

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

RESOLUTION NO. 06-73

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 43 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, the CTRMA identified the proposed 183-A Turnpike Project (the "Project") as its initial project in a petition filed under the RMA rules and has subsequently undertaken to cause the Project to be constructed under the terms of a Comprehensive Development Agreement; and

WHEREAS, the Project is nearing completion and will soon open for use by the traveling public; and

WHEREAS, Section 370.180 of the Texas Transportation Code provides that an authority such as the CTRMA may promote transportation projects as an authority determines; and

WHEREAS, the CTRMA and the Texas Department of Transportation ("TxDOT"), through its Texas Turnpike Authority division, have worked together to promote the use of TxTag transponders as an efficient and convenient way for toll road customers, including those that will utilize the Project, to realize the benefits of electronic toll collection technology, and

WHEREAS, the CTRMA staff has developed as part of its promotional efforts a marketing plan to help maximize the penetration of the use of TxTags by drivers who will utilize the Project whereby community groups can distribute TxTag transponders as a fundraising opportunity for such groups (the "Marketing Program"); and

WHEREAS, the proposed Marketing Program would provide that the CTRMA will pay a participating community group a two dollar commission for each TxTag that the group distributes that is registered from January 1, 2007 until June 30, 2007; and

WHEREAS; based on their efforts to develop the Marketing Program, the CTRMA staff recommends that the Marketing Program be approved by the Board of Directors.

NOW THEREFORE, BE IT RESOLVED, that the CTRMA Board of Directors approves the final development and implementation of the Marketing Program; and

BE IT FURTHER RESOLVED, that the Executive Director and CTRMA staff are directed to finalize the terms, conditions and provisions of the Marketing Program in a manner consistent

with this Resolution, and that the Marketing Program be implemented as provided herein. CTRMA staff is further directed to update the Board from time to time on the success of the Marketing Program and its effectiveness as part of the CTRMA's promotional efforts.

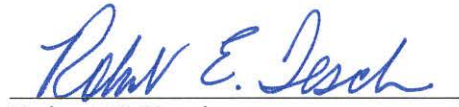
Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 13th day of December, 2006.

Submitted and reviewed by:



Tom Nielson
General Counsel for the Central
Texas Regional Mobility Authority

Approved:



Robert E. Tesch
Chairman, Board of Directors
Resolution Number 06-73
Date Passed 12/13/06



CENTRAL TEXAS
Regional Mobility Authority

Memo

To: Board Members
From: Steve Pustelnyk
Date: December 7, 2006
Re: Proposed TxTag Marketing Program

The Communications Department is requesting board authorization to implement a marketing concept intended to maximize the penetration of TxTag transponders in the communities adjacent to 183A. Under the proposal, community groups based in areas around Cedar Park, Leander, and Liberty Hill would be eligible to distribute TxTag transponders as a fundraising opportunity. The Mobility Authority would pay each community group a two dollar commission for each TxTag that is registered. As proposed, the program would run from January 1, 2006 to June 30, 2006. At the end of the six month period the Mobility Authority would compute the commission due to each group and issue a commission check.

Funding for the program would be incorporated into the Mobility Authority's FY 2007 budget. Based on traffic projections for 183A, the initial cost to the Mobility Authority is expected to be less than \$50,000. Considering the high cost of traditional advertising, this approach, if successful, could prove a very cost effective way to maximize TxTag distribution.