

**JULY 28, 2011 CTRMA BOARD OF DIRECTORS MEETING  
Summary Sheet**

**AGENDA ITEM # 18**

**Update on the Green Mobility Challenge**

**Department: Engineering**

**Associated Costs: Not applicable**

**Funding Source: Not applicable**

**Board Action Required: No**

**Description of Matter: The Mobility Authority Board approved the Green Mobility Challenge during their March 30<sup>th</sup>, 2011 meeting. Mobility Authority staff will brief the Board on the status of their efforts.**

**Attached documentation for reference: Green Mobility Challenge Status Update**

**Contact for further information: Wesley M. Burford, P.E., Director of Engineering**

**CTRMA GREEN MOBILITY CHALLENGE [GMC] STATUS UPDATE**  
**July 18, 2011**



**Launch:**

- The Green Mobility Challenge was officially launched on July 1, 2011; launch marked the opening of registration and the website going live.

**Sponsorship:**

- Contacts with existing engineering/financial/legal advisors & vendors to request sponsorships continue.
- To date, two entities have committed to sponsoring the event, with Atkins committing to \$15,000 and the Austin/Central Texas Council of Engineering Companies (CEC) committing to \$5,000.

**Judges:**

- Letters from Mike Heiligenstein have been sent to all potential judges inviting them to participate; follow-ups are being conducted by Mobility Authority and consultant staff.
- Tentative commitments have been received from a handful of judges.

**Competition Guide:**

- A meeting with TxDOT was held to finalize project specific issues and data.
- A “page-turner” group review was conducted with the core team to finalize the Competition Guide prior to the launch date for posting on the GMC website.

**Outreach Plan:**

- The GMC website is live at [www.GreenMobilityChallenge.com](http://www.GreenMobilityChallenge.com); a link to the GMC will be available on the CTRMA’s main website.
- An email blast was sent to 300 professional and university contacts on the date of launch, July 1. Since then, the blast has been sent to an additional 60 contacts.
- Additional outreach via email, phone calls and in-person meetings has commenced.
- Efforts have begun to have the competition posted on several additional websites.
- The competition was advertised at the Central Texas Livability Summit on July 13, 2011.
- A press release is scheduled for distribution.
- An informational meeting for interested and participating teams is scheduled for August 3, 2011.

**Finals Event:**

- Senator Watson has agreed to emcee the event as long as he has no scheduling conflicts. His office is sending his availability to the Mobility Authority such that we can identify a date for the event.