

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

RESOLUTION NO. 14-052

**AUTHORIZING A PROCUREMENT FOR MARKETING SERVICES FOR THE
MOPAC EXPRESS LANES INFORMATION CAMPAIGN**

WHEREAS, operation of the completed MoPac Improvement Project will bring the first tolled express lanes using variable tolls to Central Texas; and


WHEREAS, because the operating characteristics of an express lane with a variable toll are different than existing toll roads in Central Texas, the Mobility Authority needs to provide information to drivers who may use those express lanes to facilitate a smooth deployment of the express lanes when the MoPac Improvement Project opens; and

WHEREAS, the Executive Director recommends initiating a procurement to solicit marketing services for the MoPac Express Lanes Information Campaign.

NOW THEREFORE, BE IT RESOLVED, that the Executive Director is authorized and directed to procure marketing services for the MoPac Express Lanes Information Campaign in accordance with the procurement policies established by Chapter 4 of the Mobility Authority Policy Code.


Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 30th day of July, 2014.

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: 14-052
Date Passed: 07/30/14