



MEDIA ADVISORY

CENTRAL TEXAS
Regional Mobility Authority

For Immediate Release:
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IH-35 Signs to Promote Free Roadside Assistance

(Austin, Texas) – The Texas Department of Transportation (TxDOT) and the Central Texas Regional Mobility Authority have launched a program to increase driver awareness about the free HERO (Highway Emergency Response Operator) program on Interstate 35. HERO trucks patrol I-35 weekdays between 6:00 a.m. and 8:00 p.m. looking for motorists in need of help. But what many drivers don't realize is you don't have to wait for a HERO truck to find you. Instead, stranded motorists can call 974-HERO to request assistance. To help get that message out, TxDOT is now posting the HERO phone number on Variable Message Signs up and down the I-35 corridor.

The current HERO program was launched in September 2010. HERO trucks patrol a 31-mile stretch of I-35 from the Hays/Travis County line to U.S. 79 in Round Rock. They remove dangerous roadway debris, help move stalled vehicles off the road, provide basic repair services, such as changing flat tires, providing fuel and jumpstarting batteries, and assist first responders at accident scenes. To date, the HERO program has provided assistance to more than 1,600 drivers.

“While the HERO program has already made a difference to many Central Texas drivers, the vast majority of incidents are found by roving HERO patrols,” said Mobility Authority Executive Director Mike Heiligenstein. “We want motorists to know they can call 974-HERO for help if they need it, and that they can help alleviate traffic congestion by alerting our operators as soon as they see a stalled vehicle.”

For more information about the HERO program, visit www.MobilityAuthority.com.

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