



**CENTRAL TEXAS  
Regional Mobility Authority**

## AGENDA ITEM #10 SUMMARY

---

Update on the MoPac Express Lanes  
Information Campaign

**Strategic Plan Relevance:** Regional Mobility, Innovation

**Department:** Community Relations

**Associated Costs:** N/A

**Funding Source:** N/A

**Board Action Required:** None

**Description of Matter:** Presentation by Mobility Authority staff and Zellmer McConnell Advertising regarding the strategic approach to developing the Informational Campaign for the opening of the MoPac Improvement Project.

Reference documentation: PowerPoint Presentation

Contact for further information: Steve Pustelnyk, Director of Community Relations