



**CENTRAL TEXAS  
Regional Mobility Authority**

## AGENDA ITEM #4 SUMMARY

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Award a contract to solicit and broker sponsorship agreements that support the Highway Emergency Response Operator Patrol Services (HERO) Program.

Strategic Plan Relevance: Regional Mobility

Department: Toll Operations

Associated Costs: There is no cost to the Mobility Authority.

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 clear over 4,000 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. At the June, 2011 Board Meeting approval was granted to allow the Mobility Authority to solicit private and public financial sponsorships for the HERO program. A procurement process resulted in a sole respondent interested in participating with the Mobility Authority in the program.

Travelers Marketing has proposed to serve as the HERO program's sponsorship agency/broker and will find optimal sponsors which place the highest marketing value on the program and whose mission is aligned with HERO's public purpose.

The requested Board action would allow the Mobility Authority to negotiate and execute a contract with Travelers Marketing to deliver one or multiple Sponsorship Agreements.

Reference documentation:

Award Recommendation Memo  
Resolution No. 11-084  
Draft Resolution

Contact for further information:

Mario Espinoza or Tim Reilly



CENTRAL TEXAS  
Regional Mobility Authority

# Memo

To: Board Members  
From: Mario A. Espinoza, Deputy Executive Director  
Date: March 22, 2012  
Re: Recommendation for Broker Services for HERO Program Sponsorships

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The Mobility Authority has been administering the Highway Emergency Responders Operators (HERO) program since it was re-initiated in September 2010. With assistance to clear over 4,000 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.

At the June, 2011 Board Meeting approval was granted to allow the Mobility Authority to solicit private and public financial sponsorships for the HERO program. Financial sponsorships are needed to assist us in meeting our required 20% annual match of \$309,000 for \$1,236,000 in annual grant funds which enable the expanded HERO program to continue and benefit our region. A procurement process resulted in a sole respondent interested in participating with the Mobility Authority in this program.

Travelers Marketing has proposed to serve as the HERO program's sponsorship agency/broker and will find optimal sponsors which place the highest marketing value on the program and whose mission is aligned with HERO's public purpose. Travelers has extensive advertising and sponsorship agency experience and has worked with many public transportation entities and toll authorities throughout the country. Currently operating safety service patrol sponsorship programs in twelve jurisdictions in nine states, Travelers has existing relationships with many transportation-related industries such as auto insurers, auto dealerships, tire companies and fuel providers, and will pursue those for our program. This past November, Travelers was awarded a National Roadway Safety Award by USDOT/FHWA and the Roadway Safety Foundation for their work with safety patrol sponsorship partnerships.

Compensation for their services will be based on a percentage of the sponsorship revenue earned with no retainer or consulting fees borne by the Mobility Authority. While the contract term would need to be negotiated with Travelers, it is our intent to have the initial contract period for approximately three years with two - one year extension options.

Staff recommends that the Mobility Authority Board approve the negotiation and execution of a contract with Travelers Marketing for broker services for HERO Program Sponsorships.

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

**RESOLUTION NO. 11-084**

**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:



Andrew Martin  
General Counsel for the Central  
Texas Regional Mobility Authority

Approved:



Ray A. Wilkerson  
Chairman, Board of Directors  
Resolution Number: 11-084  
Date Passed: 6/29/11

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

**RESOLUTION NO. 12-\_\_\_**

**AWARD A CONTRACT TO SOLICIT AND BROKER SPONSORSHIP AGREEMENTS  
THAT SUPPORT THE HIGHWAY EMERGENCY RESPONSE OPERATOR (HERO)  
PATROL SERVICES PROGRAM.**

WHEREAS, the Central Texas Regional Mobility Authority (“Mobility Authority”) administers the Highway Emergency Response Operators (HERO) Patrol Services program to provide assistance to motorists and keep traffic flowing on IH 35, and to continue that program after September, 2012, the Mobility Authority seeks other sources of funding including private financial sponsorships for the HERO program; and

WHEREAS, the Board of Directors authorized a procurement process to solicit sponsorship proposals in June, 2011; and

WHEREAS, pursuant to that authorization, staff issued two requests for sponsorship proposals, the most recent of which was a request for proposals for Broker Services For Highway Emergency Response Operator (HERO) Program Sponsorships issued March 2, 2012 (the “RFP”); and

WHEREAS, after a review and analysis of the proposal received from Travelers Marketing LLC, the Executive Director recommends awarding a broker services contract to Travelers Marketing LLC.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors authorizes the Executive Director to negotiate and execute a contract for broker services for HERO program sponsorships on terms and conditions acceptable to the Executive Director and consistent with the RFP, Mobility Authority procurement policies, and the response of Travelers Marketing LLC to the RFP.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 28th day of March, 2012.

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: 12-\_\_\_  
Date Passed: 3/28/2012