

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

RESOLUTION NO. 12-020

**AWARD A CONTRACT TO SOLICIT AND BROKER SPONSORSHIP AGREEMENTS
THAT SUPPORT THE HIGHWAY EMERGENCY RESPONSE OPERATOR (HERO)
PATROL SERVICES PROGRAM.**

WHEREAS, the Central Texas Regional Mobility Authority ("Mobility Authority") administers the Highway Emergency Response Operators (HERO) Patrol Services program to provide assistance to motorists and keep traffic flowing on IH 35, and to continue that program after September, 2012, the Mobility Authority seeks other sources of funding including private financial sponsorships for the HERO program; and

WHEREAS, the Board of Directors authorized a procurement process to solicit sponsorship proposals in June, 2011; and

WHEREAS, pursuant to that authorization, staff issued two requests for sponsorship proposals, the most recent of which was a request for proposals for Broker Services For Highway Emergency Response Operator (HERO) Program Sponsorships issued March 2, 2012 (the "RFP"); and

WHEREAS, after a review and analysis of the proposal received from Travelers Marketing LLC, the Executive Director recommends awarding a broker services contract to Travelers Marketing LLC.

NOW, THEREFORE, BE IT RESOLVED that the Board of Directors authorizes the Executive Director to negotiate and execute a contract for broker services for HERO program sponsorships on terms and conditions acceptable to the Executive Director and consistent with the RFP, Mobility Authority procurement policies, and the response of Travelers Marketing LLC to the RFP.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 28th day of March, 2012.

Submitted and reviewed by:



Andrew Martin
General Counsel for the Central
Texas Regional Mobility Authority

Approved:



Ray A. Wilkerson
Chairman, Board of Directors
Resolution Number: 12-020
Date Passed: 3/28/2012