



Central Texas Regional
Mobility Authority

NEWS RELEASE

For Immediate Release:
July 27, 2006
Contact: Steve Pustelnyk
512-996-9778 (office)
512-680-9997 (cell)

MOBILITY AUTHORITY HELPS DRIVERS “GET UP TO SPEED”

Animated Ads Invite Motorists to Learn More about Tolling

(Austin, TX) - As workers near completion of the 183A Toll Road in Williamson County, the Central Texas Regional Mobility Authority has turned to animated talking cars, the silver screen and local TV as it encourages motorists to consider the benefits of toll roads.

As part of a comprehensive public outreach campaign the Mobility Authority has developed a series of animated commercials featuring a little blue family sedan who is tired of being stuck in traffic. One version of the commercial, currently airing in local movie theaters features a catchy toe-tapping song called “Get Up to Speed.” In the spot our disheartened car is seen dreaming of all the great places he could visit if he wasn’t stuck in yet another traffic jam.

A second version of the commercial, which is airing on local television stations, finds our friendly sedan on a crowded Central Texas highway where he and the cars around him bemoan their predicament and debate the benefits of tolling.

“Traffic congestion is getting worse and there isn’t enough money to keep up with the demand for new roads” says Mike Heiligenstein, Executive Director of the Mobility Authority. “These commercials remind us how congestion is negatively impacting our lives and they point out that tolling is a fair and reasonable approach to adding highway capacity.”

The movie theater version of the animated commercial is airing at seven local theaters: Barton Creek 14, Gateway 16, Westgate 11 and Tinseltown 17 in Austin; Lakeline Mall 9 in Cedar Park; Movies 8 in Round Rock and Tinseltown 20 in Pflugerville. The ad will run from July 21 through August 17.

(more)

The television version of the ad has been produced in English and Spanish, and will air on local TV networks and cable systems from July 24 through September 3 where some 98-percent of television viewers are expected to see it.

Information at the end of each commercial will direct viewers to www.GetUpToSpeed.org, a Web site with facts about tolling in Central Texas. Visitors to the Web site can view the commercials, download the Get Up To Speed song, and send copies to their friends.

The campaign is being funded with proceeds from the 183A toll road bond package and is part of the Mobility Authority's effort to introduce local residents to tolling and to promote the use of 183A.

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.

State Highway 183A is the Mobility Authority's first project being built from the ground up. The 11.6-mile toll road will run parallel to the existing US 183, which will continue to provide free access to motorists. The new highway will stretch north from RM 620 near the Lakeline Mall to Leander, and is scheduled to open by March 2007.

- end -