



CENTRAL TEXAS
Regional Mobility Authority



News Release

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Carma Carpooling Launches the “Love My Commute 30-Day Challenge”

Carpooling app extends toll reimbursements to all Central Texas toll roads in partnership with the Central Texas Regional Mobility Authority and TxTag

AUSTIN, TX – February 10, 2015 – To celebrate the expansion of Carma Carpooling toll reimbursements to all toll roads* across Central Texas, and just in time for Valentine’s Day, Carma, the Central Texas Regional Mobility Authority and the Texas Department of Transportation’s TxTag are challenging commuters to take the “Love My Commute 30-Day Challenge.”

A year after successfully announcing a pilot program with the Mobility Authority to reimburse tolls on 183A and 290 Toll Roads, Carma is expanding the toll reimbursement program through June 30th to include Texas Department of Transportation toll roads Loop 1, SH 45N, SH 45 SE and portions of SH 130.* To celebrate, Carma is challenging Central Texans to submit their best video, photo, song or poetic work that shows just how passionate they are about commuting with Carma.

The top submission will receive a Dream Commute for one month. The prize includes:

- **Exclusive use of Carma’s Tesla Model S** for 30 days
- **Brand new iPhone 6** (Ready to download the Carma App)
- **A Coffee a Day** (\$150 gift card to Starbucks)
- **\$100 in TxTag credit.**

Carma Carpoolers are invited to share their happy commute stories via videos, photos, or written entries via social media, and challenge their friends to carpool. Between February 10 and March 10, commuters can sign up for Carma and show just how passionate they are about carpooling. To learn more, visit www.carmacarpool.com/love

“We’re challenging Central Texans to try Carma and love their commute again,” said Lauren Albright of Carma. “We know that 877,000 Central Texas residents drive to work alone - that’s more than 2.3 million empty seats going unused every single rush hour. So, the answer to Austin’s traffic problem is simple: put wasted car seats to good use!”

Carma is the world's first real-time ridesharing network to offer toll benefits to carpooling commuters. The free app makes it easy for co-workers and neighbors with similar commute routes and schedules to find each other so they can set up carpools, and through the tracking of journeys, Carma brings money-saving benefits back to its members.

"We're pleased to partner with Carma because it supports our mission to find innovative solutions to our region's transportation challenges," said Mobility Authority Executive Director Mike Heiligenstein. "During the past year, Carma has surpassed our pilot project goals by a considerable margin. As many as 10,600 carpool trips over 172,000 miles were shared by members, 8,200 gallons of gas saved and 160,600 pounds of CO₂ emissions avoided. In addition, Carma gave more than \$2,500 in toll refunds to area commuters driving the 183A and 290 (Manor Expressway) Toll Roads."

Austin residents are invited to download the Carma Carpooling app for iPhone and Android devices at www.carmacarpool.com

*Excludes segments 5 & 6 of SH 130, south of 45 SE.

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About Carma

Carma's smartphone app instantly connects people who are going in the same direction for work, making commuting faster, safer and more affordable. Unlike Transportation Network Company apps (for-hire drivers) that put more cars on the road, Carma matches people with other commuters from their neighborhood, reducing the number of cars on the road and making millions of empty seats available for good use. Carma's carpool approach is in line with its mission to reduce traffic congestion, carbon emissions and the cost of car ownership. Download Carma by visiting the App Store or Google Play or www.carmacarpool.com.

About the Mobility Authority

The Central Texas Regional Mobility Authority is a local, independent government agency created in 2002 to improve the regional transportation system in Travis and Williamson Counties. The Mobility Authority implements innovative and sustainable transportation options to enhance quality of life and economic vitality in Central Texas. The Mobility Authority operates 183A Toll in Williamson County and 290 Toll (Manor Expressway) in east Austin and is constructing Express Lanes on MoPac Expressway. For more information about the Mobility Authority, visit www.MobilityAuthority.com