



Recommendation for Action

File #: 22-3774, Agenda Item #: 16.

1/26/2023

Posting Language

Authorize negotiation and execution of a contract to provide communications, community engagement and marketing support with Eis Design Inc., for a term of five years in an amount not to exceed \$2,500,000.

[Note: This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C (Minority Owned and Women Owned Business Enterprise Procurement Program) and subcontractor goals were applied to the solicitation. The subcontracting goals were exceeded, and the resulting contract will include 20.00% MBE and 7.25% WBE participation].

Lead Department

Financial Services Department.

Client Department(s)

Department of Aviation.

Fiscal Note

Funding in the amount of \$292,000 is available in the Fiscal Year 2022-2023 Operating Budget of the Department of Aviation. Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

The Financial Services Department issued a Request for Qualification Statements (RFQS) 8100 ALD4005REBID for these services. The solicitation was issued on August 1, 2022 and closed on September 1, 2022. Of the seven offers received; the recommended contractor submitted the best evaluated responsive offer. A complete solicitation package, including a log of offers received, is available for viewing on the City's Financial Services website, Austin Finance Online. Link: [Solicitation Documents](https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=137382)
<https://financeonline.austintexas.gov/afo/account_services/solicitation/solicitation_details.cfm?sid=137382>.

For More Information:

Respondents to this solicitation, and their representatives, shall continue to direct inquiries to the solicitation's Authorized Contact Persons: Al Drayton, at 512-974-2298 or Alfonso.Drayton@austintexas.gov <<mailto:Alfonso.Drayton@austintexas.gov>> or Cyrenthia Ellis, at 512-974-1709 or Cyrenthia.Ellis@austintexas.gov <<mailto:Cyrenthia.Ellis@austintexas.gov>>.

Council Committee, Boards and Commission Action:

January 11, 2023 -Recommended by the Airport Advisory Commission on a 9-0-2 vote, with Commissioner Madole and Commissioner Saulmon absent.

Additional Backup Information:

The contract will provide advertising, marketing, communications, and community engagement to the public

regarding the Airport Expansion and Development Program and other airport improvement projects and will include the initial market research necessary to determine a baseline of travelers and community sentiments about the Austin-Bergstrom International Airport (AUS) and future plans for capital improvements. The contractor will be responsible for increasing passenger and community understanding of ongoing construction and airport improvements through strategy development, market research, creative, graphics and website support, social media, and digital content creation. The contractor will work with the Department of Aviation (Aviation) to create and execute the airport's community engagement and public outreach plan and outreach deliverables to support an overall strategic approach to timely and transparent community engagement. The contractor will assist the Aviation's Public Information and Marketing team to identify and gauge target audiences, adjust, and evolve campaign goals strategy and messaging.

The message and vision must be delivered with compelling, timely and relevant updates while effectively communicating anticipated disruptions to the passenger experience. Additionally, this contract will help to ensure airport-adjacent neighbors and the Austin and Central Texas community are aware of changes and improvements coming to AUS.

If this contract is not approved then Aviation will not be able to effectively provide the required advertising, marketing, communications, community engagement and public outreach to the public regarding airport improvements and construction impacts.

An evaluation team with expertise in this area evaluated the offers and scored Eis Design Inc. as the best to provide these services based on qualifications requirements, communications and marketing support professional experience, community engagement and public outreach professional experience, business organization and history, personnel qualifications, and experience.

Strategic Outcome(s):

Mobility, Government that Works for All.