

# NEWS RELEASE



CENTRAL TEXAS  
Regional Mobility Authority

## FOR IMMEDIATE RELEASE

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Central Texas Regional Mobility Authority

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### **Mobility Authority Hires New Manager of Communications Veteran public relations professional L'Amie joins organization**

**(Austin, Texas)** – The Central Texas Regional Mobility Authority has hired Rick L'Amie, a veteran public relations professional, as its new manager of communications. He will be in charge of all the Mobility Authority's communications and media affairs.

Prior to joining the Mobility Authority, L'Amie was director of communications for E3 Alliance, a nonprofit educational collaborative in Austin. His other experience includes working as a marketing consultant for small businesses and nonprofits, as well as serving as vice president of communications for the Capital Metropolitan Transportation Authority and, later, as its vice president of marketing.

“Rick brings a wealth of experience and a strong knowledge of Central Texas transportation issues to the Central Texas Regional Mobility Authority,” said Mobility Authority Executive Director Mike Heiligenstein. “His background and expertise will be invaluable in keeping the public and our partners fully informed of our projects and activities.”

L'Amie said he looks forward to the many challenges on the horizon for the Mobility Authority, including the upcoming completion of Phase Two the Manor Expressway and new environmental studies on MoPac South and 183 North.

“The Mobility Authority is taking a dynamic leadership role in improving transportation options in Central Texas,” L'Amie said. “Together with our partners, we are connecting our community

and expanding opportunities for all citizens by providing more transportation options. This is an exciting time to be a part of the Mobility Authority team.”

L’Amie began his career as a broadcast journalist, working as a reporter, producer and manager of television stations in Texas (WFAA-TV/Dallas), Alabama and Tennessee (WSMV-TV/Nashville). After his TV career, Rick was communications director for Texas Christian University, and later worked for advertising and public relations agencies in Fort Worth, Dallas and Austin, including Vollmer Public Relations (now Edelman Southwest).

L’Amie holds a bachelor’s degree in journalism and a master’s in mass communications, both from Texas Tech University.

“Central Texas is one of the fastest growing areas in the nation, and planning and implementing transportation projects are absolutely fundamental to managing that growth wisely,” said Mario Espinoza, Mobility Authority Deputy Executive Director. “We are excited to have a highly respected veteran like Rick on board at a time when we need to communicate effectively with everyone impacted and interested in our projects.”

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### **About the Mobility Authority**

The Central Texas Regional Mobility Authority is a local, independent government agency created to improve the regional transportation system. Our mission is to implement innovative solutions that reduce congestion and create transportation choices that enhance quality of life and economic vitality. The Mobility Authority is the state’s first Regional Mobility Authority, created in January 2003 to serve Travis and Williamson counties. The Mobility Authority currently operates the 183A toll road in Williamson County and is currently working to construct phase two of the US 290 East (Manor Expressway) project and construct new Express Lanes on MoPac (Loop 1). Learn more at [www.mobilityauthority.com](http://www.mobilityauthority.com).