



**CENTRAL TEXAS  
Regional Mobility Authority**

**AGENDA ITEM #11 SUMMARY**

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Award a contract 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: Yes

Description of Matter:

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

In addition, staff also requests the Board to authorize the Executive Director to negotiate and execute a contract with the selected firm.

Reference documentation: Background Memo from Steve Pustelnyk  
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: October 22, 2014  
Re: MoPac Advertising and Marketing Firm

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At its July 30, 2014 Board meeting, the Board authorized staff to undertake the steps necessary to procure a firm to provide marketing services for a MoPac Express Lanes Information Campaign to help facilitate a smooth opening of the new lanes. On September 3, 2014 staff issued a Request for Proposals and on September 29, 2014, the Mobility Authority received six submittals in response to the request. The respondents included:

- Sherry Mathews Advocacy Marketing
- Crosswind Communications
- 97 Degrees West
- Sanders/ Wingo Advertising
- Creative Heads Advertising
- Zellmer McConnell Advertising

A selection committee consisting of Deputy Executive Director Mario Espinoza, MoPac Director of Community Relations Steve Pustelnyk, Communications Manager Rick L'Amie, Public Outreach Manager Melissa Hurst, and MoPac Outreach Consultant Neal Spelce reviewed each of the firm's proposals. In addition, on October 14, 2014 each of the firms made an oral presentation before the selection committee.

Using the criteria set forth in the Request for Proposals, the selection committee ranked the six proposers and provided that information to the Executive Director. The Executive Director will be making a recommendation to the Board regarding the selection of a firm to provide the services necessary to implement the MoPac Express Lanes Informational Campaign.

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

**RESOLUTION NO. 14-\_\_\_**

**AWARDING A CONTRACT FOR MARKETING SERVICES FOR  
THE MOPAC EXPRESS LANES INFORMATION CAMPAIGN.**

WHEREAS, by Resolution No. 14-052, dated July 30, 2014, the Board authorized the Executive Director 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 (the "Procurement Policies"); and

WHEREAS, on September 3, 2014, the Mobility Authority issued a request for proposals for marketing services for the MoPac Express Lane Information Campaign (the "RFP"), and received six responsive proposals to the RFP by the September 29, 2014 submittal deadline; and

WHEREAS, the proposals were reviewed and evaluated in accordance with the RFP and the Procurement Policies; and

WHEREAS, the Executive Director recommends awarding the contract to \_\_\_\_\_.

NOW THEREFORE, BE IT RESOLVED, that the Board awards the contract to \_\_\_\_\_ and authorizes the Executive Director to negotiate and execute on behalf of the Mobility Authority a contract with \_\_\_\_\_ to provide marketing services for the MoPac Express Lanes Information campaign for an amount not to exceed \$950,000, on terms and conditions acceptable to the Executive Director and consistent with the RFP, the Procurement Policies, and the response of \_\_\_\_\_ to the RFP.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 29<sup>th</sup> day of October, 2014.

Submitted and reviewed by:

Approved:

\_\_\_\_\_  
Andrew Martin  
General Counsel for the Central  
Texas Regional Mobility Authority

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Ray A. Wilkerson  
Chairman, Board of Directors  
Resolution Number: 14-\_\_\_  
Date Passed: 10/29/14