



CENTRAL TEXAS REGIONAL
MOBILITY AUTHORITY

September 25, 2024 AGENDA ITEM #9

Discuss and consider authorizing the Executive Director to approve work authorizations for the interlocal agreement with the North Texas Tollway Authority to support TollTag™ marketing, promotional services, and account enrollment

Strategic Plan Relevance:	Innovation, Service, Stewardship
Department:	Operations
Contact:	Tracie Brown, Director of Operations
Associated Costs:	Not to exceed \$175,000
Funding Source:	FY25 Operating Budget
Action Requested:	Consider and act on draft resolution

Background: Among its many charges, the operations Department is tasked with increasing pre-paid account penetration. Pre-paid electronic toll collection methods include transponders (more commonly known as “tags”) and license plate-based accounts. Pre-paid electronic toll collection is the most efficient way to facilitate payment for travel on tolled facilities. Pre-paid toll payment methods mitigate the revenue collection risk, allowing the Authority to operate current facilities and build new projects at a lower cost. The Interlocal Agreement between the Mobility Authority and the North Texas Tollway Authority (NTTA) provides the opportunity to market, promote, and distribute TollTag™ products in the Central Texas area.

Current Action: The Interlocal Agreement between CTRMA and NTTA contemplates work authorizations as the vehicle to progress work activity. This work includes:

- studio revisions for TollTag-related TV and radio ads;
- the purchase of TollTag™ inventory for distribution at special events;
- assistance at special events to facilitate in person TollTag™ enrollment;

- limited media consultation and strategic support from NTTA vendors; and
- updates to TollTag™ marketing collateral to align with the Austin demographic area.

The cost of the work effort is dependent upon the final work plans which are still under development. Therefore, staff requests that the Board authorize the Executive Director to approve work authorizations as they are developed. In a total amount not to exceed for these Work Authorizations is \$175,000.

Staff Recommendation: Staff recommends the Board authorize the Executive Director to approve Work Authorizations for the interlocal agreement with the North Texas Tollway Authority for TollTag™ marketing, promotional services, and account enrollment.

Previous Actions: In August 2024 the Board approved an interlocal agreement with the North Texas Tollway Authority (NTTA) for the marketing and distribution of TollTag™ products.

Backup provided: Draft resolution

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

RESOLUTION NO. 24-0XX

**AUTHORIZING THE EXECUTIVE DIRECTOR TO APPROVE WORK
AUTHORIZATIONS UNDER THE INTERLOCAL AGREEMENT WITH NORTH
TEXAS TOLLWAY AUTHORITY**

WHEREAS, the Central Texas Regional Mobility Authority (the “Mobility Authority”) was created pursuant to the request of Travis and Williamson Counties and in accordance with provisions of the Transportation Code and the petition and approval process established in 43 Tex. Admin. Code § 26.01, *et. seq.* (the “RMA Rules”); and

WHEREAS, the prudent management and fiscal oversight are overriding objectives of the Mobility Authority Board of Directors; and

WHEREAS, a crucial goal of the Mobility Authority is to increase the pre-paid account penetration in the Central Texas region; and

WHEREAS, by Resolution No, 24-049, dated August 29, 2024, the Board of Directors approved an interlocal agreement with the North Texas Tollway Authority (NTTA) to market and distribute TollTag products in the Central Texas region to increase pre-paid account penetration (the “Interlocal Agreement”); and

WHEREAS, the Interlocal Agreement contemplates the issuance of work authorizations to NTTA to progress work activity which will include the marketing, promotional services, and account enrollment of TollTag products in the Central Texas region; and

WHEREAS, the work plans for the work authorization are under development and the estimated cost of the work effort is a cumulative amount not to exceed \$175,000; and

WHEREAS, the staff recommends the Board of Directors authorize the Executive Director to approve work authorizations as the work plans are developed for the marketing, promotional services, and account enrollment of TollTag products in the Central Texas region for a cumulative amount not to exceed \$175,000.

NOW THEREFORE, BE IT RESOLVED that the Board of Directors hereby authorizes the Executive Director to issue work authorizations under the Interlocal Agreement for a cumulative amount not to exceed \$175,000.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 25th day of September 2024.

Submitted and reviewed by:

Approved:

James M. Bass
Executive Director

Robert W. Jenkins, Jr.
Chairman, Board of Directors