

Board of Director's Meeting

July 29, 2015

9:00 a.m.



CENTRAL TEXAS
Regional Mobility Authority



Item 13
Executive Director's Report
MoPac Improvement Project
Quarterly Progress Report



Paving Operations



Deck Forms for Southbound MoPac Bridge over Capital Metro Red Line



Beams set for MoPac Bridge Over Waters Park Road



Concrete Cap Pour for Bridge Bent at MoPac Crossing over UPRR

Construction Photos



Bicycle and Pedestrian Bridge over UPRR



42-inch Waterline Trench – Camp Mabry

Construction Photos



42-inch Waterline – Pipe and Valve



Sound Wall Construction along Southbound MoPac

Construction Photos



Sound Wall Construction





Sound Wall Construction





Lake Austin Boulevard Exit Ramp Reconstruction



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Outreach Activities

- Ice Cream Giveaway to corridor residents. Over 340 residents participated.

On-Going Activity

- 24/7 Hotline (512-270-5000)
- EarthCam live feed
- Outreach to Community Leaders, Businesses, and Media
- Highway Advisory Radio
- Updates to Website and Social Media





Current Efforts

- Variable message signs in place
- Detour signs to be deployed
- Media Coordination
- Social media postings
- E-Newsletter, Text, and Email alerts



Lake Austin Boulevard Exit Ramp Reconstruction





MoPac Courtesy Patrol

- MoPac Courtesy Patrol driver John Bradley was interviewed by KXAN





• Online Advertising

▪ Popular websites

- Website ads delivered 471,885 impressions
- Mobile Banner ads delivered 403,259 impressions

▪ KXAN

- Desktop banner ads delivered 214,286 impressions
- Mobile banner ads delivered 74,393 impressions



Express Lanes Information Campaign




- 5,241 unique visitors

MOPAC IMPROVEMENT PROJECT

MOPAC, MADE EASY.




The new MoPac Express Lanes bring the promise of a more reliable journey through this busy/bustling corridor. They use a variable tolling system that raises the toll when traffic is heavy and lowers it when traffic is light. It's advanced technology we're excited to implement in our high tech town. To see how it works, take our test drive. Shotgun!



6 FACTS ABOUT GOING FASTER

- 1 What is an Express Lane?
- 2 What is Variable Tolling?
- 3 Who is building it?
- 4 Where do I get on and off?
- 5 What's in it for me?
- 6 What's in it for Austin?

Click here to see the enhancements we're making along MoPac.



MoPac Playlist




PLAYLIST

MoPac Music

Created by: mopacexpress • 37 songs, 2 hr 29 min

SONG	ARTIST
 + Crosstown Traffic	Jimi Hendrix
+ The Road Goes On Forever	Robert Earl Keen
+ Slow Ride	Foghat
+ The Passenger	Iggy Pop
+ I'm Sunshine	Cautiontape





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QUIZZES AND POLLS

What MoPac Lane are You?

TOLL PAYMENT OPTIONS



What MoPac Lane Are You?

10 QUESTIONS · TAKEN 3,014 TIMES

What MoPac Lane Are You?

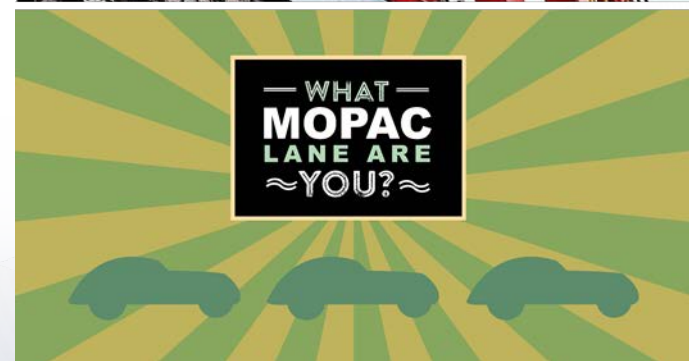
Austinites come in all speeds. Just like the lanes of MoPac. So tell us, which one are you?

[START](#)

[SHARE](#) [TWEET](#)

MADE WITH QZZZ

IMAGE CREDITS





Facebook interface showing a post from Mopac Improvement Project. The post features a colorful illustration with the text "WHAT MOPAC LANE ARE YOU?" and a link to "MOBILITYAUTHORITY.COM". The post has 52,016 people reached and includes interaction buttons for Like, Comment, and Share. A "SUGGESTED PAGES" sidebar on the right lists various local groups and businesses.

Mopac Improvement Project
Written by Stefani Zellmer [?] · July 19 at 12:44pm ·

Take this quiz to find out which MoPac lane defines you.

Take the quiz now.
MOBILITYAUTHORITY.COM

52,016 people reached

Boost Post

Like Comment Share

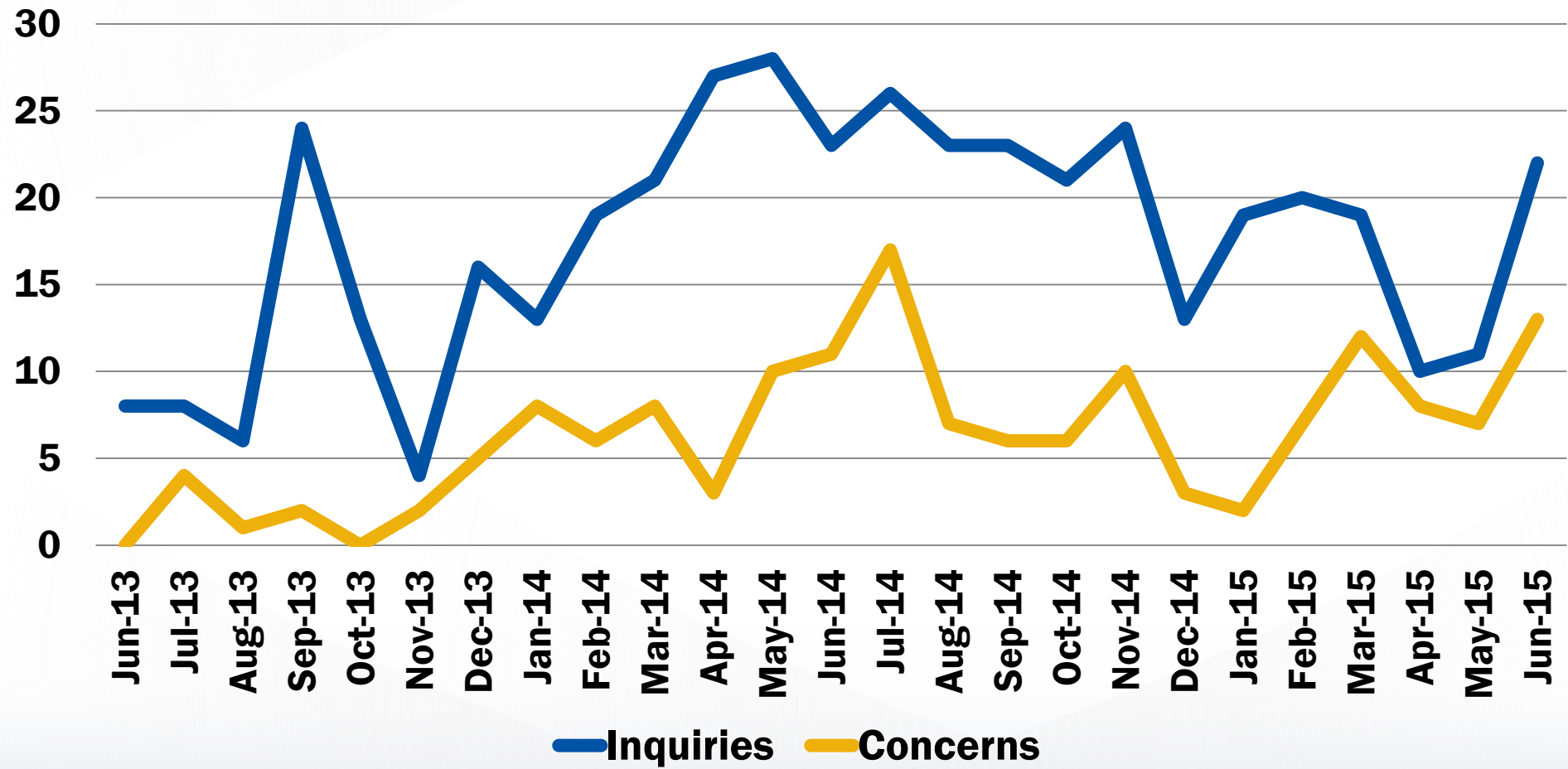
Ning Luo, Debolina Ray, Ashley R. Andy and 23 others like this. Most Recent

SUGGESTED PAGES See All

- Aka vocal show group**
56 people like this.
Like
- Downtown Garage**
213 people like this.
Like
- Saratoga Central Catholic Saints Girls Basketball**
37 people like this.
Like
- Lakeway Players**
101 people like this.
Like
- Austin PluggedIn Festival**
29 people like this.
Like
- Mary Beth Ambassadorship Down Under**
28 people like this.
Like

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Public Comments





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