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**Metropia and the Central Texas Regional Mobility Authority kick off
app-based traffic solution**

Unique ecosystem designed to reduce city-wide traffic congestion in Austin

AUSTIN, TX (May 6, 2015) – [Metropia, Inc.](#), creators of a new mobile app system to alleviate traffic congestion, officially announced its Austin kickoff today as part of a Transportation Forum co-hosted by the Central Texas Regional Mobility Authority.

A metro mobility management platform, Metropia has partnered with the Mobility Authority to provide its mobile users with the most accurate and predictive traffic routing across the greater Austin area. This helps users determine their optimal commute and makes use of existing roadway capacity by directing drivers to less crowded roads and freeways, easing congestion throughout the city.

“Austin’s traffic is the fourth worst in the country and has been in the top four since 2008,” said Mia Zmud, principal of Metropia Austin. “There is no singular solution to tackle this congestion. Instead, Austin needs a holistic ecosystem that works together to help reduce the city’s congestion – corporate businesses, local retailers, employees and every driver in Austin can all work together with Metropia and with the Mobility Authority to start making these changes to free up the city.”

The Mobility Authority is a Metropia supporting partner as part of the MoPac Improvement Project, which is currently constructing Express Lanes on MoPac Boulevard north of Lady Bird Lake.

“Mobility solutions are about more than just building new roads; it’s also envisioning the future of mobility through innovative technology,” said Mike Heiligenstein, executive director of the Mobility Authority. “This technology is part of a



federally funded pilot program that will help motorists navigate MoPac when there are construction-related lane closures. The results of the Mobility Authority's partnership with Metropia will be a model for transportation entities across the country to follow."

Metropia has been beta testing in Austin since September 2014 with more than 500 drivers and has found that Metropia users who plan their commute more than an hour in advance save travel time on 73 percent of their trips. As more Austin drivers continue to plan their trips in advance, the more Metropia can accurately predict traffic patterns and contribute to the alleviation of city-wide congestion.

But Metropia's mobile app is just one part of the solution needed to reduce traffic in Austin. The company is also partnering with local businesses like AMD and Emerson to encourage flex scheduling among their employees, who can use the mobile app to avoid peak traffic times on their commute to and from work each day. Metropia even helps employers track and measure the extent to which employees are meeting flex schedule goals.

"We are excited to be a part of the Metropia ecosystem and help alleviate the city's traffic woes while improving our employees' commutes," said Justin Murrill, global sustainability manager for AMD and one of the panelists of the May 6 Transportation Forum hosted by Metropia and the Mobility Authority. "Commuters often spend considerable time sitting idly in traffic, which negatively impacts expenses, schedules, air quality, and stress levels. When hundreds or even thousands of people slightly shift office hours earlier or later, and/or optimize their commute route, it can add up to a significant difference. We're looking forward to seeing how AMD's participation will benefit our employees and the greater community."

In addition to corporate partners, Metropia is working with local retailers to provide app users with incentives to adjust their commutes by leaving a bit earlier or later than normal, or using an alternate route around traffic. Metropia drivers earn points each time they make smarter commute decisions based on Metropia's suggestions, which can then be exchanged for perks – gift cards, discounts, free downloads and donations – at local retailers including Tacodeli, Go Local, Luke's Locker, Rocket Electrics and Ear Effects. Through Metropia, retailers have a unique platform to reach potential new customers and further connect with existing ones.

Each user can also track their CO2 emissions, travel time saved and their driving score, all within the app's dashboard. During beta testing in Austin, Metropia drivers



saved 211 hours in travel time, 8,550 pounds of CO2 and planted 85 trees through Metropia's partnership with American Forests.

Businesses and retailers interested in becoming a part of the Metropia ecosystem are encouraged to learn more at www.Metropia.com. The Metropia mobile app is available for free download in the [Apple store](#) or on [Google play](#).

About Metropia, Inc.

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. To learn more, visit www.metropia.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 North MoPac Expressway. For more information about the Mobility Authority, visit www.MobilityAuthority.com.

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