



CENTRAL TEXAS
Regional Mobility Authority

FOR IMMEDIATE RELEASE:

Metropia Traffic Management Mobile App to Beta Test in Austin

Mobility Authority To Be Supporting Partner in Metropia Austin-Area Test

Austin, TX, September 17, 2014 – Metropia, an intelligent traffic management system that incentivizes communities to work together to ease city roadway congestion, will launch the beta test of its innovative mobile app in the Austin area on September 19th, 2014. Joining Metropia in *Driving a Better Austin* is its supporting partner, the Central Texas Regional Mobility Authority (Mobility Authority), which is partnering in the Austin beta test.

Metropia is more than just a mobile app, it is an advanced traffic demand management solution that optimizes the use of cities' existing transportation grids, using an incentive-based approach to metro mobility improvement. The Metropia mobile app makes commuting easy with real-time trip predictions, route mapping, voice navigation and pre-trip alerts. With the app, commuters earn rewards simply by making smarter transportation choices that get them to their destinations faster while reducing harmful CO² emissions. Greater incentives are assigned to departure times and routes that help commuters avoid traffic while lessening their impact to the roadway system.

"The City of Austin was a natural choice as the location to begin beta testing the Metropia mobile," says Metropia Founder Yi-Chang Chiu. "Austin is the fourth most congested city in the United States and is growing quickly. If we can make an improvement in Austin, it bodes well for Metropia's success in other metropolitan areas."

The Mobility Authority is a supporting partner on the experimental project which is being developed as part of the Mobility Authority's MoPac Improvement Project, which is constructing Express Lanes on MoPac Boulevard. The Mobility Authority expects the Metropia traffic management system to not only benefit commuters driving MoPac during the construction phase, but also to provide mobility options to drivers across the area.

“Mobility solutions are about more than just building new roads, but also envisioning the future of mobility through innovative technology,” Mobility Authority Director Mike Heiligenstein said. “The results of the Mobility Authority’s partnership with Metropia will be a model for transportation entities across the country to follow.”

The Austin Metropia beta test follows its unveiling at the 82nd Annual International Bridge, Tunnel and Turnpike Association (IBTTA) Meeting and Conference, held in Austin from September 14th to 17th, Metropia will source its first round of beta testers from attendees at the Texas Tribune Festival, to be held in Austin from September 19th to 21st.

To learn more about Metropia and sign up for beta testing, visit www.metropia.com/austin

About Metropia

Metropia is an intelligent traffic management system that incentivizes commuters, businesses, employers and governmental agencies to work together to ease congestion on city roadways. With the Metropia mobile app, commuters earn rewards simply by making positive transportation choices that get them to their destination faster while reducing harmful CO² emissions. Metropia makes commuting easy with real-time trip predictions, route mapping, voice navigation and emergency alerts. With Metropia, commuters work together to reduce traffic congestion and are rewarded for making smarter choices.

About Central Texas Regional Mobility Authority

The Central Texas Regional Mobility Authority is a local, independent government agency created to improve the regional transportation system. Our mission is to implement innovative solutions that reduce congestion and create transportation choices that enhance quality of life and economic vitality. The Mobility Authority is the state’s first Regional Mobility Authority, created in October 2002 to serve Travis and Williamson counties. The Mobility Authority operates the 183A toll road in Williamson County, Manor Expressway east of Austin and is constructing the MoPac Improvement Project. For more information about the Mobility Authority, visit www.MobilityAuthority.com.

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