

**MINUTES  
OF THE  
- SPECIAL MEETING -  
TRANSPORTATION POLICY COMMITTEE/TECHNICAL ADVISORY COMMITTEE  
BATON ROUGE URBANIZED AREA  
METROPOLITAN PLANNING ORGANIZATION  
Monday, February 22, 2016 ~ 2:00 p.m. to 3:30 p.m.  
BREC Commission Chambers ~ 6201 Florida Blvd, Baton Rouge, LA**

**Transportation Policy and Technical Advisory Committee Members present:**

Hon. Melvin “Kip” Holden (TPC Chairman and Mayor-President – East Baton Rouge Parish), Hon. Riley “Pee-Wee” Berthelot (Parish President – West Baton Rouge Parish), Hon. Gerard Landry (Mayor - City of Denham Springs), Hon. Richard Lee (Mayor - City of Port Allen), Joey Tureau (Ascension Parish), Jackie Baumann (City of Gonzales), Chad Bacas (Livingston Parish representing Layton Ricks, Parish President), Fred Raiford (City of Walker), Dan Broussard (DOTD), Bob Mirabito (CATS), and Kevin Durbin (WBR Parish).

**The meeting was also attended by:**

M. Todd Donmyer (DOTD), Tom Haysler (GCR), John Diez (Volkert), Laura Phillips (DOTD), Mike Bruce (Stantec), Vijay Kunada (Neel-Schaffer), Yasoob Zia (DEQ), Jamie Setze (CRPC), Ravi Ponnappureddy (CRPC), Kim Marousek (CRPC), Mary Breau (CRPC), Kenyatta Robertson (CRPC), Phuoc Dang (CRPC), Pong Wu (CRPC), and Sarah Stafford (CRPC).

**1. INTRODUCTIONS**

- Hon. Melvin “Kip” Holden – TPC Chairman
  - The meeting was called to order and everyone was asked to identify themselves.

**2. APPROVAL OF MINUTES OF LAST MEETING**

- Hon. Melvin “Kip” Holden – TPC Chairman

**Motion was made by Hon. Riley “Pee Wee” Berthelot and seconded by Hon. Gerard Landry to approve the minutes of the previous Joint TAC and TPC meeting, which was on 01/26/16. There was no opposition.**

**3. ACTION ITEMS**

- Jamie Setze

**A. MTP 2042 Public Outreach RFP Selection**

We were supposed to have our consultant selection scores by the last MPO meeting, but due to Frank Duke being sick, he was on our selection committee, we had to delay it until today. We’ve had three responses for the PR part of our long range plan.

December 2015: CRPC published a Request for Proposals to lead the public outreach and marketing strategy for MOVE 2042.

January 15, 2016: Three proposals were received.

February 4, 2016: RFP evaluation team met to rank proposals. Team comprised of CRPC staff, DOTD Representative, and two TAC members.

**Process:**

CRPC’s approved consultant selection requires:

1. Evaluation committee ranks proposals.
2. Top three highest ranked proposals are forwarded to the TPC.
3. If TPC selects a firm from the short list other than the No. 1 ranked firm, a written reason must be included with all other documentation required by DOTD.

**Three Proposals Submitted:**

- ABCGroup Communication Solutions
- Neel-Schaffer with Marmillion/Gray Media
- Franklin Associates, LLC with GCR, Inc. and Bonton Associates

**Scoring Summary:**

<b>Firms</b>	<b>Scorer 1</b>	<b>Scorer 2</b>	<b>Scorer 3</b>	<b>Scorer 4</b>	<b>Scorer 5</b>	<b>Total</b>
<b>Neel-Schaffer</b>	90	98	94	90	89	<b>461</b>
<b>Franklin</b>	84	85	93	63	80	405
<b>ABC</b>	64	72	90	45	57	328

**Top ranked firm: Neel-Schaffer with Marmillion/Gray Media**

We need the committee to make a selection.

**Motion to approve item to make selection to Neel-Shaffer was made by Hon. Riley “Pee Wee” Berthelot and seconded by Fred Raiford. Unanimous in favor.**

**4. Other Business**

➤ Hon. Melvin “Kip” Holden – TPC Chairman

- Jamie noted that last week, FHWA and FTA came to Baton Rouge to review the Capital Region Planning Commission for a quadrennial review. It went very well. There will not be any corrective actions; there will be a couple of recommendations; and there will be a couple of commendations for doing things that are state of practice

for the nation. There were some very good things that came out of the review and we're going to get some good press from some of the innovative things that we're doing. With this selection, we're going forward and in a year we should have a long range plan that's vented by the community and is ready for construction dollars.

Kip requested that a letter on behalf of the committee be sent to the congressman thanking him and his office for all they are doing to make things better.

## **5. Adjournment**

Hon. Melvin "Kip" Holden adjourned the meeting.