

MEDIA ALERT



CENTRAL TEXAS
Regional Mobility Authority



For Immediate Release:

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Mobility Authority to Kick Off Road Rewards Customer Appreciation Program October 22

*Agency to co-host drive-through event with Metropia on SB 183A Toll
with free Tacodeli tacos*

What: Customer appreciation drive-through event, The Central Texas Regional Mobility Authority, in partnership with Metropia, will hold a customer appreciation drive-through event on southbound 183A Toll at the Cedar Park toll plaza. The event will kick off Road Rewards, a yearlong customer appreciation program for 183A and 290 Toll Road commuters. Mobility Authority and Metropia team members will be stationed at the plaza in the closed cash toll collection lanes. The first 200 commuters between 7:30 and 9:00 a.m. will receive a free Tacodeli breakfast taco and a Traffic Stress Relief Kit with goodies and giveaways from our partners.

When: Thursday, October 22, 2015, 7:30 – 9:00 a.m.

Dee Anne Heath, the Director of External Affairs for the Mobility Authority and Mia Zmud, Principal for Metropia will be available for media interviews during this time and by appointment.

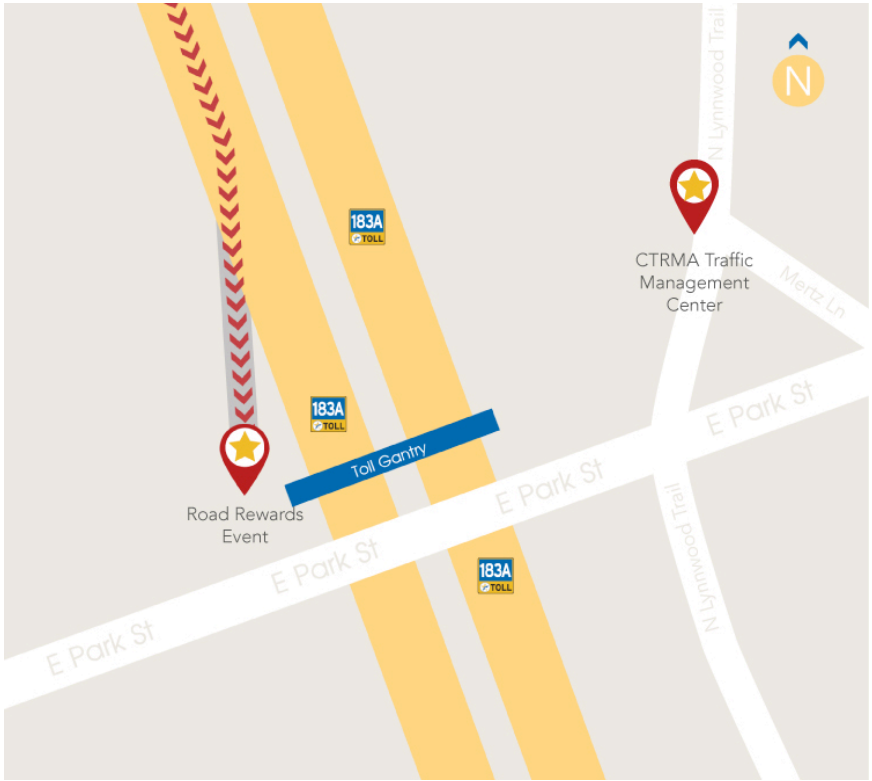
Why: The Mobility Authority is holding the drive-through day event to thank its customers for choosing the 183A and 290 Toll Roads for their transportation needs and to kick off a yearlong Road Rewards customer appreciation program. To encourage TxTag use and to reward current TxTag holders, the Mobility Authority will randomly select two customers of the week each week beginning October 23 to receive up to \$100 in credits to their TxTag account. Metropia will co-host the event and provide free breakfast tacos from their partner, Tacodeli. For more information about Road rewards, visit MobilityAuthority.com/RoadRewards.

Where:

Event Location: Southbound 183A Toll Road: Cedar Park toll plaza at E. Park St. in the area formerly used for cash toll collection.

Media Interview location: Traffic Management Center, 104 N. Lynwood Trail, Cedar Park will be the

designated area for media interview to ensure safety and convenience. Contact Katie Kenneally at (860) 377-2032 to coordinate.



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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.

About Metropia:

Metropia's mission is to make cities better places to live. Mobility products currently include the Metropia App, the mobile app system that incentivizes commuters to choose routes that help reduce and eliminate traffic congestion; and Metropia Synergy, the behaviorally effective, active demand management platform that achieves congestion mitigation via social reward ecosystem. Metropia is supported by the Central Texas Regional Mobility Authority. To learn more, visit <http://www.metropia.com/Austin>