



CENTRAL TEXAS  
Regional Mobility Authority



## News Release

FOR RELEASE: March 20, 2015

# Austin Showcases its Creative Side with “Love My Commute Challenge”

*Carma Carpooling celebrates the expansion of toll reimbursements to all Central Texas toll roads by awarding Dream Commute.*



*Rick L'Amie, Mobility Authority Communications Manager (left) and Lauren Albright of Carma (right) turn the Tesla keys over "Love My Commute Challenge" winner Bradley Pierce (center) Wednesday at the Mobility Authority offices.*

—AUSTIN, TX – March 20<sup>th</sup>, 2015 - Central Texans who used Carma Carpooling in February really loved their commute, and one carpooler just won a Dream Commute for a Month, including a Tesla, for telling his story. The "Love My Commute" Challenge encouraged Central Texans to compete by submitting creative works about carpooling with Carma, the ridesharing app that also earns its members discounts on Central Texas toll roads.

The challenge was a joint project sponsored by Carma and the Central Texas Regional Mobility Authority, which is working with Carma to encourage more carpooling.

"More carpooling means fewer vehicles on our roadways, which means a better commute for all of us," said the Mobility Authority's Executive Director, Mike Heiligenstein. "The challenge was a fun way to encourage carpooling while also giving Carma users a chance to express their creative side."

The grand winner of the contest was Bradley Pierce, who entered a video called "Before/After Carma," featuring a black-and-white time-lapse of a bored driver that transitions to a colored film of

an engaged driver as passengers join him for a more interesting commute. Lauren Albright of Carma turned over the keys of the Tesla to Bradley on Wednesday at the Mobility Authority offices. Also part of the grand prize “Dream Commute” package was a brand new iPhone 6, a \$150 Starbuck’s gift card, and \$100 in TxTag credit.

The runners-up include Brandi Clark Burton, who also submitted a video, Samuel Qassam, who submitted a photo of a five-person carpool, Loyce Sullivant, who submitted a photo of the "Carpool Angels," Nancy Clayborne, who wrote an "Ode to Carpooling" and Adam LaRue, who wrote a Carma Haiku. The winning entries can be viewed on Carma’s blog at [www.carmacarpool.com/blog/](http://www.carmacarpool.com/blog/).

“We received so many creative entries in this contest, selecting a winner was quite a challenge,” said Lauren Albright of Carma. “It was amazing to see Central Texans putting the fun back in their commute with Carma while putting empty car seats to good use!”

Users of the Carma Carpooling app currently get toll reimbursements on all Central Texas tollways through a program that has been extended until June 30, 2015.\* Currently, two-person carpools using **Carma** get 50% off their tolls and three-person carpools get the full toll reimbursed. Residents can register for toll refunds by visiting [www.carmacarpool.com/austin](http://www.carmacarpool.com/austin).

\*Excludes segments 5 & 6 of SH 130, south of 45 SE.

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**Contacts:**

Carma, Lauren Albright  
(469) 855-1666  
[Lauren.Albright@car.ma](mailto:Lauren.Albright@car.ma)

Mobility Authority, Rick L’Amie  
(512) 996-9778  
[rlamie@mobilityauthority.com](mailto:rlamie@mobilityauthority.com)

**About Carma**

Carma’s smartphone app instantly connects people who are going in the same direction for work, making commuting faster, safer and more affordable. Unlike Transportation Network Company apps (for-hire drivers) that put more cars on the road, Carma matches people with other commuters from their neighborhood, reducing the number of cars on the road and making millions of empty seats available for good use. Carma’s carpool approach is in line with its mission to reduce traffic congestion, carbon emissions and the cost of car ownership. Download Carma by visiting the App Store or Google Play or [www.carmacarpool.com](http://www.carmacarpool.com).

**About the Mobility Authority**

The Central Texas Regional Mobility Authority is a local, independent government agency created in 2002 to improve the regional transportation system in Travis and Williamson Counties. The Mobility Authority implements innovative and sustainable transportation options to enhance quality of life and economic vitality in Central Texas. The Mobility Authority operates 183A Toll in Williamson County and 290 Toll (Manor Expressway) in east Austin and is constructing Express Lanes on MoPac Expressway. For more information about the Mobility Authority, visit [www.MobilityAuthority.com](http://www.MobilityAuthority.com)

