



# Orange County Transportation Authority

## Legislation Details (With Text)

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**Title:** Agreement For Express Lanes Marketing Program Services  
**Sponsors:** Amelia Hsu, Maggie McJilton  
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Date	Ver.	Action By	Action	Result
9/26/2022	1	Board		
9/15/2022	1	Legislative and Communications Committee	approved and passed	

### Agreement For Express Lanes Marketing Program Services

#### Overview

The Orange County Transportation Authority requires the services of a firm to provide Express Lanes marketing program services. A competitive procurement has been conducted and proposals were received in accordance with the Orange County Transportation Authority's procurement procedures for professional and technical services. Board of Directors' approval is requested to execute an agreement to provide Express Lanes marketing program services.

#### 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 Director 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.