

NEWS RELEASE



CENTRAL TEXAS
Regional Mobility Authority



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Mobility Authority Kicks Off Road Rewards Customer Appreciation Program

(Austin, Texas)—The Central Texas Regional Mobility Authority initiated a yearlong customer appreciation program for 183A and 290 Toll Road commuters on Thursday. In partnership with Metropia, the agency kicked off the program with a drive-through day on SB 183A Toll. Teams were stationed at the 183A toll plaza in Cedar Park handing out free breakfast tacos from Metopia partner Tacodeli, along with Traffic Stress Relief Kits and other giveaways. For 290 Toll commuters, a virtual drive-through event was coordinated. Two hundred customers who passed through any toll gantry on the roadway between 7:30 and 9:00 a.m. were randomly selected to receive a coupon for a free Tacodeli taco.

“We loved making Austin happy today at the 183A and 290 Toll Customer Appreciation Day!” said Lauren Perkins, marketing director for Tacodeli. “We love this community and are glad to stand behind Metropia and their innovative work to make Austin a better place to live!”

“At Metropia Austin, we’re all about encouraging smarter commuting habits,” said Mia Zmud, principal for Metropia. “We were proud to partner with the Mobility Authority on this customer appreciation event and delighted to see so many smiles during the morning commute.”

The yearlong Road Rewards program is intended to encourage TxTag use and reward current TxTag holders. Each week beginning October 23, the Mobility Authority will randomly select two customers of the week who pass through any toll gantry on 183A or 290 Toll to receive up to \$100 in credits to their TxTag account:

- \$50 for verified toll road users with a valid TxTag
- \$25 for registered Metopia users
- \$25 for registered Carma Carpooling users confirmed as making a carsharing trip on 183A or 290 Toll that day.

“At the Mobility Authority, we are all about seeking out and implementing innovative transportation solutions for Travis and Williamson County commuters,” said Mike Heiligenstein, executive director for the Mobility Authority. “The success of 183A Toll in the northwest combined with the high demand for

(more)

290 Toll among southeastern Travis County commuters shows how strong the need was for alternate routes into the Greater Austin area. While we are proud of this success, we recognize it would not be possible without our customers. This program is about saying, ‘thank you’ for choosing our roads to get you to your destination.”

To be eligible for Road Rewards, customers must drive through at least one toll gantry on 183A or 290 Toll with a valid TxTag. Those selected as “customers of the week” (one 183A Toll customer and one 290 Toll customer each week) will be notified by TxTag, and the credit amount will automatically be applied to their current TxTag account for immediate use. For more information visit MobilityAuthority.com/RoadRewards.



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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.

About Metropia:

Metropia’s mission is to make cities better places to live. Mobility products currently include the Metropia App, the mobile app system that incentivizes commuters to choose routes that help reduce and eliminate traffic congestion; and Metropia Synergy, the behaviorally effective, active demand management platform that achieves congestion mitigation via social reward ecosystem. Metropia is supported by the Central Texas Regional Mobility Authority. To learn more, visit <http://www.metropia.com/Austin>. Download the free Metropia app on iTunes or GooglePlay.