



**CENTRAL TEXAS**  
**Regional Mobility Authority**

# Meeting of the Board of Directors

November 24, 2015



CENTRAL TEXAS  
Regional Mobility Authority

# Chapter 26 Public Hearing- Use of Parcel 118 from Bolm Road District Park

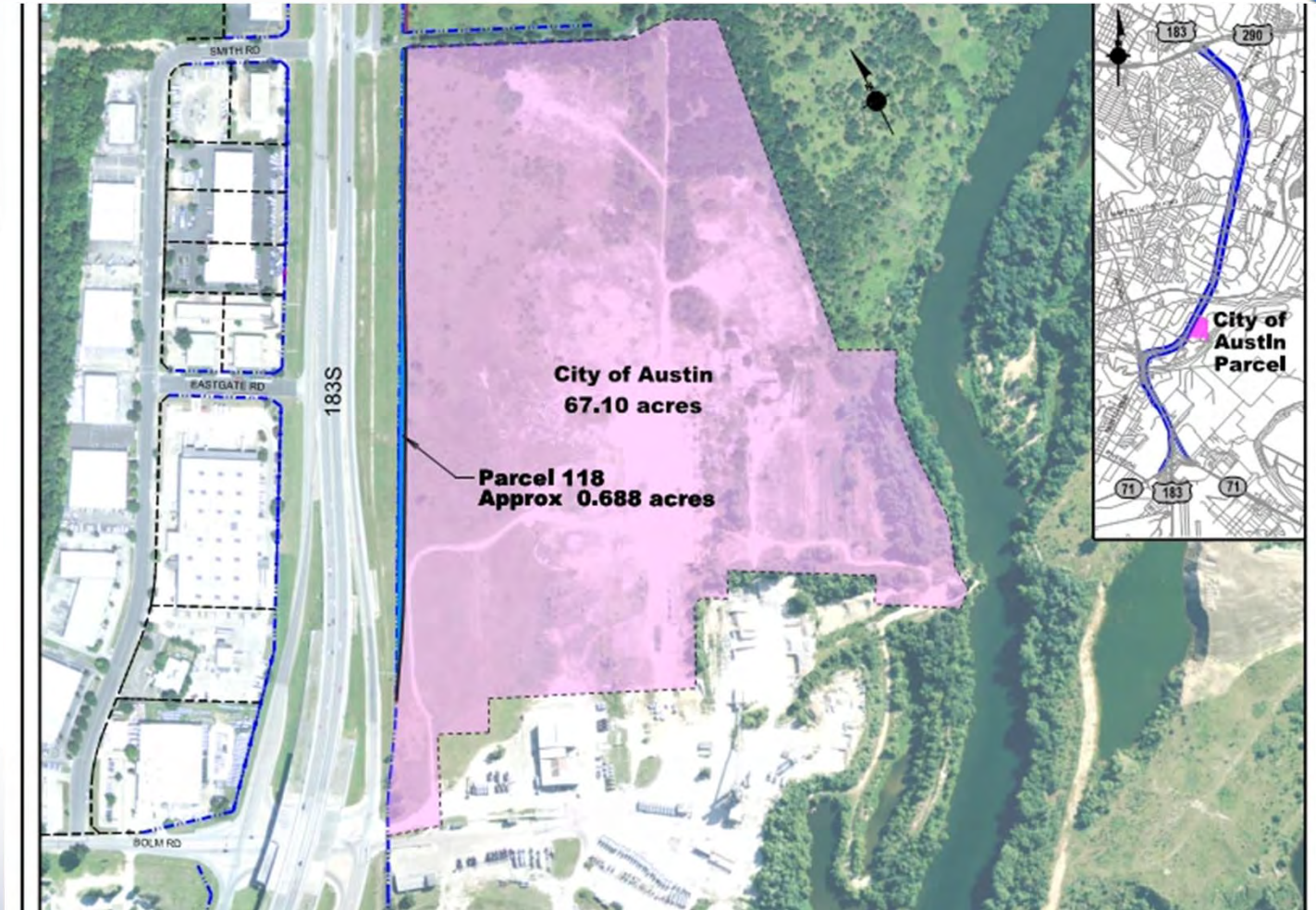
Agenda Item #3

Justin Word, P.E.  
Director of Project Management

November 24, 2015



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Regional Mobility Authority



## Bolm Road District Park Boundaries

Parcel 118 for use by 183 South Project is shown on the left.



Johnston Terrace

Knollwood On The Colorado River

© 2015 Google

Google earth

1995

Imagery Date: 7/13/2015 30°15'17.46" N 97°40'26.48" W elev 432 ft eye alt 6607 ft

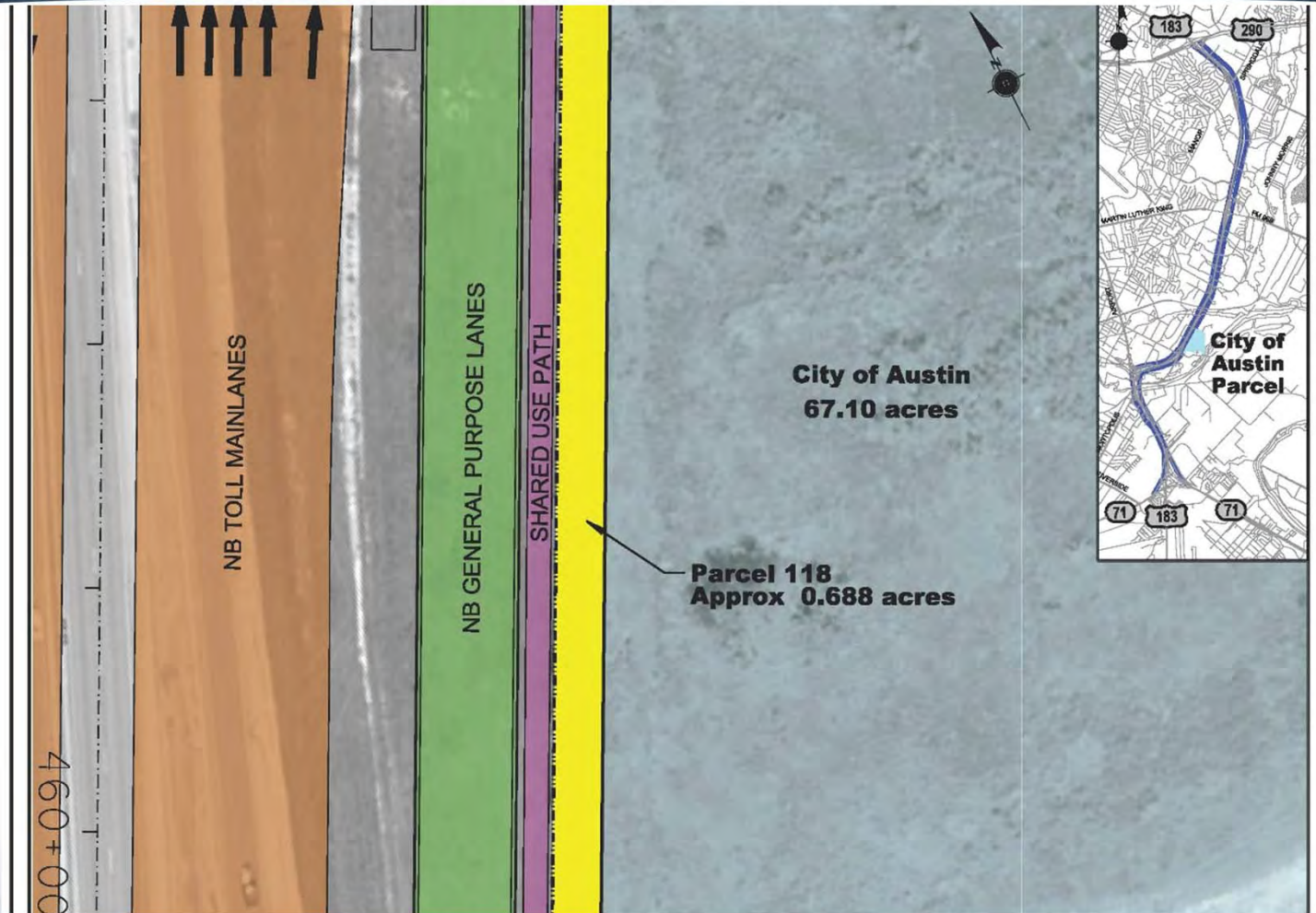


© 2015 Google

Google earth

1995

30°15'18.92" N 97°40'38.28" W elev 442 ft eye alt 1941 ft



**Relationship of existing 183 South ROW line, proposed (general) location of shared use path, and Parcel 118 needed for use by the 183 South Project**



# Recommendation for action



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# Recommendation for Board Action



- **Open public hearing.**
- **Consider any public preferences expressed at the public hearing.**
- **Close public hearing.**
- **If a majority of the Board determines that:**
  - There is no feasible and prudent alternative to the Proposed Use of the Affected Land, and
  - The Proposed Use includes all reasonable planning to minimize harm to the Affected Land resulting from the Proposed Use; **then**:
- **Adopt the draft resolution provided in the agenda backup material.**

# Award of Contract for Communications and Marketing Consultant Services

Agenda Item #6

Dee Anne Heath  
Director of External Affairs

November 24, 2015



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Regional Mobility Authority



- **Firm will provide communication and marketing services in support of the agency's projects & overall program**
- **Scope of Services includes:**
  - increasing brand awareness**
  - public information**
  - media relations**
  - community outreach**
  - agency collateral materials**
  - public opinion research**

# Procurement Timeline





- **We evaluated seven responses:**

- **Crosswind Communications**
- **Edelman**
- **EnviroMedia**
- **Images, Inc**
- **The Monument Group**
- **Taylor Collective**
- **Zellmer McConnell**

# RFP Response: Evaluation Criteria



- A. Firm Qualifications**
- B. Demonstration of Previous Creative Capabilities**
- C. Successful Management of Similar Contracts and Projects**
- D. Local Knowledge and Experience**
- E. Organization and Staffing**
- F. Proposed Approach to Increasing Awareness**
- G. Diverse Workforce with Emphasis on HUB/DBE Involvement**
- H. Budget Allocation and Rates**

# Shortlist for Interviews



- **Five firms were shortlisted for interviews:**
  - **Crosswind Communications**
  - **Edelman**
  - **EnviroMedia**
  - **The Monument Group**
  - **Zellmer McConnell**

# Shortlist Interview: Evaluation Criteria



- A. Firm Qualifications**
- B. Demonstration of Previous Creative Capabilities**
- C. Successful Management of Similar Contracts and Projects**
- D. Local Knowledge and Experience**
- E. Organization and Staffing**
- F. Proposed Approach to Increasing Awareness**
- G. Diverse Workforce with Emphasis on HUB/DBE Involvement**
- H. Budget Allocation and Rates**



Recommendation



**EDELMAN**

# Briefing on Bond Sale for 183 South Project

Agenda Item #8

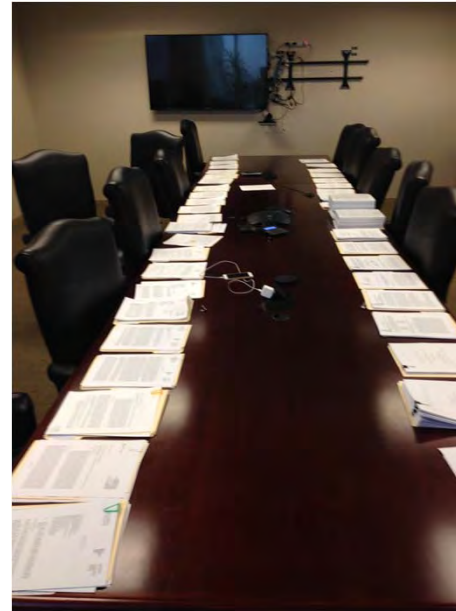
Bill Chapman  
Chief Financial Officer

November 24, 2015



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# Financial Report



# Briefing on Development and Adoption of Connected and Automated Vehicle Technologies

Agenda Item #9

Ginger Goodin

November 24, 2015



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Regional Mobility Authority

# Automated and Connected Vehicles: How will Future Vehicle Technologies Change our Transportation Infrastructure?

Ginger Goodin, P.E.

Texas A&M Transportation Institute

CTRMA Board of Directors  
November 24, 2015



# Future Vehicle Technologies

## Why should we care?

- The Challenges Ahead
  - Safety
  - Mobility
  - Environment
  - Funding sustainability
- Private sector investment in R&D
- Consumer interest (?)



# New Technology Opportunities for Roads

Basic **intelligent transportation systems** (ITS) have been developing gradually for 25 years

- Electronic implementations of traditional functions, separately on vehicles and infrastructure

**Automation** overcomes driver limitations

**Connectivity** integrates vehicles and roadway infrastructure into a transportation system

# Terminology



OEMs and Auto Industry Suppliers  
Technology Companies



USDOT, through Industry and State/Local Agencies  
("Connected Car" Internet Functionality)

"Connected Automation"



# Automated Vehicle Technology

## Sensor Array on Vehicles

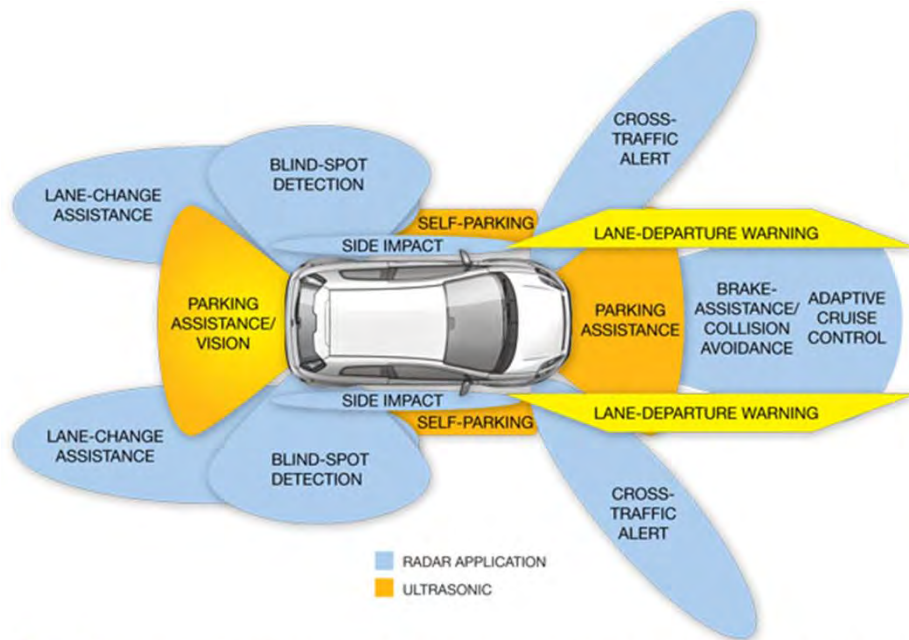
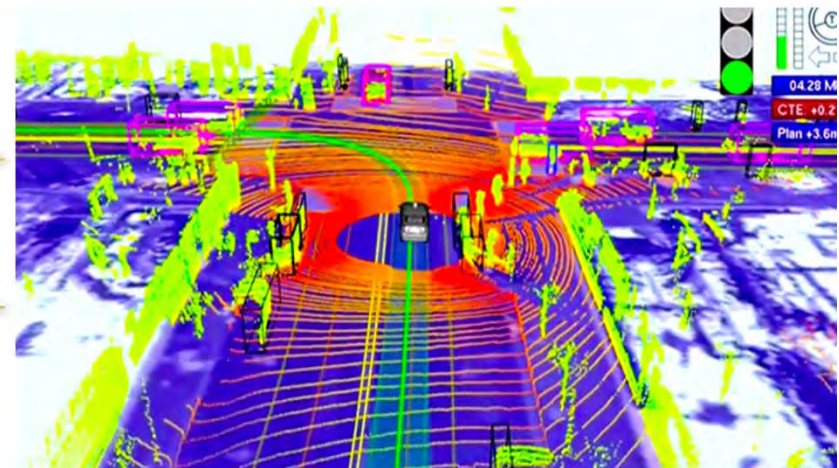
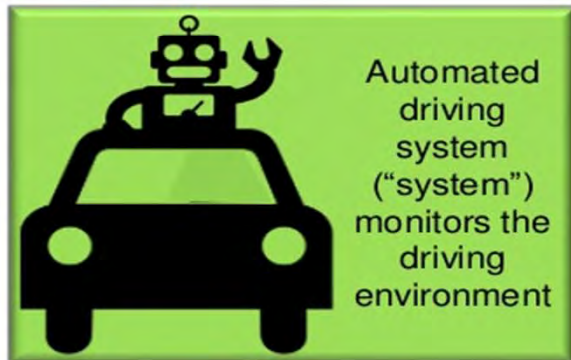


Figure 2 Several driver-assistance systems are currently using radar technology to provide blind-spot detection, parking assistance, collision avoidance, and other driver aids (courtesy Analog Devices).

## High Resolution Mapping



# Society of Automotive Engineers (SAE) Levels of Automation



SAE level	Name	Execution of Steering and Acceleration/Deceleration	Monitoring of Driving Environment	Fallback Performance of Dynamic Driving Task	System Capability (Driving Modes)
0	No Automation	Human driver	Human driver	Human driver	n/a
1	Driver Assistance	Human driver and system	Human driver	Human driver	Some driving modes
2	Partial Automation	System	Human driver	Human driver	Some driving modes
3	Conditional Automation	System	System	Human driver	Some driving modes
4	High Automation	System	System	System	Some driving modes
5	Full Automation	System	System	System	All driving modes

Source: Ricardo

# Connected Vehicle Technology

## USDOT Connected Vehicle Program

### Safe, Interoperable Wireless Communications

- Vehicle-to-Vehicle (V2V)
- Vehicle-to-Infrastructure (V2I)
- Vehicle-to-Other (V2X)
- **Safety Applications**
  - Crash avoidance
- **Dynamic Mobility Applications**
  - Traffic signal control
  - Flow optimization
- **Environment**
- **Road Weather Research**



# The Path Forward: Revolutionary or Evolutionary?



OEMs and Auto Industry Suppliers  
Technology Companies



USDOT, through Industry and State/Local Agencies

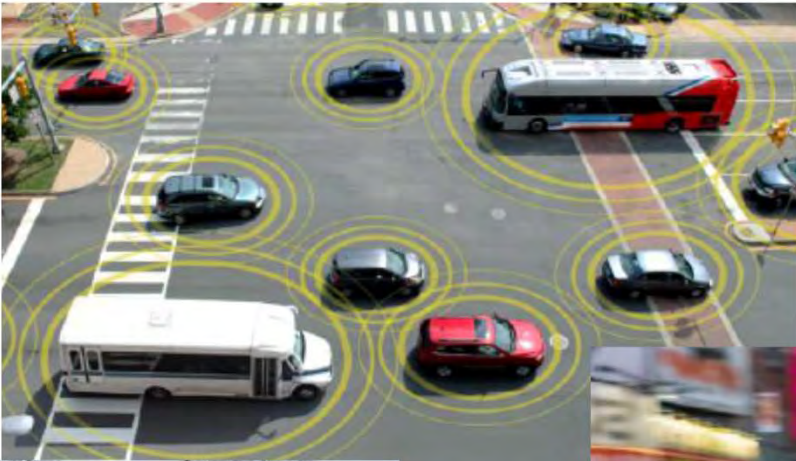
"Connected Automation"

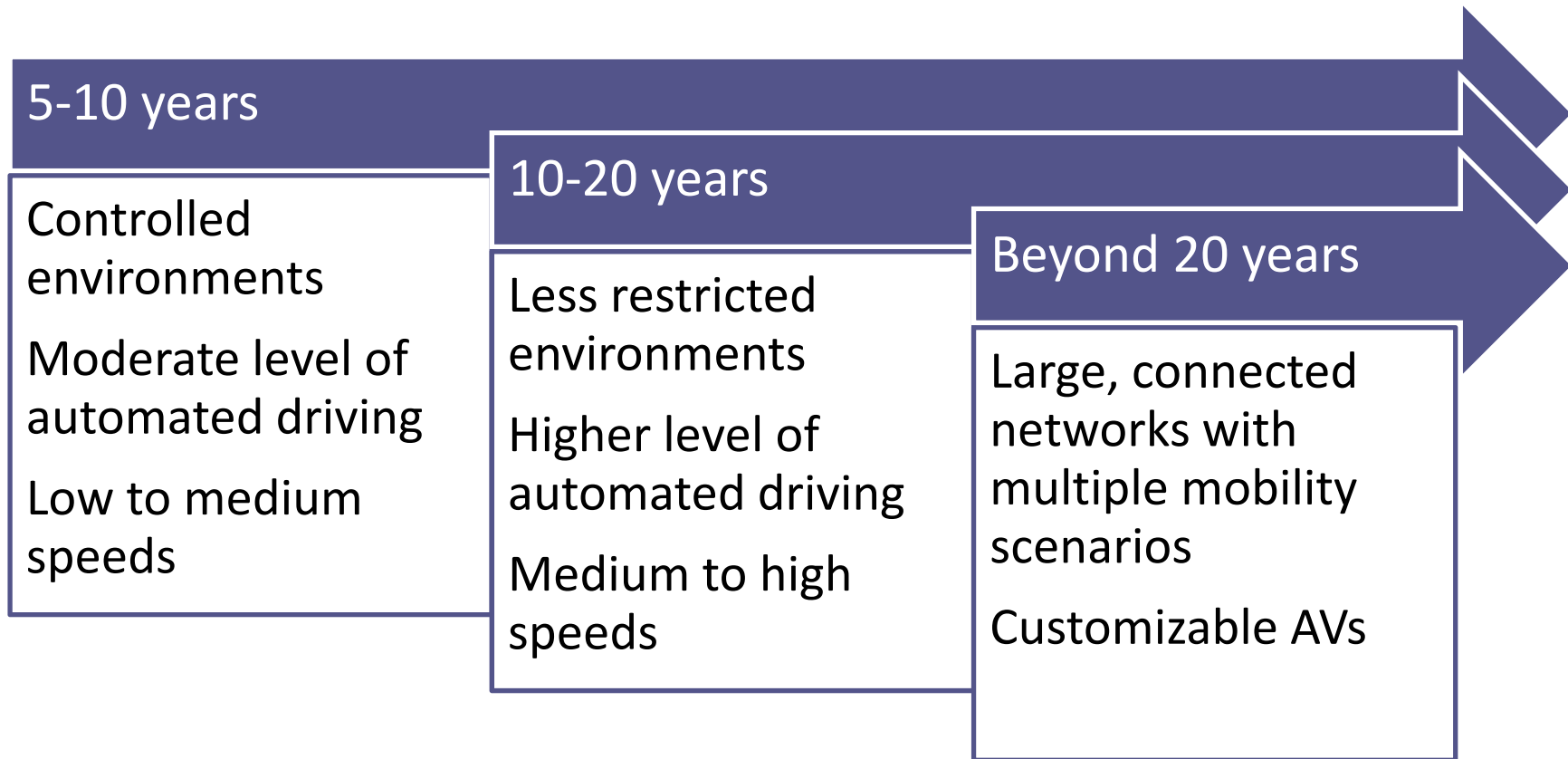
# Infrastructure Implications

- Automation
  - Adaptive strategies?
  - Transformational changes?
- Connectivity
  - Roadside units
  - Backhaul communications
  - Data processing/data storage
  - Traffic management systems
  - Data safeguards
  - ?



# Transitional Deployment Approaches





Adapted from *Deploying Autonomous Vehicles: Commercial Considerations and Urban Mobility Scenarios*. [ey.com/automotive](http://ey.com/automotive)

# Where We Are Now

- Research – technological, socioeconomic, behavioral, institutional and policy
- Local proof-of-concept deployments solving local problems
- New public-private collaborations



# What Transportation Agencies Can Do

- Review policies that could impact implementation
- Designate an individual to coordinate involvement
- Seek pilot or proof-of-concept opportunities
- Identify future workforce needs
- Consider new partnership arrangements

# Questions?

Ginger Goodin [g-goodin@tamu.edu](mailto:g-goodin@tamu.edu)

## *Revolutionizing Our Roadways* Policy Series

[tti.tamu.edu/policy/technology](http://tti.tamu.edu/policy/technology)



# Executive Director's Report

Agenda Item #10

November 24, 2015



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Regional Mobility Authority

# Overview of the CAMPO Process for Approval of the Long Range Regional Transportation Improvement Program

Agenda Item #10-A

November 24, 2015



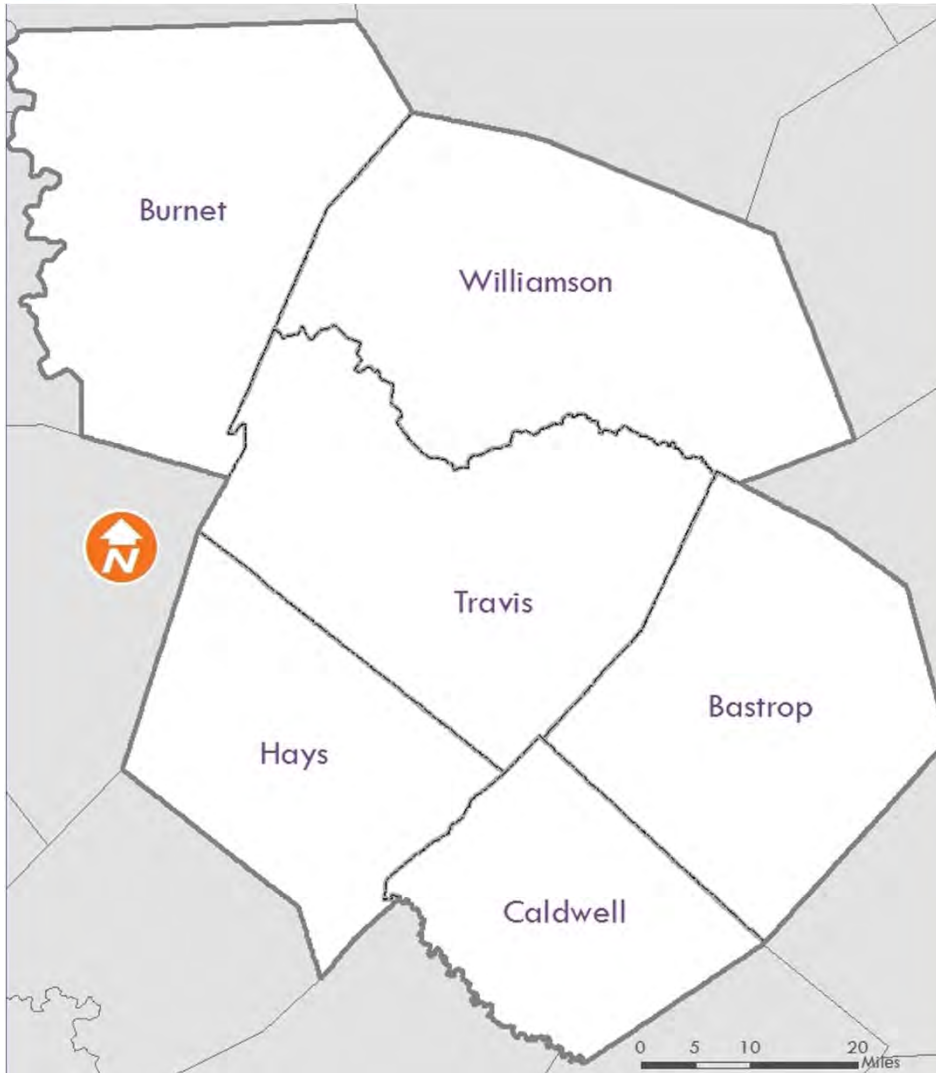
CENTRAL TEXAS  
Regional Mobility Authority



# CAMPO AND CTRMA: PARTNERSHIP AND OPPORTUNITY

Ashby Johnson  
Executive Director  
512-974-2275





## CAMPO REGION

- Six Counties
- 1.9 Million People
- 4<sup>th</sup> Largest MPO in Texas, 11<sup>th</sup> Largest in the Nation
- In the Top 5 of Fastest Growth

## MPO PURPOSE

- Transportation Policy Board Allocates State & Federal Funding for the Region
- Produces a Unified Planning Work Program
- Produces a 20-year fiscally constrained long-range transportation plan
- Produces a 4-year Transportation Improvement Program

## HOW ARE MPOS CODIFIED IN FEDERAL LAW?

- **Federal Transportation Statutes**
  - USC Title 23 (Highways)
  - USC Title 49 (Transportation)
- **USDOT Administrative Regulations**
  - CFR Title 23 (Highways)
  - CFR Title 49 (Transportation)





## HOW ARE MPOS CODIFIED IN STATE LAW?

- Texas Statutes
  - Transportation Code
  - Local Government Code
- Texas Administrative Code
  - Title 7, Land Use, Structures, and Businesses
  - Title 43, Transportation

## WHO RUNS CAMPO?

- Transportation Policy Board – 20 Voting Members
- MPO Staff – Administrative & Planning Functions
- Technical Advisory Committee
  - Serves as Technical Review for Policy Board and Makes Recommendations
  - Does NOT Review Policy Issues



## WHAT IS THE CAMPO/CTRMA RELATIONSHIP?

- ALL Planning Studies Must be in UPWP
- ALL Regionally Significant Projects Must be in the Plan & TIP
- Demonstration of Regional Fiscal Constraint includes CTRMA Revenue Estimates
- State & Federal Transportation Dollars Allocated by CAMPO Policy Board

# Policy Board Members

- Will Conley, Hays
- Clara Beckett, Bastrop
- Steve Adler, Austin
- Joe Bain, Travis
- Jeff Coleman, Pflugerville
- Gerald Daugherty, Travis
- Sarah Eckhardt, Travis
- Sheri Gallo, Austin
- Delia Garza, Austin
- Matt Powell, Cedar Park
- Daniel Guerrero, San Marcos
- Ann Kitchen, Austin
- Cynthia Long, Williamson
- Greg Malatek, TxDOT
- Craig Morgan, Round Rock
- Alfredo Munoz, Caldwell
- James Oakley, Burnet
- Dale Ross, Georgetown
- Brigid Shea, Travis
- Terry Mitchell, Cap Metro

## WHAT IS THE RELATIONSHIP TO TXDOT?

- TxDOT Statewide Plan
- TxDOT Unified Transportation Program (UTP)
  - Allocates State/Federal Transportation Funding by Region/Program
  - 10 Year Horizon
- TxDOT Statewide Transportation Improvement Program (STIP)
  - MPOs + Rural Projects



## WHAT IS THE PLAN/TIP AMENDMENT PROCESS?

- Amendments Scheduled for February and August in Coordination with TxDOT STIP Modification Cycle
  - Tier 1 are Administrative in Nature and Require No Public Outreach
  - Tier 2 Require Board Approval and a 30-Day Public Outreach Effort

# QUESTIONS?



# Board's Role in the Environmental Process

Agenda Item #10-B

Jeff Dailey  
Deputy Executive Director

Geoff Petrov  
General Counsel

November 24, 2015



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# Regulatory Requirements & Roles



## Federal Law - NEPA

- Cannot commit resources “prejudicing” selection of alternatives before making a final [environmental] decision

## State Law - RMA Enabling Legislation

- Environmental review must be conducted before approving an alternative
- Must consider results of the environmental review

## Agency Roles in the Environmental Process

- Mobility Authority
  - Approve commencement of environmental studies
  - Monitor status through staff updates
  - Attend public meetings/hearings (optional)
- TxDOT/FHWA
  - Technical reviews
  - Adherence to the environmental process
  - Environmental finding

## Agency Roles *after* the Environmental Process

- Mobility Authority
  - Approve further project development for design/construction
- TxDOT/FHWA
  - Compliance oversight during design/construction

# Environmental Process



Legend:

- OH** OPEN HOUSE
- PH** PUBLIC HEARING

# Update on Public Involvement

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Agenda Item #10-C

Dee Anne Heath  
Director of External Affairs

November 24, 2015



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# Open House and Virtual Open House Report



**MOPAC SOUTH**  
ENVIRONMENTAL STUDY

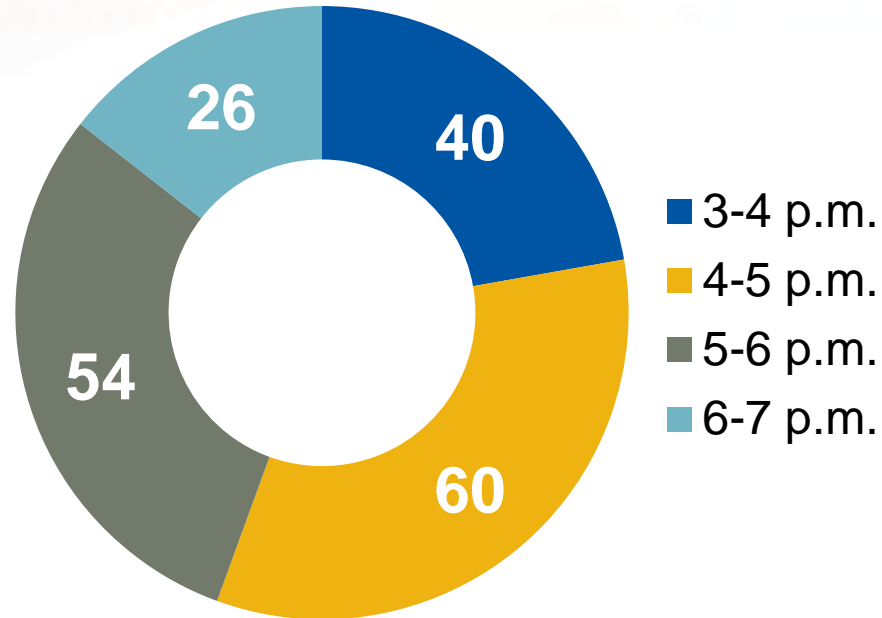


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# Open House Visitation Stats – November 10, 2015



## Attendees by Hour (180 total)



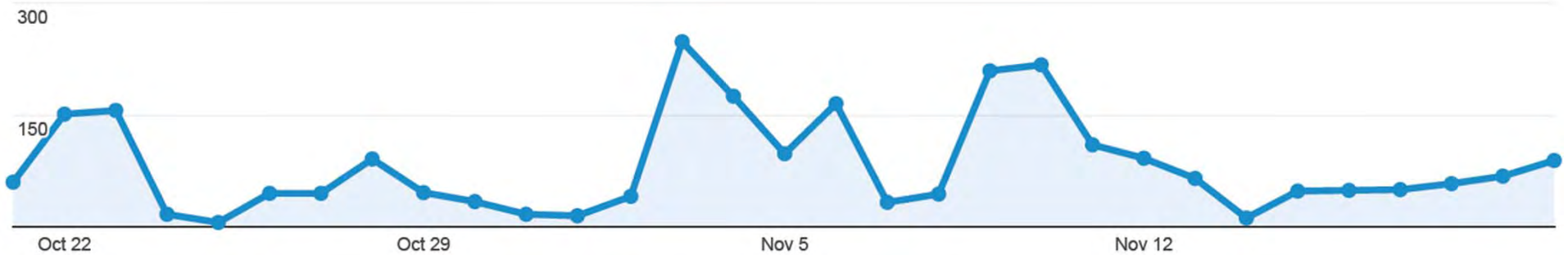
**39 COMMENTS AND 20 COMMUNITY SURVEYS RECEIVED**



# Virtual Open House Visitation Stats



**OCTOBER 21 – NOVEMBER 20, 2015**



**2,554 SESSIONS | SIX MINUTES PER SESSION | 9,642 PAGEVIEWS**



## 1. Welcome + Overview

## 2. What's New?

## 3. Express Lanes Alternative: Operational Configurations

## 4. Express Lanes Alternative: Loop 360 to Slaughter Lane

## 5. Downtown Traffic Impacts

## 6. Environmental Study Update

## 7. Context Sensitive Solutions

## 8. Next Steps

## 9. Community Survey

## 10. Submit an Official Comment



### WELCOME

Welcome to the MoPac South Environmental Study Virtual Open House. Launched October 21, 2015, the information provided here, along with subject-matter experts, will be available for in-person review and comment on November 10, 2015 at the Palmer Event Center from 3 - 7 p.m. [Learn more about plans for the Open House.](#)

## 1. Welcome + Overview

## 2. What's New?

## 3. Express Lanes Alternative: Operational Configurations

## 4. Express Lanes Alternative: Loop 360 to Slaughter Lane

## 5. Downtown Traffic Impacts

## 6. Environmental Study Update

## 7. Context Sensitive Solutions

## 8. Next Steps

## 9. Community Survey

## 10. Submit an Official Comment

## SUBMIT AN OFFICIAL COMMENT

### JOIN THE CONVERSATION

We greatly appreciate the input that you've provided to date, and we hope you will share your additional thoughts using the form below. The official comment period for the Open House began with the launch of this Virtual Open House on October 21, 2015 and will end on November 20, 2015. All comments and questions submitted during the official comment period for the Open House will be recorded and responded to as part of the Summary Report for the meeting. All comments and questions submitted at any other time during the study will also be shared with and considered by the study team, and will become part of the official project file for the Environmental Study.

Name

Email

Comments \*

# Comment Overview



**778 comments transcribed/counted as of 11/23**

# Next Steps



- Analyze comments
- Develop Open House summary and comment/response report
- Narrow configuration options based on defined evaluation criteria
- Report results to community; gather feedback



# Public Hearing and Virtual Public Hearing Report

**183**  
**NORTH**  
**MOBILITY PROJECT**



CENTRAL TEXAS  
Regional Mobility Authority

# Public Hearing Visitation Stats



## November 12, 2015

- 72 attendees
- 13 verbal comments
- 24 written comments



# Virtual Public Hearing Visitation Stats



183 North

## Virtual Public Hearing

**November 12 –  
November 22, 2015**

- 251 sessions
- 7 minutes per session
- 1,178 pageviews

1. [Welcome + Overview](#)

2. [Project Location](#)

3. [Environmental Assessment and Environmental Considerations](#)

4. [Build Alternative \(Express Lane Alternative\)](#)

5. [Access Points](#)

6. [Other Improvements](#)

7. [Bicycle and Pedestrian Accommodations](#)

8. [Construction Best Management Practices](#)

9. [Project Funding, Schedule and Next Steps](#)

10. [Context Sensitive Solutions](#)

11. [Submit a Comment](#)



### ABOUT THE VIRTUAL PUBLIC HEARING

Welcome to the 183 North Virtual Public Hearing. This virtual event is designed to provide an opportunity for you to review and provide input on:

- The results of the Draft Environmental Assessment
- The Express Lanes Alternative, the Preferred Build Alternative

The Virtual Public Hearing was launched at the conclusion of the live Public Hearing, which was held:

Thursday, November 12, 2015

Westwood High School (cafeteria)

12400 Mellow Meadow Dr., 78750

# Comment Overview



**364 total comments transcribed/counted as of 11/23**

# Next Steps



- Analyze comments
- Develop Public Hearing summary and comment/response report

# Open House and Virtual Open House Report



**OAK HILL**  
PARKWAY

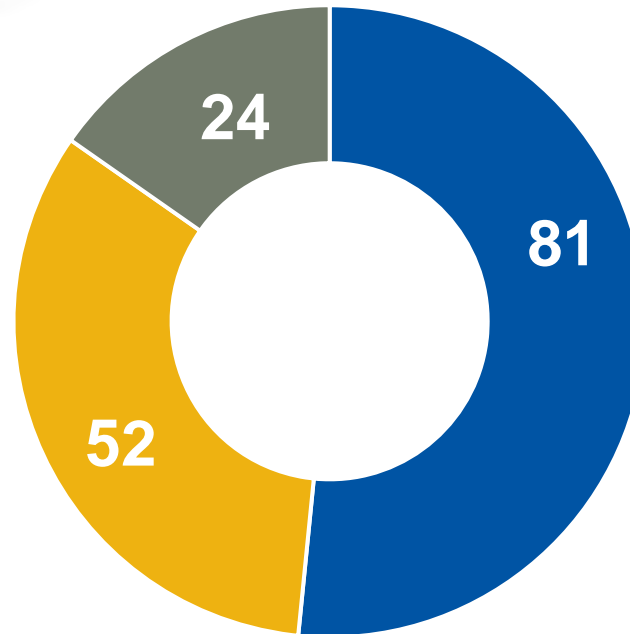


CENTRAL TEXAS  
Regional Mobility Authority

# Open House Visitation Stats – October 29, 2015



## Attendees by Hour (157 total)



- 4:30-5:30 p.m.
- 5:30-6:30 p.m.
- 6:30-7:30 p.m.

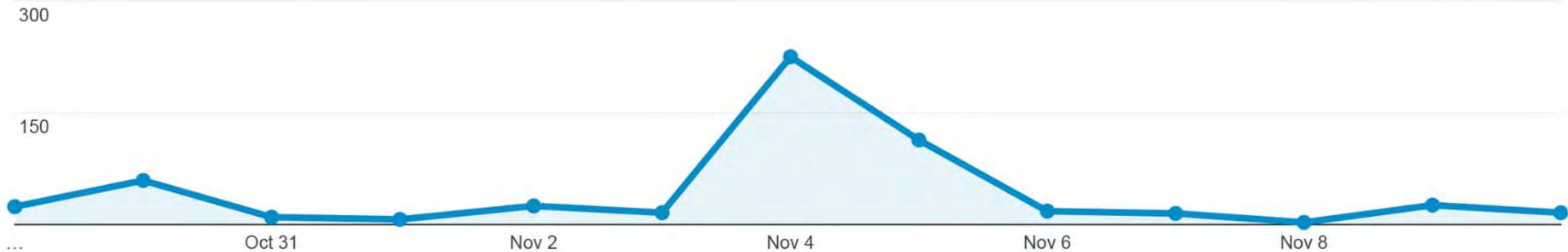
**139 COMMENTS AND 99 COMMUNITY SURVEYS RECEIVED**



# Virtual Open House Visitation Stats



**OCTOBER 29 – NOVEMBER 9, 2015**



**556 SESSIONS / 5 MINUTES PER SESSION / 2,190 PAGEVIEWS**

**Oak Hill Parkway Virtual Open House**

- Welcome
- Overview
- Evaluation Process
- Latest Designs
- Artistic Renderings**
- Context Sensitive Solutions
- Water Quality and Upstream Detention
- We Need Your Input

**Oak Hill Parkway Virtual Open House**

- Welcome
- Overview
- Evaluation Process
- Latest Designs
- Artistic Renderings**
- Context Sensitive Solutions
- Water Quality and Upstream Detention
- We Need Your Input

**SUBMIT YOUR COMMENTS IN THE FORM BELOW**

The official comment period will end on November 9, 2015. All comments submitted during an open house comment period and their responses will be published as part of the Open House Comment and Response Summary Report, released to the public via the website in the months following the open house.

**Artistic Renderings**

**What Could Oak Hill Parkway Look Like?**

The Oak Hill Parkway project team has put together a series of artistic renderings of what Oak Hill Parkway could look like. The following are images of how the intersections of US 290 with SH 71 and US 290 with William Cannon Drive could look like if either Alternative A or Alternative C are chosen to be built at the end of our environmental process.

Build Alternative A: Intersection of US 290 and SH 71, from above (click to download)

Build Alternative C: Intersection of US 290 and SH 71, from above (click to download)

Build Alternative A: Intersection of US 290 and SH 71, from ground level (click to download)

**Welcome to the Oak Hill Parkway Virtual Open House**

**WELCOME!**

TxDOT and the Mobility Authority welcome you to review and comment on the materials, exhibits, and information provided in this Oak Hill Parkway Virtual Open House. This virtual experience is part of the sixth open house for the project, which was held at Covington Middle School on Thursday, October 29, 2015. All of the information provided at the in-person meeting is available here for your download and review.

We hope this Virtual Open House will enable you to explore the exhibits and submit your

This form may be used to provide written comments on this project. Any questions placed on this form will not be considered an open records request and will not be treated as such. If you have an open records request, it must be submitted under a separate letter.

(Texas Transportation Code, §201.811(a)(5)). Check each of the following boxes that apply to you:

I am employed by TxDOT

I do business with TxDOT

I could benefit monetarily from the project or other item about which I am commenting

**Submit**



# Comment Overview



**136 total comments transcribed/counted as of 11/23**

# Next Steps



- Analyze comments
- Develop Open House summary and comment/response report
- Continue stakeholder outreach into 2016
- Launch phase three of the alternatives evaluation and determine a recommended preferred alternative
- Present the Draft Environmental Impact Statement and the recommended preferred alternative for public review and comment mid-2016

# Update on the Information Campaign for the MoPac Improvement Project

Agenda Item #10-D

Steve Pustelnyk

November 24, 2015



CENTRAL TEXAS  
Regional Mobility Authority



## Purpose of the Soft Launch:

To begin to answer all the questions Austin has about the MoPac Express Lanes—how they work, how much and how to use them.

## Our Approach:

To engage and inform Austin about these burning questions through a creative and clever video that reflects the spirit of Austin.



## Curious Austin Video



## Media

- Print
  - 4 full-color print ads in the Sunday edition of the Statesman
- Radio
  - 15 second traffic radio spots (ClearChannel, Entercomm, Emmis, KUT, KOKE-FM/The Horn)
- Digital
  - Digital Banners (Brand Exchange, KXAN, Statesman)
- Social Media
  - Facebook and Twitter ads (organic and paid ads)
- Total Budget: \$51,000



## Week 1 Organic Tweets

- \$25 TxTag credit promotion for correctly answering a question about the video.





## Week 2 Facebook Paid Ads

- Sponsored posts with a 5-10 second clip of the video
- 2,955 website clicks
- 177,281 impressions
- 1k+ referrals to landing page from Facebook
- Approximately 100 shares

**Mopac Improvement Project**  
November 6 at 1:41pm · 🌐

Because Austinites are such a curious bunch, we took to the streets to see what questions only an Austinite could ask. As you might expect, we got some interesting ones. But to hear the most common curiosity, watch our new MoPac video. See if you can spot any Austin "celebrities" while you're at it.

192 Views

👍 Like    💬 Comment    ➦ Share



# Express Lanes Education – Soft Launch



## Facebook Ads

 **Mopac Improvement Project**  
Sponsored (demo) · 🌐

What happened to our sweet little town? And other burning questions answered here.



#curiousaustin

CURIOUSAUSTIN.COM

Watch More

25k Views

63 Likes 35 Comments 27 Shares

👍 Like    💬 Comment    ➦ Share

 **Mopac Improvement Project**  
Sponsored (demo) · 🌐

Austinites asked the questions that only Austinites could ask. So tell us. What's yours?



#curiousaustin

CURIOUSAUSTIN.COM

Watch More

11k Views

29 Likes 6 Comments 1 Share

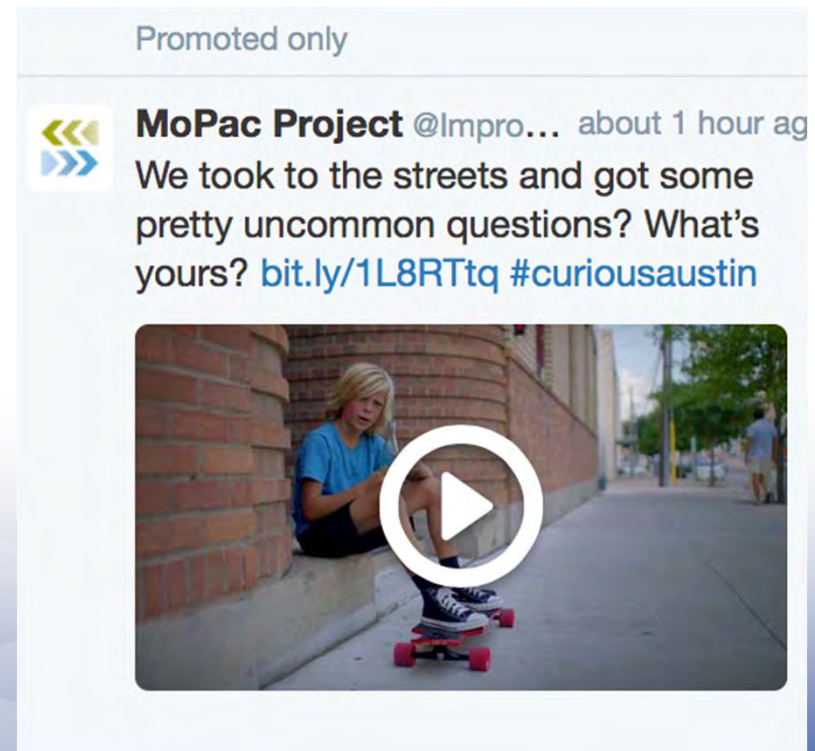
👍 Like    💬 Comment    ➦ Share



## Week 3 Twitter Paid Ads

- Ads play automatically as viewers scroll through their feed
- Monitoring #curiousaustin to track engagement

**Week 3 Analytics**  
**42.2 K Impressions**  
**5,542 Views**





## Week 4 Boosted Posts

- Facebook boosted post M-W-F and organic posts on T-TH
- M-W-F posts asked trivia questions about the video. The first five correct answers won a \$25 TxTag credit.
- T-TH posts asked trivia questions about Austin. The first five correct answers won a \$25 TxTag credit.

**Week 4 Analytics**  
**66.3 K Impressions**  
**681 Post Engagements**

**Mopac Improvement Project**  
Published by Stefani Zellmer [?] · November 18 at 11:14am · Austin, TX · 🌐

AUSTIN TRIVIA: Can you name the Austinite featured in our video who founded SXSW? What else was he the founder of? The first 5 correct answers win a \$25 TxTag Credit. #curiousaustin  
Watch now at [www.curiousaustin.com](http://www.curiousaustin.com).

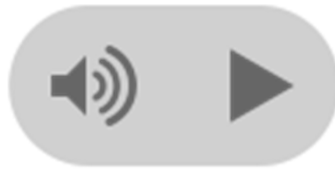
Curious - Central Texas Regional Mobility Authority  
MOILITYAUTHORITY.COM

10,882 people reached

[View Results](#)



## Radio Ads



# Express Lanes Education – Soft Launch

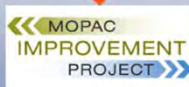


## Statesman Ads

WHAT DO DOGS DREAM ABOUT? HOW MANY... ARE THEY BUILDING ON MOPAC? PIEDOUS OR HOMESLICE? HOW MANY BUBBLES... IN A BOTTLE OF TOPO CHICO? TORCHY'S OR TACO DELI? BEN AFFLECK AS BATMAN? REALLY? WHERE CAN YOU FIND ARTISINAL FREE-TRADE MUSTACHE WAX? BIKE, DRIVE OR WALK? WHO'S PLAYING AT SXSW THIS YEAR? JUST HOW MANY TATTOO ARTISTS ARE IN THIS TOWN? HOW COLD IS BARTON SPRINGS? WHERE IS THE WILLIE NELSON STATUE? HOW... OF THE CONGRESS BRIDGE? WHY ARE THERE SO MANY MATTRESS STORES?... IDERS ARE THERE IN AUSTIN? WHAT WAS AUSTIN ORIGINALLY CALLED?...? WHAT WAS THE NAME OF AUSTIN'S POTTED MEAT FESTIVAL?...? WHO MAKES THE BEST MARGARITA IN TOWN? IS AUSTIN... NELSON'S BIRTHDAY? WHO IS LESLIE? HOW MANY PEDICABS... SALT LICK? WHAT IS THE CATHEDRAL OF JUNK? HOW MANY DIFFERENT... BLE FOODS SELL? WHAT IS THE HOTTEST CHILI PEPPER? WHAT DOES MOPAC STAND FOR? INSIDE OR OUT? HOW MANY AUSTIN 'CELEBRITIES' CAN YOU SPOT IN OUR VIDEO? WHERE DID ANN RICHARDS GET HER HAIR DONE? WHO IS DR. GRANDPAW? WHAT IS THE NAME OF SANDRA BULLOCK'S 6TH STREET RESTAURANT? WHAT'S UP WITH AUSTIN TRAFFIC? WILL MOPAC EVER GET FINISHED?

**AUSTINITES ARE A CURIOUS BUNCH**

**BUT FOR THE MOST IMPORTANT QUESTION OF ALL VISIT [CURIOUSAUSTIN.COM](http://CURIOUSAUSTIN.COM)**



## Digital Banners

**WHAT'S UP WITH MOPAC?**

CENTRAL TEXAS  
Regional Mobility Authority

#CURIOUSAUSTIN

**WE HAVE ANSWERS.**

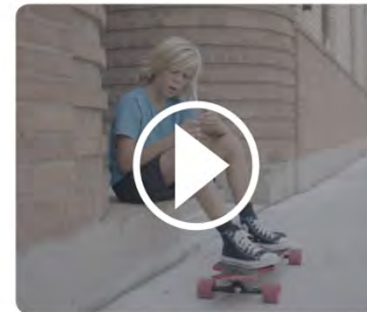
click here

CENTRAL TEXAS

# Express Lanes Education – Soft Launch



## Video and Question Digital Banner Ads





## Digital Banner Ad Analytics

- Statesman
  - Total Impressions: 350,000
  - Total Clicks to Date: 225
  - Overall Click Rate: 0.11%
- KXAN
  - Total Impressions: 338,593
  - Total Clicks to Date: 1,837
  - Overall Click Rate: .86%
- Centro
  - Total Impressions: 456,134
  - Total Clicks to Date: 708
  - Overall Click Rate: .20%



## Landing Page Analytics



**Landing page views: 12,239**

**Average time spent on page: 2:41 minutes**





**CENTRAL TEXAS**  
**Regional Mobility Authority**