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Local Traffic Solution App helps visitors plan their trip to the Austin Trail of Lights
Metropia Austin and the Mobility Authority collaborate with the Trail of Lights Foundation to help visitors plan their trip to the Trail

AUSTIN, TX (Dec. 7, 2015) – [Metropia, Inc.](#), creators of the free mobile app system to alleviate traffic congestion, and the Mobility Authority today announced their collaboration with the Trail of Lights Foundation in order to help visitors easily and effectively plan their trip to the beloved Austin Trail of Lights festival.

Metropia's holistic approach to alleviating traffic congestion will now offer a customized option for traveling to this year's Trail of Lights. After opening the app, users will have the option of inputting "Trail of Lights" into their destination field. After selecting their specific destination of either the Trail of Lights shuttle lot or the pre-paid parking lots, Metropia will calculate and present the best routes and departure times to reach the Trail by your desired arrival time.

"Metropia is a great example of how the Mobility Authority brings innovation to Austinites and Central Texans," said Mike Heiligenstein, executive director of the Mobility Authority. "With this special collaboration with the Trail of Lights, Austinites will have a unique opportunity to learn how planning ahead can better their commutes during and beyond the holiday season."

Metropia users will also have the opportunity to win free parking passes for the parking area sponsored by the Mobility Authority and Metropia as well as wristbands to the Trail of Lights festival by following Metropia on [Facebook](#), [Twitter](#) and [Instagram](#). For more updates and contest info from Metropia and the Mobility Authority, follow #MerryMobility.

"We are constantly looking for ways to improve the driving experiences in our community," said Mia Zmud, principal of Metropia Austin. "The Trail of Lights is such a beloved tradition that The Mobility Authority and Metropia truly cherishes as a part of our city. We want to provide our citizens with a stress-free option for traveling too and from their holiday festivities."

Metropia launched in the Austin market with support from the Central Texas Regional Mobility Authority earlier this year in order to provide its mobile users with the most accurate and predictive traffic routing across the greater Austin area.

Since their launch, Metropia has integrated with ATXFloods.com in order to provide real-time updates to their users during dangerous weather conditions, notifying users of road closures and low water crossings. Since the beta test launch in September 2014, Metropia users have collectively saved 220,937 lbs of CO₂ and planted 2,440 trees.

To learn more about Metropia, visit www.metropia.com/austin. To download the app, visit the [Apple store](#) or [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. Metropia is supported by the Central Texas Regional Mobility Authority. To learn more, visit www.metropia.com/Austin.

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 the Trail of Lights Foundation

The Trail of Lights Foundation is an independent nonprofit organization dedicated to producing the Austin Trail of Lights as an authentically Austin community celebration. The organization raises funds from donations by individuals, families and the business community to produce and ensure the long-term sustainability of Austin's largest community celebration. In 2012, the Trail of Lights was named one of the Top 10 lighting festivals in the country by *USA Today*. To learn more visit www.AustinTrailofLights.org.

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