



March 30, 2016
AGENDA ITEM # 8

Amendment to Contract with Zellmer McConnell
for MoPac Express Lane Education Campaign.

CENTRAL TEXAS
Regional Mobility Authority

Strategic Plan Relevance: Regional Mobility
Department: Communications
Contact: Dee Anne Heath, Director of External Affairs
Associated Costs: \$600,000.00
Funding Source: MoPac North Capital Budget
Action Requested: Approval of Contract Amendment

Summary: At the direction of the Mobility Authority, Zellmer McConnell instituted a number of pre-opening educational campaigns for the MoPac North Express Lanes over the past year. These innovative and successful campaigns were implemented in order to build awareness and familiarity with express lanes during the extended construction process. These campaigns were implemented at a cost of approximately \$465,000.

The MoPac North Express Lane between RM 2222 and Parmer Lane is now set to open on or before June 8, 2016. In preparation for the opening, Zellmer McConnell is recommending a comprehensive educational campaign that will ensure widespread knowledge and familiarity with the operational aspects and benefits of the new lane. They are also recommending continued educational outreach through the full opening of the MoPac North Express Lanes in late 2016.

To meet these goals, staff is requesting approval of a resolution to amend the original Zellmer McConnell contract. The amendment would add an additional \$600,000 to the original \$950,000 contract.

Backup provided: Draft Resolution

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

RESOLUTION NO. 16-0XX

**AMENDMENT TO THE ZELLMER MCCONNELL CONTRACT FOR THE MOPAC
EXPRESS LANES INFORMATION CAMPAIGN**

WHEREAS, by Resolution No. 14-82, dated October 29, 2014, the Board awarded a contract to Zellmer McConnell for marketing services for the MoPac Express Lanes Information Campaign, and the Executive Director finalized and executed the contract with Zellmer McConnell in an amount not to exceed \$950,000, effective March 26, 2015.

WHEREAS, the campaign implemented by Zellmer McConnell that focused on building awareness and familiarity with express lanes during the extended construction process at a cost of approximately \$465,000, has proven successful.

WHEREAS, opening of the MoPac North Express Lane between RM 2222 and Parmer Lane to traffic is anticipated to occur on or before June 8, 2016 and the full opening of the MoPac North Express Lanes is anticipated in late 2016.

WHEREAS, in preparation for the partial opening of the MoPac North Express Lanes in June 2016 and the full opening of the MoPac North Express Lanes later in the year, Mobility Authority staff recommends that an additional educational campaign be developed and implemented to ensure there is widespread knowledge and familiarity with the operational aspects and benefits of the new lane among the traveling public.

WHEREAS, the Executive Director and Zellmer McConnell have agreed to an Amendment No. 1 to the March 26, 2015 contract, increasing the contract amount by \$600,000 to a total amount not to exceed \$1,550,000 to develop and implement the additional elements of the MoPac Express Lanes Information Campaign.

NOW THEREFORE, BE IT RESOLVED that the proposed amendment is approved and the Executive Director is hereby authorized to finalize and execute an amendment on behalf of the Mobility Authority to increase the contract amount by \$600,000 to a total amount not exceed \$1,550,000.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 30TH day of March 2016.

Submitted and reviewed by:

Approved:

Geoffrey S. Petrov, General Counsel

Ray A. Wilkerson
Chairman, Board of Directors