



CENTRAL TEXAS REGIONAL  
**MOBILITY AUTHORITY**

January 30, 2019  
AGENDA ITEM #8

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Briefing on Transportation Innovations

Strategic Plan Relevance: Innovation  
Department: Administration  
Contact: Jeff Dailey, Deputy Executive Director  
Associated Costs: N/A  
Funding Source: N/A  
Action Requested: Update and Board Discussion

Summary:

Staff will present an update on the progress, activities and plan for mobility, innovations, and research. Since the September 2018 Board briefing, efforts focused on assessing the state of the industry and developing a roadmap for technology and research. Mia Zmud was hired as the Mobility Innovation Manager October 2018.

Backup Provided: Mia Zmud Bio  
Presentation



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# DEPARTMENT OF INNOVATION AND TECHNOLOGY



**MIA ZMUD**

**MOBILITY  
INNOVATION  
MANAGER**

Mia Zmud provides leadership and strategy focused on leveraging emerging transportation technologies to build smarter and more efficient communities. Her expertise in analyzing travel patterns and behavior helps inform mobility management decisions that address urban congestion, optimize operations, and improve the customer experience.

Ms. Zmud brings applied expertise in research methods assessing a variety of transportation modes, and drivers' propensity to change their travel behavior. Having designed and moderated more than 800 focus groups and online discussions, she has engaged in cognitive testing of survey instruments, research and marketing materials, executive-level research, and usability testing (UI/UX) for websites and mobile applications.

Ms. Zmud's background includes four years in an executive role at Metropia, a Tucson-based startup working to revolutionize commuting behaviors through an incentive-based mobile application. Her efforts included corporate strategy, research to support product development, market deployment strategies, and using big data to inform demand side and multi-modal strategies for solving congestion.

## PROFESSIONAL HIGHLIGHTS

- Served as senior advisor to Carma, a mobile application that incentivizes carpooling in urban areas, during its Austin, Texas, deployment.
- Evaluates mobility technology innovations ranging from high-speed rail along the I-95 corridor in the Florida and Baltimore-Washington regions as well as in Texas (DFW-Houston corridor), and ITS systems along the I-95 corridor.
- Conducts public opinion surveys to measure customer satisfaction and inform marketing campaigns for toll roads, light and urban rail, shared mobility, and commuter benefit programs.
- Served as travel behavior expert for the U.S. Department of Energy's Advanced Research Projects Agency-Energy Program development of "The Connected Traveler: A Framework to Reduce Energy Use in Transportation," 2015.
- Supported the U.S. Department of Transportation (USDOT)/ Federal Highway Administration (FHWA) Exploratory Advanced Research Program study, "Casual Carpooling," 2010, as principal investigator.

## HONORS AND AWARDS

Awarded Women in Transportation's 2016 "Innovator of the Year" award for overseeing deployment of the Metropia Synergy platform in Tucson, Arizona; Austin and El Paso, Texas; and New York City.

## PUBLICATIONS AND ARTICLES

- *Highways for Life: A Guide to Developing Marketing Research for Highway Innovations*. K. Bergeron, A. Kinsaul, M. Zmud, and J. Mallela. U.S. Department of Transportation, Federal Highway Administration, Office of Infrastructure, Washington, D.C. March 2013.
- Viewpoint: "Solving Austin's traffic Issues requires residents' buy in," by Mia Zmud, guest columnist and contributing writer, *Austin Business Journal*. December 2016.

## EDUCATION

- M.S., Environmental Science, George Washington University, Washington, D.C.
- B.S., Environmental Health, Old Dominion University, Norfolk, Virginia

## PROFESSIONAL AFFILIATIONS

- Transportation Research Board (TRB): Committee on Public Involvement and Committee on Transportation Planning in Small and Medium-Sized Communities, Member
- TRB, Committee Communications Coordinators Council, Vice-Chair
- Women's Transportation Seminar International

## EMPLOYMENT HISTORY

Employer	Role	Dates
CENTRAL TEXAS REGIONAL MOBILITY AUTHORITY	MOBILITY INNOVATION MANAGER	2018-PRESENT
MZ INSIGHTS, LLC	PRESIDENT	2013-PRESENT
METROPIA, INC.	VICE PRESIDENT	2013-2017
CARMA/AVEGO	ADVISOR	2013-2014
NUSTATS, LLC	RESEARCH DIRECTOR	1999-2012
WEBER STATE UNIVERSITY	DIRECTOR, CAR CARE FOR CLEAN AIR	1997-1999
U.S. ENVIRONMENTAL PROTECTION AGENCY	ENVIRONMENTAL PROTECTION SPECIALIST	1985-1997