

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

RESOLUTION NO. 14-082

**AWARDING A CONTRACT FOR MARKETING SERVICES FOR
THE MOPAC EXPRESS LANES INFORMATION CAMPAIGN.**

WHEREAS, by Resolution No. 14-052, dated July 30, 2014, the Board authorized the Executive Director 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 (the "Procurement Policies"); and

WHEREAS, on September 3, 2014, the Mobility Authority issued a request for proposals for marketing services for the MoPac Express Lane Information Campaign (the "RFP"), and received six responsive proposals to the RFP by the September 29, 2014 submittal deadline; and

WHEREAS, the proposals were reviewed and evaluated in accordance with the RFP and the Procurement Policies; and

WHEREAS, the Executive Director recommends awarding the contract to Zellmer McConnell.

NOW THEREFORE, BE IT RESOLVED, that the Board awards the contract to Zellmer McConnell and authorizes the Executive Director to negotiate and execute on behalf of the Mobility Authority a contract with Zellmer McConnell to provide marketing services for the MoPac Express Lanes Information campaign for an amount not to exceed \$950,000, on terms and conditions acceptable to the Executive Director and consistent with the RFP, the Procurement Policies, and the response of Zellmer McConnell to the RFP.

Adopted by the Board of Directors of the Central Texas Regional Mobility Authority on the 29th day of October, 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: 14-082
Date Passed: 10/29/14