

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

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.

**RESOLUTION AUTHORIZING CONTRACT AWARD FOR
COMMUNICATIONS CONSULTING SERVICES**

WHEREAS, the Policy Board's Strategic Planning Session prioritized the enhancement of CRCOG communications activities; and

WHEREAS, the first step towards improving agency communications and implementing best practices is the creation of a broad-based communications plan addressing all CRCOG audiences; and

WHEREAS, CRCOG issued a Request for Written Quotes for Communications Consulting Services covering the creation of a CRCOG Communications Plan and the provision of on-call technical assistance services in support of implementing key plan elements and addressing special project needs; and

WHEREAS, CRCOG received responses from five individuals/firms and completed an internal review and interview process;

NOW THEREFORE BE IT RESOLVED, that CRCOG's Executive Director is authorized to negotiate, execute and amend, as necessary, contractual instruments for the purpose of hiring professional communications services.

I certify that the above is a true copy of the resolution adopted by the Policy Board at its meeting held on April 25, 2018



Lori Spielman, Secretary

4-25-18

Date