




COMMITTEE TRANSMITTAL

**September 26, 2022**

**To:** Members of the Board of Directors  
**From:** Andrea West, Interim Clerk of the Board   
**Subject:** Agreement for Express Lanes Marketing Program Services

Legislative and Communications Committee Meeting of September 15, 2022

**Present:** Directors Bartlett, Hennessey, Hernandez, Murphy, and Wagner  
**Absent:** Director Delgleize

**Committee Vote**

This item was declared passed by the Members present.

**Committee Recommendations**

- A. Approve the selection of Webb and Duffy, Inc., doing business as Truth and Advertising, as the firm to provide Express Lanes marketing program services.
- B. Authorize the Chief Executive Officer to negotiate and execute Agreement No. C-2-2392 between the Orange County Transportation Authority and Webb and Duffy, Inc., doing business as Truth and Advertising, in the amount of \$300,000, for a two-year initial term, with two, two-year option terms to provide Express Lanes marketing program services.