

EXPLANATION OF CONSENT AGENDA ITEM E.2.c.(6) – October 28, 2015

ITEM:

Consideration of approving an increase to P16487 for Clockwork Marketing for additional communications services that have been necessary for the KSC/CPA Rail Extension project in an amount not to exceed \$20,000. This is for the completion of their initial contract which expires November 9, 2015.

EXPLANATION:

Background: Clockwork's 12 month contract was approved at the November 19, 2014 Commission Meeting for \$85,200. Clockwork has provided services to facilitate and author media communication to ensure that timely and accurate information is shared through multiple media outlets regarding the CPA Rail Extension project and related matters. Due to the complexity and unanticipated volume of communication requests, additional time has been expended and more is anticipated for attendance of Port Commission meetings, Brevard County Commission meetings, participation in internal discussions and providing media communication. Planning, positioning and advisory services related to changes throughout the process have been required to support the CPA internal communication team. Future planning is currently being undertaken to respond to the next steps in the STB's environmental impact review.

Funding Review by Finance (Pat Poston):

The total NTE amount of \$20,000 is included in the FY16 Capital Budget and no increase is required. [Budget item 2235 - Rail Connectivity]

Staff Recommends Approval

Prepared by Jim Dubea



October 1, 2015

Jim Dubea
Deputy Executive Director
Government & Strategic Partnerships
Canaveral Port Authority

REQUEST FOR INCREASE TO P.O. 16487
CLOCKWORK MARKETING SERVICES, INC.

The following is a request to increase the current PO for the service agreement for Clockwork Marketing to provide Public Relations Services to assist with communication of the KSC/CPA Rail Extension project.

Clockwork has provided services to facilitate and author media communication to ensure that timely and accurate information is shared through multiple media outlets regarding the CPA Rail Extension project and related matters. Due to the complexity and unanticipated volume of communication requests, additional time has been expended and more is anticipated for attendance of Port Commission meetings, Brevard County Commission meetings, participation in internal discussions and providing media communication. Planning, positioning and advisory services related to changes throughout the process have been required to support the CPA internal communication team. Future planning is currently being undertaken to respond to the next steps in the STB's environmental impact review.