



**CENTRAL TEXAS
Regional Mobility Authority**

AGENDA ITEM #3 SUMMARY

Authorize a procurement for marketing services for the MoPac Express Lanes information campaign.

Strategic Plan Relevance: Regional Mobility, Innovation
Department: Community Relations
Associated Costs: \$950,000 (estimated)
Funding Source: MoPac Improvement Project Capital Budget
Board Action Required: Authorization to Procure Consultant

Description of Matter:

To facilitate a smooth and successful deployment of the MoPac Express Lanes, staff is requesting authority to procure an Advertising and Marketing firm to develop and implement an innovative informational publicity campaign.

Reference documentation: See attached memo
Draft Resolution

Contact for further information: Steve Pustelnyk, Director of Community Relations



CENTRAL TEXAS
Regional Mobility Authority

Memo

To: Board Members
From: Steve Pustelnyk
Date: July 16, 2014
Re: MoPac Advertising and Marketing Firm

The MoPac Improvement Project will result in the deployment of the first tolled Express Lanes with variable tolls in Central Texas. Given the unique characteristics of the tolled Express Lanes, a comprehensive informational and publicity campaign will be undertaken to facilitate a smooth deployment of the new lanes.

As part of the capital budget for the MoPac Improvement Project, staff allocated funding for the campaign. The vast majority of the funding would be used to pay for advertising placed in various mediums such as social media, online, print, radio, television, and direct mail. Staff is requesting approval to hire an Advertising and Marketing Firm to develop and implement the informational and publicity campaign.

The selected firm would be responsible for developing a campaign strategy intended to reach key audiences and ensure they understand how the new Express Lanes work. The firm would be tasked with developing the creative elements for the campaign and would handle production of the various elements such as newspaper ads and radio spots. Finally, the firm would negotiate with various media companies to maximize the reach of the informational and publicity campaign to ensure the goals of the campaign are achieved.

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

RESOLUTION NO. 14-__

**AUTHORIZING A PROCUREMENT FOR MARKETING SERVICES FOR THE
MOPAC EXPRESS LANES INFORMATION CAMPAIGN**

WHEREAS, operation of the completed MoPac Improvement Project will bring the first tolled express lanes using variable tolls to Central Texas; and

WHEREAS, because the operating characteristics of an express lane with a variable toll are different than existing toll roads in Central Texas, the Mobility Authority needs to provide information to drivers who may use those express lanes to facilitate a smooth deployment of the express lanes when the MoPac Improvement Project opens; and

WHEREAS, the Executive Director recommends initiating a procurement to solicit marketing services for the MoPac Express Lanes Information Campaign.

NOW THEREFORE, BE IT RESOLVED, that the Executive Director is authorized and directed to procure marketing services for the MoPac Express Lanes Information Campaign in accordance with the procurement policies established by Chapter 4 of the Mobility Authority Policy Code.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 30th day of July, 2014.

Submitted and reviewed by:

Approved:

Andrew Martin
General Counsel for the Central
Texas Regional Mobility Authority

Ray A. Wilkerson
Chairman, Board of Directors
Resolution Number: 14-__
Date Passed: 07/30/14