



Central Texas Regional
Mobility Authority

NEWS RELEASE

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Contact: Steve Pustelnyk
512-996-9778 (office)
512-680-9997 (cell)

PARTNERSHIP TO BRING WILDFLOWERS TO 183A TOLL ROAD

(Austin, TX) – The Central Texas Regional Mobility Authority is joining forces with the Lady Bird Johnson Wildflower Center to enhance the natural beauty of the 183A toll road in Cedar Park and Leander. As part of a three year agreement, the Wildflower Center will develop and implement a program to create wildflower meadows along the 11.6 mile 183A.

“We are fortunate to have the expertise of the Lady Bird Johnson Wildflower Center right here in Central Texas,” says Mike Heiligenstein, Executive Director of the Mobility Authority. “Roadway beautification is a top priority of the Mobility Authority and the Wildflower Center will help us achieve our vision of a toll road system that promotes economic development and enhances the quality of life in Central Texas.”

Under the terms of the agreement the Wildflower Center will develop planting schemes for each wildflower meadow. The Center will identify the seed type, seed quantity, and planting method most suitable to produce a thriving wildflower ecosystem. The Center will then oversee the management of each meadow for a three year period to ensure the long term survival of the selected species.

"Working on 183A is a wonderful way to celebrate Lady Bird Johnson's highway beautification efforts," said Susan Rieff, Executive Director of the Lady Bird Johnson Wildflower Center. "It also gives us a chance to do some large-scale research on what seed mixes and growing techniques work best on major urban highways."

In addition to the wildflower meadows, the Mobility Authority will be working with the Wildflower Center to facilitate a pilot project to test seed mixes and application techniques designed to provide rapid re-vegetation of barren areas. If successful, the new planting technique could be used to rapidly stabilize roadway shoulders which are subject to frequent erosion from rainwater runoff.

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.

About the Wildflower Center

The Lady Bird Johnson Wildflower Center at the University of Texas at Austin is a 279-acre public garden and research area dedicated to the mission of increasing the sustainable use and conservation of native wildflowers, plants and landscapes. Founded by Mrs. Johnson and Actress Helen Hayes in 1982, the Wildflower Center brings life to her hope to preserve and expand the beauty and regional identify of natural landscapes. The Center's gardens and research plots are open to the public.

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