



Central Texas Regional
Mobility Authority

NEWS RELEASE

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Mobility Authority to Begin Toll Enforcement on 183A

(Cedar Park, Texas) – Beginning June 1, 2007, the Central Texas Regional Mobility Authority will begin enforcing the payment of tolls on the new 183A toll road in Williamson County. The enforcement effort follows a major community outreach program aimed at informing drivers about the new road which opened to traffic on March 3, 2007. The program included television ads, radio spots, community events, direct mailings, multiple newspaper inserts, e-newsletters and a virtual tour video of the project.

In recent weeks the Mobility Authority has mailed approximately one-hundred thousand postcards directly to users of 183A with information about the new toll road and how to sign up for TxTag. The effort has proven highly successful with more than 75% of drivers using TxTag and roadway traffic exceeding projections.

During March and April, all drivers were able to test drive 183A for free. In May, cash customers began paying regular tolls while TxTag customers continued to get a free ride. In June, TxTag customers will pay 50% of the regular toll. Normal toll rates will take effect July 1. To be fair to drivers who are now paying to use 183A, the Mobility Authority decided it was time to crack down on drivers who are not paying. The Mobility Authority will be using sophisticated cameras to photograph the license plates of toll violators. The photographs will then be used to track down the vehicle owners.

“In June we will begin mailing notices of non-payment to drivers who don’t pay their toll. In addition, the Cedar Park Police Department, which patrols the 183A project, will begin pulling over drivers who don’t have a TxTag sticker,” says Steve Pustelnyk, Director of Communications.

Drivers who receive a toll violation notice will be required to pay the toll plus a \$5.00 administrative fee. First time offenders can have the \$5.00 fee waived if they sign up for a TxTag account. If a driver does not respond to the notice, the administrative fee will increase to \$25.00 and the case will be referred to a collection agency. If the collection agency is unable to recover the money, the case may be referred to the court system and a sworn complaint issued. Under Texas law, a person who fails to pay a toll can be convicted of a misdemeanor and fined up to \$250 per occurrence.

About the 183A Project

183A is an 11.6 mile, \$238 million toll road constructed by the Central Texas Regional Mobility Authority, a government agency serving Travis and Williamson counties. The project was funded primarily through the sale of toll revenue bonds. The road, which runs from RM 620 at US 183 to US 183 at the south San Gabriel River, features highway speed all-electronic tolling, which allows drivers with a TxTag sticker to pay tolls without slowing down or stopping. A portion of 183A near Lakeline Mall Drive only accepts electronic payments, meaning customers are required to have a TxTag, Dallas TollTag or Houston EZ-Tag to use it.

About TxTag

The TxTag sticker is a thin electronic device that goes on the inside of the windshield behind the rearview mirror. It is slightly smaller than a vehicle registration or inspection sticker. It contains a microchip that communicates with equipment located above the toll lanes. To use a TxTag sticker, all the motorist needs to do is install it correctly and keep enough money in their TxTag account to pay the tolls. An initial payment of \$20 is needed to set up an account, which goes to pay the tolls. For a limited time, the TxTag sticker is free. TxTag stickers can be used on toll roads throughout Texas including Houston, Dallas and Tyler. Drivers can sign-up for TxTag by visiting www.txtag.org or calling 1-888-GO-TxTag.

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