

## Seibert, Trent (KTRK-TV)

---

**From:** Diaz, Mario - HAS <Mario.Diaz@houstontx.gov>  
**Sent:** Wednesday, March 25, 2015 6:44 AM  
**To:** Benjamin DeCosta  
**Subject:** RE: Concessions Reminders

Thanks.

---

**From:** Benjamin DeCosta [bendecosta@gmail.com]  
**Sent:** Tuesday, March 24, 2015 11:12 PM  
**To:** Diaz, Mario - HAS  
**Subject:** Concessions Reminders

Mario,

1. Stay cool, this is not your last Rodeo. A lot more to be put before Council in 2015. The Mayor should keep the temperature of the debate or the attack, if any, reasonable.
2. Anticipate Questions, ready crystal clear, short answers.
3. Program objectives met by great results: a) first rate and high quality operators, b) revenue growth, enhanced customer experience, etc. c) capital investment d) ACDBE goals met excellently. ETC.
4. Most transparent procurement in the recent history of Houston.
5. Fair process: ask the winners as well as the losing malcontents. Clarify scoring confusion as necessary; share with City Attorney.
6. Use specific correction of DNC, Pappas and Latrelle arguments if necessary. If asked a question be ready to correct the record with crystal clear and short answer. Get copy of DNC memo to be prepared tonight.
7. Standard Governmental and City procurements are based on proposals (they must answer the mail). A consistent approach is the best inoculation against unfair preferences.
8. Consider whether a written one pager is advisable to make it easier on council members to call to mind the salient points. Perhaps having something in reserve might prudent.

Best,

Ben

Benjamin DeCosta  
DeCosta Consulting, LLC  
[Bendecosta@gmail.com](mailto:Bendecosta@gmail.com)  
1343 Cascade Falls Ct., SW  
Atlanta, Ga. 30311  
404-697-3287