



CENTRAL TEXAS  
Regional Mobility Authority

# NEWS RELEASE

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## **Mobility Authority Launches Promotion to Inform Drivers About Transition to Cashless Toll Collection on 183A Toll Road**

**(Cedar Park, TX)** – On December 1<sup>st</sup>, the tollbooths on the 183A toll road in Cedar Park will be closing and cash customers will no longer have to stop to pay their toll. Instead their license plate will be photographed, and they will be sent a bill in the mail. To help make drivers aware of the transition to all-electronic toll collection and to encourage them to sign up for TxTag, the Mobility Authority is launching a scratch and win promotion that will give Texans a chance to win up to \$100 in prepaid TxTag tolls.

During the month of November, the Mobility Authority will be distributing the scratch and win tickets in the cash lanes at the Park Street Main Toll Plaza on 183A. Tickets will also be available without purchase at various community events, at the TxTag Customer Service Center, and by sending a self-addressed, stamped envelope to the Central Texas Regional Mobility Authority, located at 301 Congress Avenue, Suite 650, Austin, TX 78701.

“85% of our customers are paying with TxTag. With such widespread adoption of electronic tolling, it no longer made sense to keep the cash booths open,” said Mike Heiligenstein, Executive Director of the Mobility Authority. “By going cashless, we can improve mobility and safety while eliminating needless idling that wastes fuel and increases vehicle emissions.”

As part of the transition to cashless toll collection the Mobility Authority is installing new toll plaza signs that promote the Pay-By-Mail program. Tourists and drivers without a TxTag are not required to prepay or register to Pay-By-Mail. They simply drive through the toll plaza and then wait for a toll bill to arrive in the mail.

**(more)**

While both payment methods offer convenience, TxTag remains the most cost effective method of payment, saving TxTag customers 25% off the Pay-by-Mail toll rate. Opening a TxTag account is easy and inexpensive. TxTag stickers are currently available for free. Drivers are simply required to prepay \$20 in tolls to open a TxTag account. Drivers can get TxTag at all mainline toll plazas in Central Texas, online at [www.TxTag.org](http://www.TxTag.org) or via phone at 1-888-GoTxTag (1-888-468-9824). Although cash will no longer be accepted on 183A, customers can still use cash to fund their TxTag account or to pay their toll bill.

Toll agencies across the nation are adopting all-electronic cashless toll collection due to its wide range of benefits. 183A will be the fifth cashless toll road in Texas. The Westpark Tollway in Houston opened in 2004. Other cashless toll roads in Texas include Loop 49 in Tyler, SH 121 in Dallas and the Fort Bend Parkway in Houston. In addition, the North Texas Tollway Authority is testing cashless toll collection on a portion of the Dallas North Tollway and has announced plans to convert all its roads to cashless by 2010.

For more information about the Transition to Cashless Promotion and the Pay-By-Mail program, visit [www.MobilityAuthority.com](http://www.MobilityAuthority.com).

### **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.

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