included the creation of a budget-friendly communications plan for the agency and on-call technical assistance. Following an internal review process that included four interviews, we are recommending an award to GEM Advertising, based in New Haven.

Interviews and focus groups will be used to inform plan development and CRCOG has requested that the implementation strategy focus on providing:

- A slate of easily implementable and budget-friendly activities that can be quickly rolled out for immediate impact.
- An assessment of what activities can/should be handled in-house by current staff if armed with specific training, templates and tools.
- An assessment of how much/what kind of on-going consulting services might be needed to maximize communications efforts in the future.

The agency may consider supplemental awards for specific plan implementation activities to access competitively-priced, local firms that also participated in the quotation process.