

**JUNE 29, 2011 CTRMA BOARD OF DIRECTORS MEETING**  
**Summary Sheet**

**AGENDA ITEM # 13**

**Authorize a procurement process for proposals to be a sponsor of the HERO program.**

**Department:** Toll Operations

**Associated Costs:** N/A

**Funding Source:** N/A

**Board Action Required:** Yes

**Description of Matter:**

The Mobility Authority has been administering the Highway Emergency Responders Operators (HERO) program since it was re-initiated in September 2010. With assistance to over 3,600 motorists in this time period, the program has been successful in its goal of keeping traffic flowing on IH 35 which otherwise would have been slowed or impeded due to single vehicle incidents, such as vehicles with flat tires and/or engine/mobility issues.

As the Mobility Authority works to continue (and possibly expand) the program beyond its initial two-year funding cycle provided by the American Recovery and Reinvestment Act, other sources of funding are being pursued. The requested Board action would allow the Mobility Authority to solicit private and public financial sponsorships for the HERO program. Any funding would begin in September 2012 – at the end of the initial two-year program. A procurement process would open opportunities for any entity interested in participating with the Mobility Authority in the program.

**Attached documentation for reference:**

Draft Resolution

**Contact for further information:**

Mario Espinoza or Tim Reilly

**GENERAL MEETING OF THE BOARD OF DIRECTORS  
OF THE  
CENTRAL TEXAS REGIONAL MOBILITY AUTHORITY**

**RESOLUTION NO. 11-\_\_\_\_**

**AUTHORIZE A PROCUREMENT PROCESS FOR PROPOSALS  
TO BE A SPONSOR OF THE HERO PROGRAM.**

WHEREAS, CTRMA administers the Highway Emergency Responders Operators (HERO) program that has assisted over 3,600 motorists and is successful in its goal of providing assistance to motorists and keeping traffic flowing on IH 35; and

WHEREAS, as CTRMA works to continue, and possibly expand, the HERO program after September, 2012, when funding provided under the American Recovery and Reinvestment Act will terminate, other sources of funding are being pursued, including the solicitation of private and public financial sponsorships for the HERO program; and

WHEREAS, the Executive Director recommends initiating a procurement process to formally solicit proposals for financial sponsorship of the HERO program beginning on or before September, 2012.

NOW THEREFORE, BE IT RESOLVED, that the Board of Directors authorizes and directs the Executive Director to prepare and issue a request for proposals for financial sponsorship of the HERO program; and

BE IT FURTHER RESOLVED, that the Executive Director shall establish a process to review responses to the request for sponsorship proposals and shall make a recommendation to the Board of Directors concerning proposals received based on “best value” to the Authority as established by criteria set forth in the request for proposals.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 29<sup>th</sup> day of June, 2011.

Submitted and reviewed by:

Approved:

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Andrew Martin  
General Counsel for the Central  
Texas Regional Mobility Authority

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Ray A. Wilkerson  
Chairman, Board of Directors  
Resolution Number: 11-  
Date Passed: 6/29/11