

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

**RESOLUTION NO. 04-48**

WHEREAS, the Central Texas Regional Mobility Authority ("CTRMA") 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 46 Tex. Admin. Code § 26.01, *et. seq.* (the "RMA Rules"); and

WHEREAS, the Board of Directors of the CTRMA has been constituted in accordance with the Transportation Code and the RMA Rules; and

WHEREAS, in Board Resolution No. 04-20 the Board of Directors found that marketing services relating to toll tags and the use of CTRMA projects were important to the operations of the CTRMA and of the US 183-A project; and

WHEREAS, the Board of Directors directed its staff to issue a Request for Proposals (RFP) for firms interested in providing marketing services to the CTRMA; and

WHEREAS, the staff caused an RFP to be issued on July 30, 2004 relating to the marketing of toll tags and public outreach efforts; and

WHEREAS, five firms submitted responses to the RFP; and

WHEREAS, CTRMA staff and advisors have received and evaluated the RFP responses; and

WHEREAS, CTRMA staff and advisors short-listed the number of firms to three and interviewed each of those firms on September 24, 2004; and


WHEREAS; based on their review of the responses and the interviews conducted the CTRMA staff and advisors recommend that the services of TateAustin be retained to provide marketing services;

NOW THEREFORE, BE IT RESOLVED, the CTRMA Board of Directors authorizes and approves of the retention of TateAustin to provide marketing services for the CTMRA; and

BE IT FURTHER RESOLVED, that the Executive Director is authorized to negotiate an agreement with TateAustin for the provision of marketing services and that such agreement may be executed upon the approval of the full CTRMA Board.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 29th day of September, 2004.

Submitted and reviewed by:



C. Brian Cassidy  
General Counsel for the Central  
Texas Regional Mobility Authority

Approved:



Robert E. Tesch  
Chairman, Board of Directors  
Resolution Number 04-48  
Date Passed 09/29/04