



CENTRAL TEXAS
Regional Mobility Authority

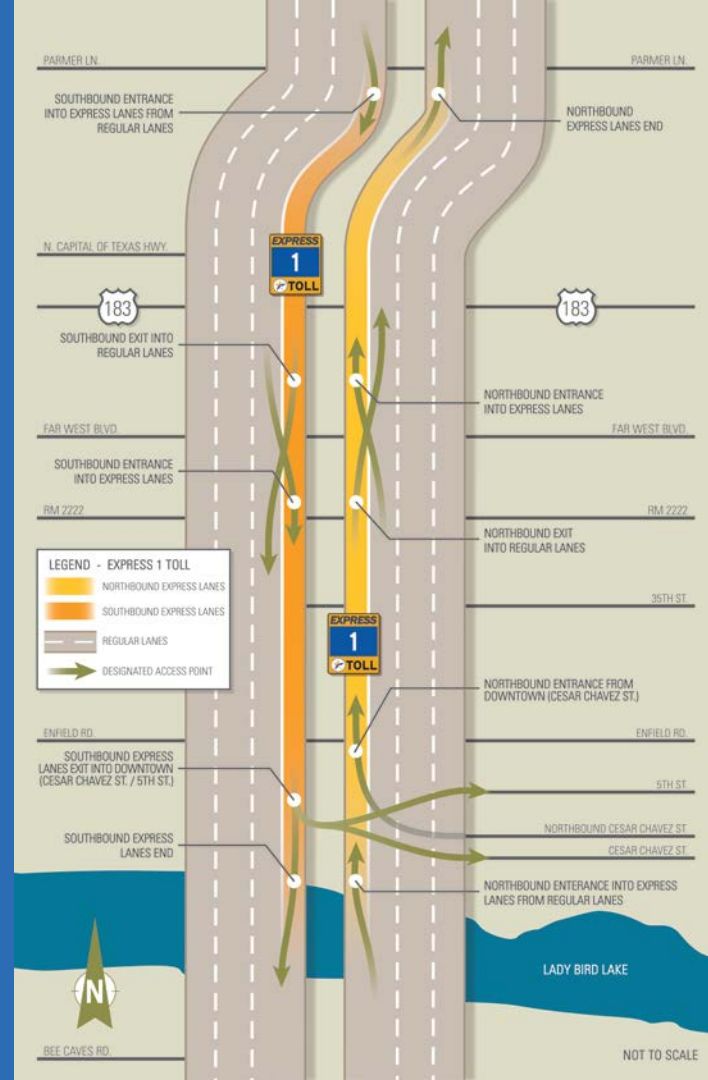
◀◀ MOPAC IMPROVEMENT PROJECT ▶▶

You Can't Measure Smiles: The Data-Driven Benefits of New Media

Steve Pustelnyk – Director of Community Relations

MOPAC IMPROVEMENT PROJECT

- \$204 million project
- One tolled Express Lane in each direction
- Project extends north 11-miles from downtown Austin
- First Express Lane project in Austin
- Southern four miles heavily residential





- Project Outreach Tools
- Project Activities
- Informational Campaign



www.MoPacExpress.com

TEXAS EXEMPT
115-5381

MOPAC IMPROVEMENT PROJECT

a BETTER MOPAC is just around the corner



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Project Outreach Tools

- MoPac Man Spokesman/Blog
- Website
- Twitter
- Project Hotline (512-270-5000)
- Email/Text Alerts
- Smartphone Application
- Variable Message Boards/Project Signs
- Highway Advisory Radio (800 AM)
- Facebook

« MOPAC
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A better MoPac is just around the corner

I'm Steve, but you can
call me **MoPac Man**.

The Central Texas Regional Mobility Authority is adding one Express Lane in each direction along Mopac between Lady Bird Lake and Parmer Lane. We want to keep neighbors and commuters in the know. I'll be using Twitter, Facebook and staffing a 24-hour hotline. Let's stay in touch.

» GET CONNECTED!

Download our App and learn more about the MoPac Improvement Project by visiting:

www.MopacExpress.com/Statesman

Tune into 800 AM Highway Radio for the latest traffic conditions



Questions or Concerns?

Steve Pustelnyk, Director of Community Relations

24/7 HOTLINE: (512) 270-5000

www.MopacExpress.com



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Twitter - @ImproveMopac Facebook - Mopac Improvement Project

« EXPRESS
IMPROVEMENT
PROJECT »»

A Better MoPac is Just Around the Corner!



Hi I'm Steve
Pustelnyk, or
MoPac Man.

My agency, the Central Texas Regional Mobility Authority, is adding one Express Lane in each direction to MoPac (Loop 1) between Lady Bird Lake and Parmer Lane. Preliminary construction and design work has already begun. A lot of the work will occur at night. We'll be working overtime to keep residents and drivers informed about the project. On the back of this postcard is a magnet with our 24/7 hotline number and website info. We hope you'll put it on your refrigerator so you'll know how to get in touch with us if you need to.

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The MoPac team is dedicated to completing the Express Lane project as quickly as possible and will try to minimize construction impacts. Still, drivers should anticipate travel delays and nearby residents may experience nighttime noise and other construction related disruptions.

We'll be working hard to keep you up to date on construction impacts via our website and social media tools like Twitter and Facebook. We're also providing a 24/7 hotline in case you need to call us with questions or concerns.

Attached is a quick reference magnet that includes all of our contact info.

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Questions or Concerns? Contact:
Steve Pustelnyk
Director of Community Relations

24/7 HOTLINE
(512) 270-5000
www.MopacExpress.com

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MoPac Improvement Project
1901 W. Braker Lane
Bldg. D, Suite 200
Austin, TX 78758

POSTAGE
INFO

NAME
ADDRESS
CITY STATE ZIP



ABOUT MOPAC MAN

This is Steve Pustelnky, or MoPac Man. For the next two and a half years I'll be immersed in construction of the MoPac Project.

RECENT

POPULAR

TAGS

8/18 [The Darndest Things You'll Ever Hear About the MoPac Express Lanes](#)

5/11 [I Want to Ride my Bicycle](#)

2/10 [Thoughts on Home \(and Highway\) Improvement](#)

11/19 [Someone's Gotta Go Back to Rockridge and Get a Bunch of Dimes!](#)

MoPac Man Blog

Who's That Dummy in the Carpool Lane?

Recently I've received a number of inquiries about the MoPac Express Lanes and whether people who carpool will be able to use them for free. I hadn't planned to start talking about how the [Express Lanes](#) will operate during this stage of construction, but it's an interesting topic with a lot of passionate opinions, so I thought why not.

Many of you are probably familiar with the old [High Occupancy Vehicle \(HOV\)](#) or carpool lanes that were constructed in major cities over the last few decades. The goal of these lanes was to try to manage congestion by reducing the number of cars on the road. Across the country, there are a wide range of views regarding the value of traditional carpool lanes. Some people love them, some people hate them, and some people try just about anything to [drive alone](#) and still be able to use the carpool lane.



The issue of whether to allow carpoolers to drive toll free was studied and debated extensively during development of the MoPac Improvement Project. Based on our findings and a significant amount of public dialogue, it was decided that toll free travel would be limited to public transit buses, registered van pools, emergency vehicles and military vehicles. That doesn't mean people won't carpool. In fact, the ability to split the cost of the toll should actually encourage more people to ride together. And, best of all the Mobility Authority won't have to worry about whether there are any [dummies](#) using the Express Lane.

While only a small number of people may put a mannequin in the passenger seat as a way to try and get a free ride, the issue of carpool enforcement is

actually serious business. Smart minds have developed a whole bunch of ways to try and ensure that

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Search this site

- About the Project
- Construction Info
- What Are Express Lanes
- Enhancements
- Multimedia
- Latest News
- Contact Us

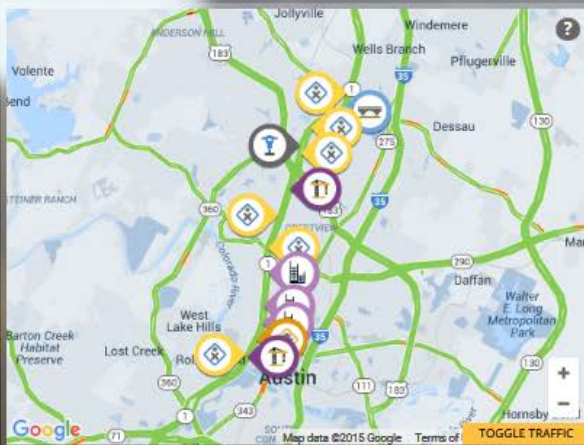
TWITTER UPDATE



MoPac Project @ImproveMopac
 Coming Sun Oct 4th after 5pm left lane closed northbound MoPac 183-Duval then same location center & left lane after 11pm. #ATXTraffic

02 Oct

Follow
 @improvemopac
 on Twitter »



The Central Texas Regional Mobility Authority is building one Express Lane in each direction on north MoPac (Loop 1) from Cesar Chavez Street to Farmer Lane. The Express Lanes are expected to open in 2016.

For more information about proposed improvements on MoPac south of Cesar Chavez Street visit:
www.mopacsouth.com

CONSTRUCTION ACTIVITY [view all »](#)

 10/05 to 10/10 Bridge Widening at Union Pacific Crossing	 10/05 to 10/10 Bridge Widening at 2222	 10/05 to 10/10 Bridge Widening at Capital Metro Crossing
---	--	---

<  Mopac Improvement Project
(512) 524-9457

2222 @ 5pm. Other lane closures too! 4:57PM

EXPECT DELAYS: Sun 2/16 Two lanes closed MoPac NB Enfield to 2222 @ 5pm. Other lane closures too! 4:58PM

02/23/2014 Sun

Expect delays MoPac NB 35th St. to RM 2222 after 5pm Sunday 2/23 with two right lanes closed. 1:39PM

Expect delays MoPac

Enter message 

Upcoming Alerts

+ ALL

2/23
to
2/28Temporary Light Pole
Installation2/23
to
2/27Concrete Traffic Barrier
Installation - Northbound
MoPac Westover to RM 22222/24
to
2/25Expect Delays - Monday 2/24
two lanes closed northbound
35th St. to RM 2222 after 9 pm.

Latest Tweet

**MoPac Project**
@ImproveMopac

Project Events



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- Tree Giveaway
- Care Bag Distribution
- Holiday Gift Card
- Ice Cream Social
- Neighborhood Events

Tree Giveaway



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Care Bag



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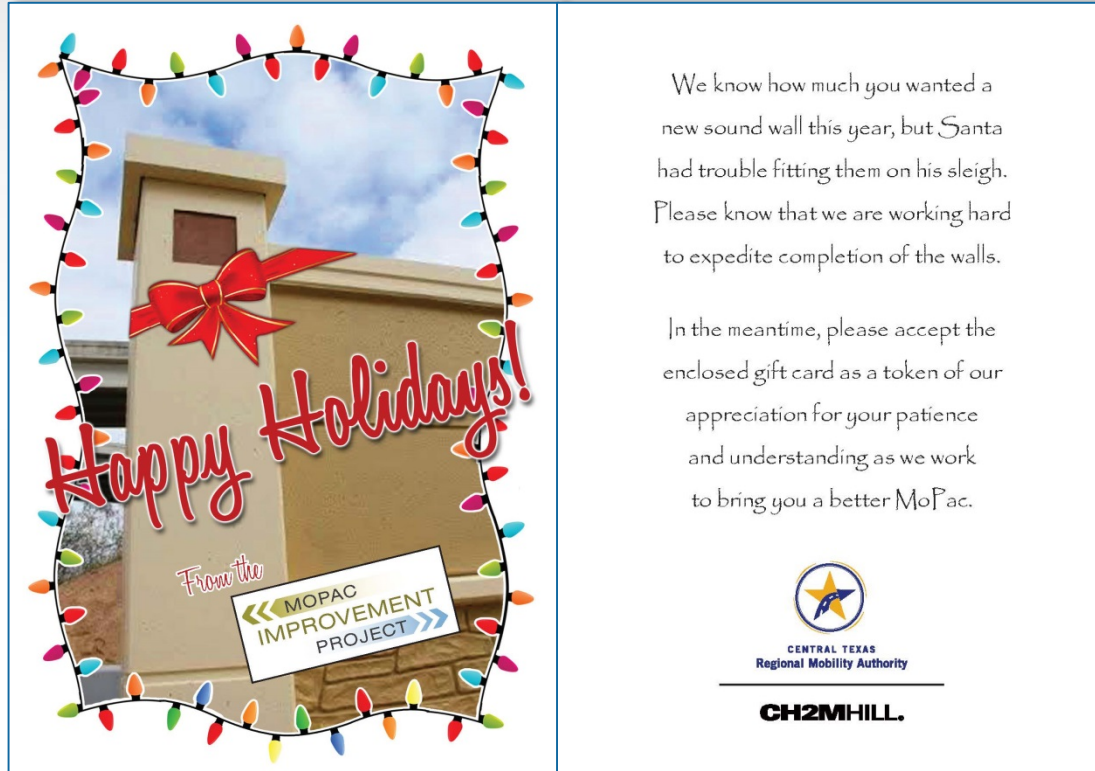


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Holiday Card



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We know how much you wanted a new sound wall this year, but Santa had trouble fitting them on his sleigh. Please know that we are working hard to expedite completion of the walls.

In the meantime, please accept the enclosed gift card as a token of our appreciation for your patience and understanding as we work to bring you a better MoPac.



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CH2MHILL.

Ice Cream Social



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Neighborhood Events



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You Can't Measure Smiles

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Express Lanes Information Campaign



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MOPAC, MADE EASY.

The new MoPac Express Lanes bring the promise of a more reliable journey through this busy/bustling corridor. They use a variable tolling system that raises the toll when traffic is heavy and lowers it when traffic is light. It's advanced technology we're excited to implement in our high tech town. To see how it works, take our test drive. Shotgun!



6 FACTS ABOUT GOING FASTER

- 1 What is an Express Lane?
- 2 What is Variable Tolling?
- 3 Who is building it?
- 4 Where do I get on and off?
- 5 What's in it for me?
- 6 What's in it for Austin?



Click here to see the enhancements we're making along MoPac.



[CLICK HERE FOR EVEN MORE INFORMATION](#)



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Print Ads



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A print advertisement for the MOPAC Improvement Project. The top half has a dark blue background with white and yellow text. The bottom half features a close-up photograph of a white clock face with black numbers and hands. The right side of the ad is white with black text and a yellow footer bar containing the project logo and website information.

SORRY,
YOU'LL HAVE TO FIND
A NEW EXCUSE
FOR BEING LATE.

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When we introduce the new expanded MoPac, you'll have the option of a more reliable trip using a variably priced Express Lane, whose toll will be higher when traffic is heavy and lower when traffic is light. Studies have shown it's a system that works to keep traffic in the Express Lanes moving. It's new technology we're excited to implement in our high tech town.

We're also spiffing things up as we go, adding sound walls, bike and pedestrian bridges and aesthetic enhancements, to name a few.

Thanks for being patient, Austin.
A better MoPac is just around the corner.

www.mopacexpress.com


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Online Banners - \$10,000



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- Brand Exchange
 - Website ads = 471,885 impressions
 - Click through rate = .15%
 - Mobile ads 403,259 impressions
 - Click through rate = .17%
- KXAN-TV Online
 - Website ads = 214,286 impressions
 - Click through rate = .19%
 - Mobile ads = 74,393 impressions
 - Click through rate = .13%

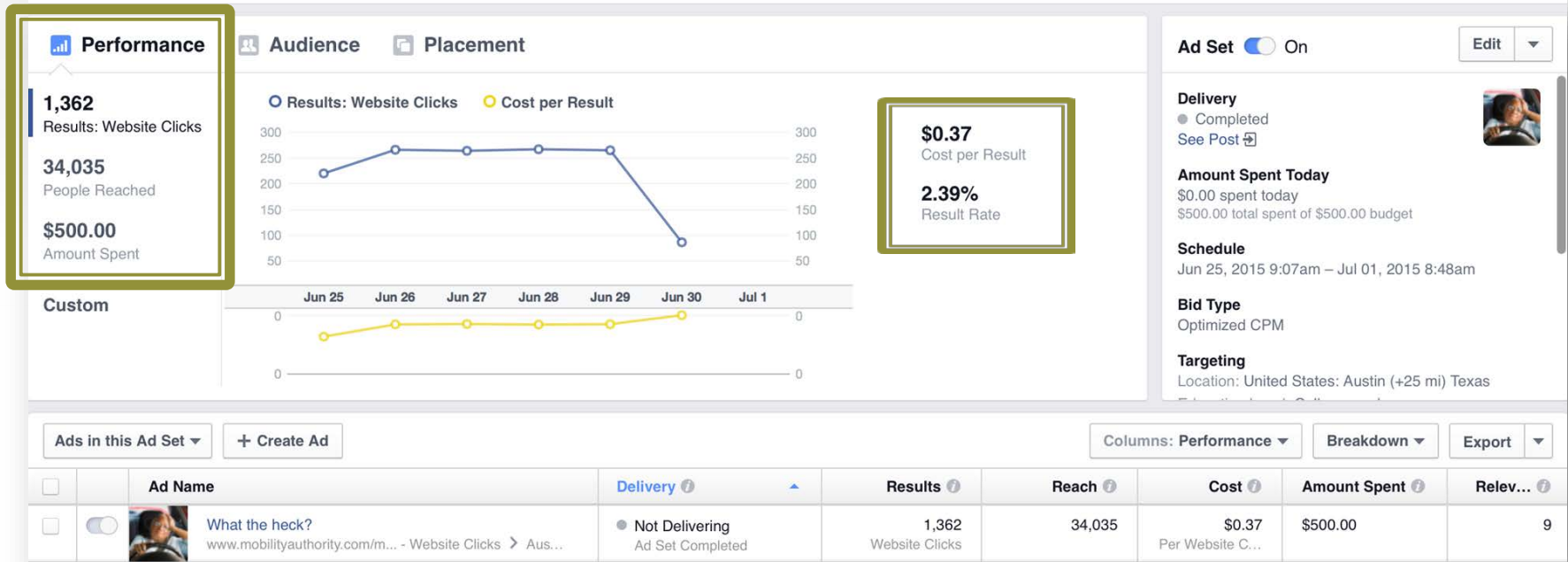
National Average Click Through Rate .09%



Facebook - What the Heck is Happening on MoPac? Ad



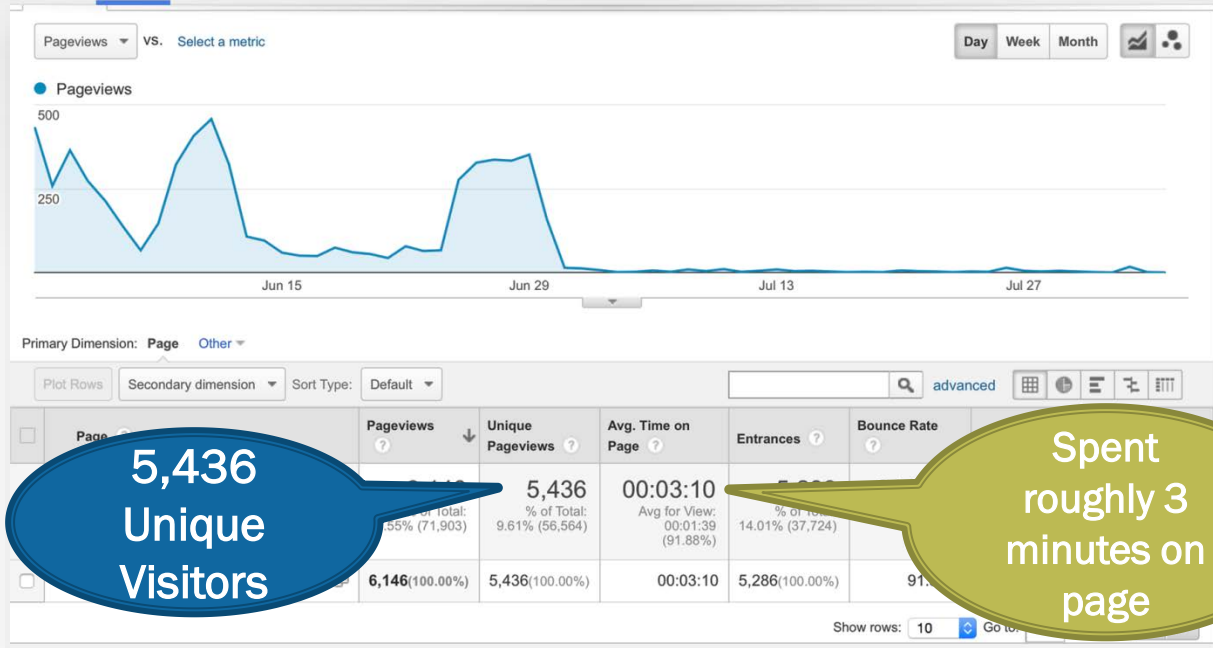
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Landing Page



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5,436
Unique
Visitors

Spent
roughly 3
minutes on
page

Music that Moves You Playlist



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A screenshot of a Spotify playlist titled "MoPac Music". The playlist cover features four album covers: Jimi Hendrix's "Crosstown Traffic", Robert Earl Keen's "The Road Goes On Forever", Foghat's "Slow Ride", and Iggy Pop's "The Passenger". The playlist is created by "mopacexpress" and contains 37 songs with a total duration of 2 hours and 29 minutes. The first five songs are listed in a table below.

SONG	ARTIST
+ Crosstown Traffic	Jimi Hendrix
+ The Road Goes On Forever	Robert Earl Keen
+ Slow Ride	Foghat
+ The Passenger	Iggy Pop
+ I'm Sunshine	Cautiontape

What Lane Are You? Quiz



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Search for people, places and things

Mopac Improvement Project Home

Mopac Improvement Project
Written by Stefani Zellmer [?] · July 19 at 12:44pm ·

Take this quiz to find out which MoPac lane defines you.

Take the quiz now.
MOBILITYAUTHORITY.COM

52,016 people reached

Boost Post

Like Comment Share

Ning Luo, Debolina Ray, Ashley R. Andy and 23 others like this. Most Recent

SUGGESTED PAGES See All

- aka**
56 people like this.
Like
- Downtown Garage**
213 people like this.
Like
- Saratoga Central Catholic Saints Girls Basketball**
37 people like this.
Like
- Lakeway Players**
101 people like this.
Like
- Austin PluggedIn Festival**
29 people like this.
Like
- Mary Beth Ambassadorship Down Under**
28 people like this.
Like

English (US) · Privacy · Terms · Cookies · Advertising · Ad Choices · More


Quiz - Facebook Ads



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Take this quiz to find out which MoPac lane defines you.



— WHAT MOPAC LANE ARE YOU? —

Take the quiz now.
www.mobilityauthority.com

👍 Like | 💬 Comment | ➦ Share

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Take this quiz to find out which MoPac lane defines you.




WHAT MOPAC LANE are you?

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Take this quiz to find out which MoPac lane defines you.



— WHAT MOPAC LANE ARE YOU? —

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Result: You're the MIDDLE LANE!

SHARE YOUR RESULT



Sometimes you're faster than others, sometimes you're slower. You're an intellectual, believing that time is relative. But you're also spiritual enough to believe everything happens for a reason, even being late. Sometimes you gamble with the fast lane, but your sweet spot is more neutral. You've never been to Switzerland, but you've always wanted to go. You know traffic is part of life, but when you have somewhere to be you'll consider taking the Express Lane.

5. Which Willie Nelson song describes you?



Funny How Time
Slips Away



Roll Me Up



Uncloudy Day

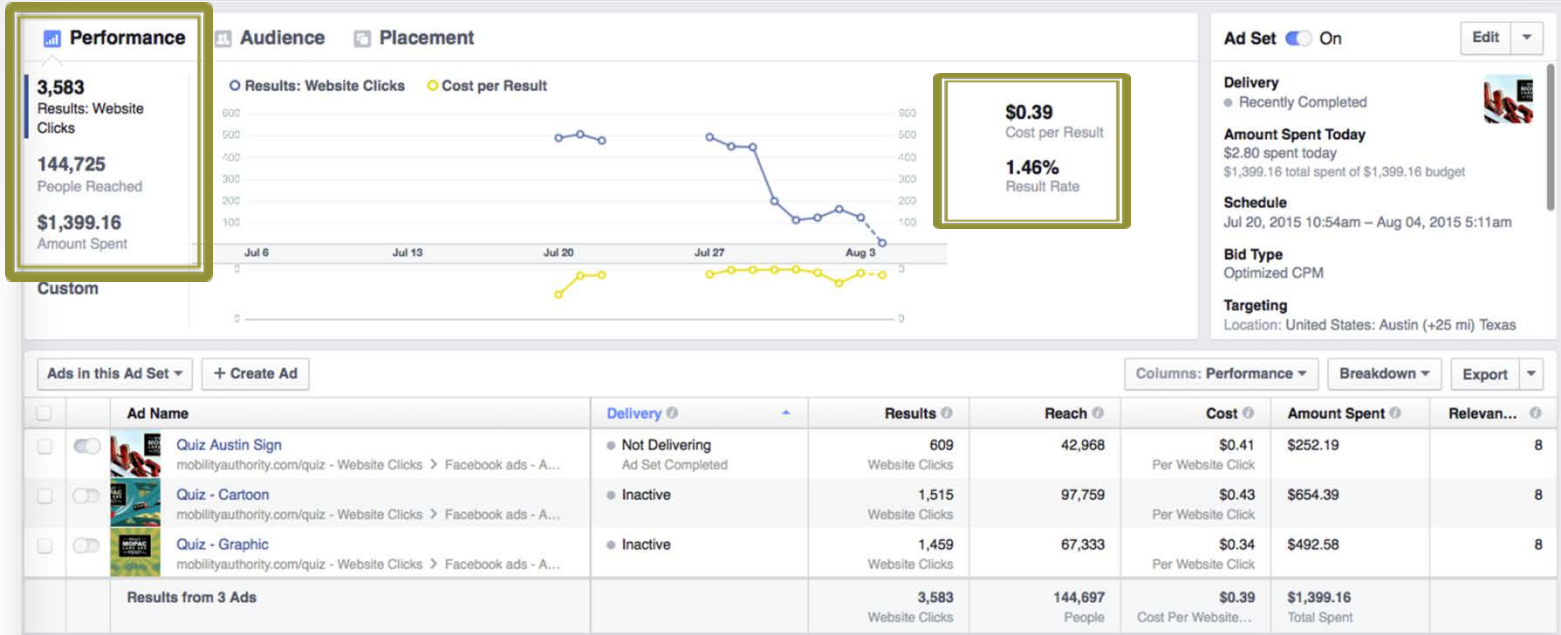


Always On My Mind

Quiz - Facebook Ad Results



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Overall Quiz Results



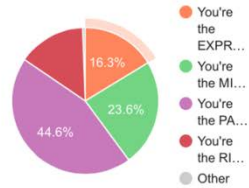
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4,482
Times taken

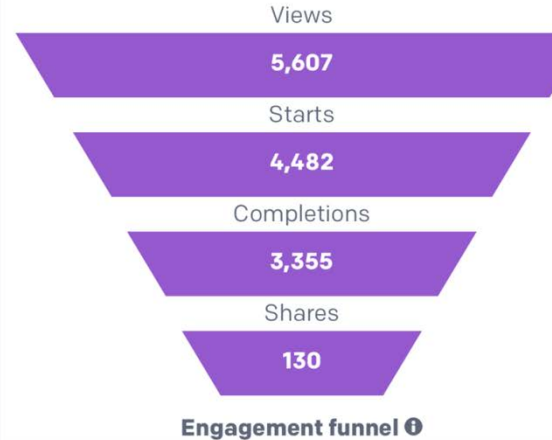
74%
Completion rate

2:06
Avg. time spent

Count - quiz_completions



Outcomes





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You Can't Measure Smiles: The Data-Driven Benefits of New Media

Steve Pustelnyk – Director of Community Relations