



Central Texas Regional  
Mobility Authority

# NEWS RELEASE

For Immediate Release:  
October 19, 2006  
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## **VIRTUAL TOUR OF 183A TOLL ROAD NOW AVAILABLE “ON DEMAND”**

**(Austin, TX)** – It will be six months before the 183A toll road in Williamson County opens to traffic, but drivers can already take a virtual test drive of the new toll road. The Central Texas Regional Mobility Authority has produced a 10-minute computer generated video that puts motorists in the drivers’ seat and gives them a drivers’ eye view of what the toll road will look like. Time Warner Digital Cable customers can view the video “On Demand” by tuning to “Austin” On Demand Channel 1402 or “Beep” On Demand Channel 1468. The video can also be viewed online by visiting [www.mobilityauthority.com](http://www.mobilityauthority.com).

“Toll roads are new to Central Texas and not everyone is familiar with how they work,” says Mike Heiligenstein, Executive Director of the Mobility Authority. “This video helps explain where drivers can enter and exit 183A, where the toll plazas are located and how the TxTag electronic toll collection system works.”

TxTag ([www.txtag.org](http://www.txtag.org)) is an electronic sticker that allows drivers to use toll roads without stopping to pay. A portion of the 183A toll road will be TxTag only, meaning there will be no cash toll booths and only TxTag will be accepted as a form of payment.

“To maximize the efficiency of toll roads, we are moving away from cash toll booths and relying more on electronic toll collection technology such as TxTag which allows drivers to pay tolls without stopping,” says Heiligenstein. “This video helps explain how the new concept will apply to users of the 183A toll road.”

(more)

The video also gives viewers a sneak peak at the many unique design features of the \$238 million roadway. The Mobility Authority has invested more than \$7 million in aesthetic enhancements.

DVD copies of the video can be obtained by contacting the Mobility Authority at 512-996-9778.

### **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. Texas RMAs were enabled by the Legislature as part of a package of initiatives to meet the state's various transportation needs in new, better, and more efficient ways. The Mobility Authority's first project is 183A, an 11.6 mile toll road that extends north from RM 620 in the City of Austin to the South San Gabriel River north of Leander. The 183A toll road will open to traffic in the spring of 2007.

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