Metropia Mobile - Driving a Better City

IBTTA Austin, September 14-17, 2014

Metropia is an incentive-based intelligent metro mobility management system that enables commuters, businesses, employers and governmental agencies to work together for improved mobility and a better quality of life.

The Metropia Ecosystem

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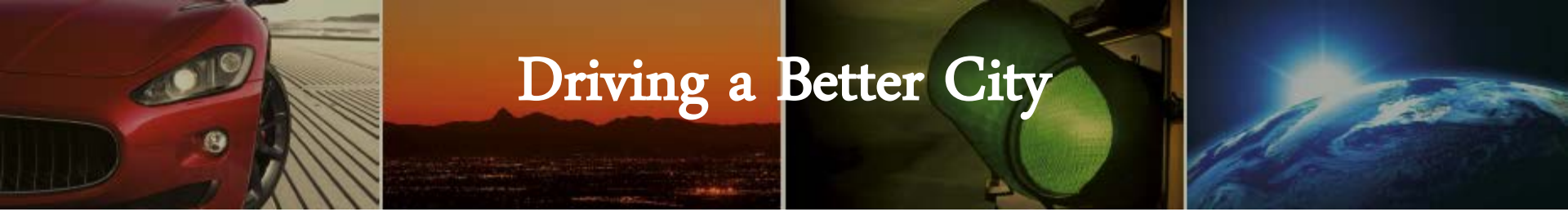

- Collaboration
- Reward **incremental** behavior shifts
  - Commute/Drive alone (80%)
  - Other modes (20%)
- Agency TMC integration
  - Visualize traffic: real time and prediction
  - Optimize facility & network: Incident management and load balancing
  - Geo-based communication: incidents, closures & major events
- Crowdsourced data / analytics

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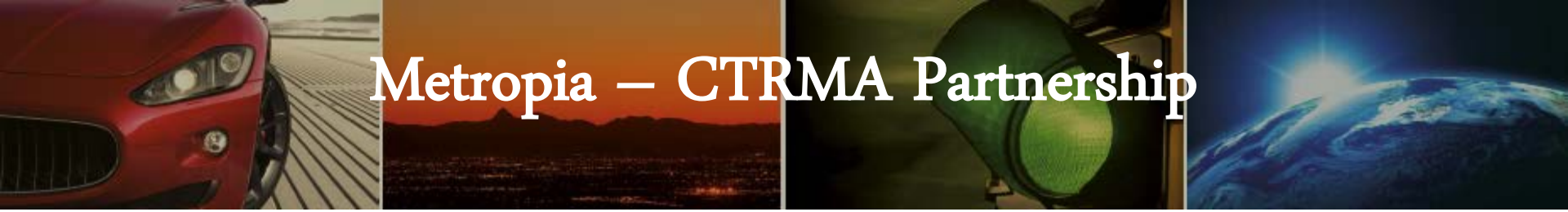

Metropia – CTRMA Partnership

- Support MoPac Improvement Project
  - Help drivers navigate during construction
  - Improve mobility within entire region
  - Integrate with TMC
- Schedule
  - Large-scale beta test through November
  - Availability in iTunes and Google Play this Fall
  - Expand network and users in 2015

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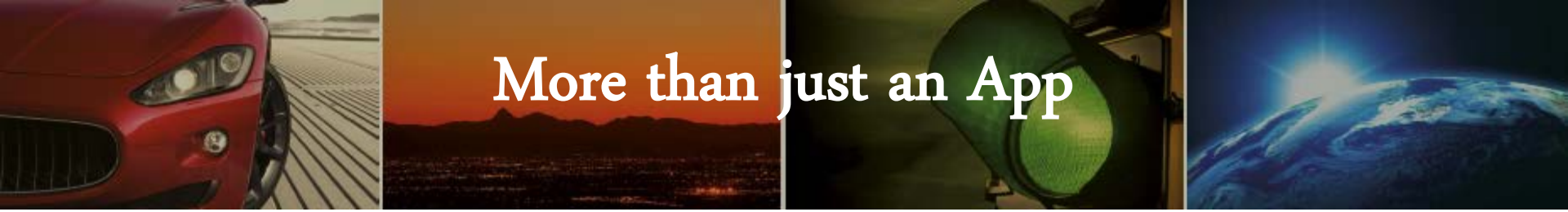
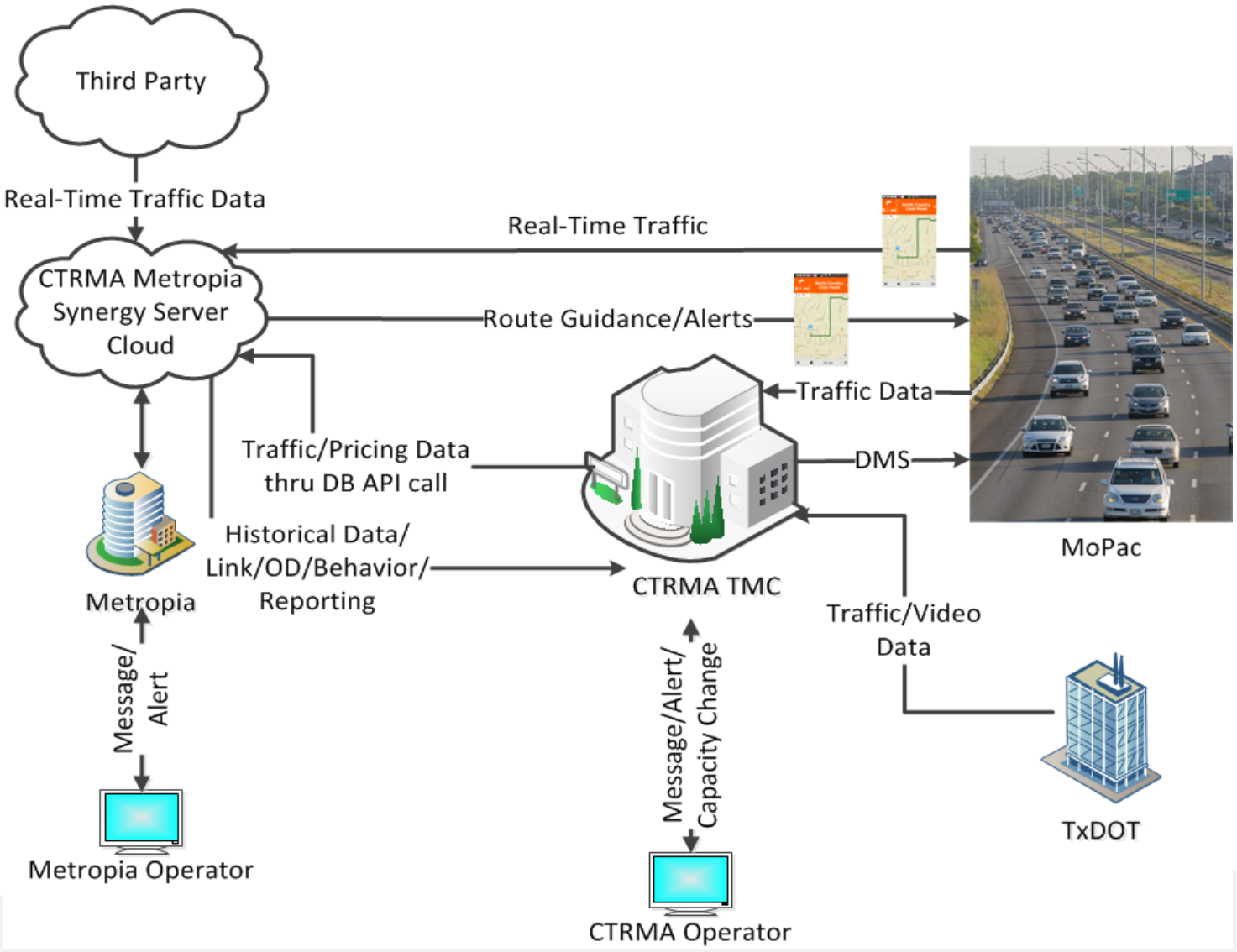
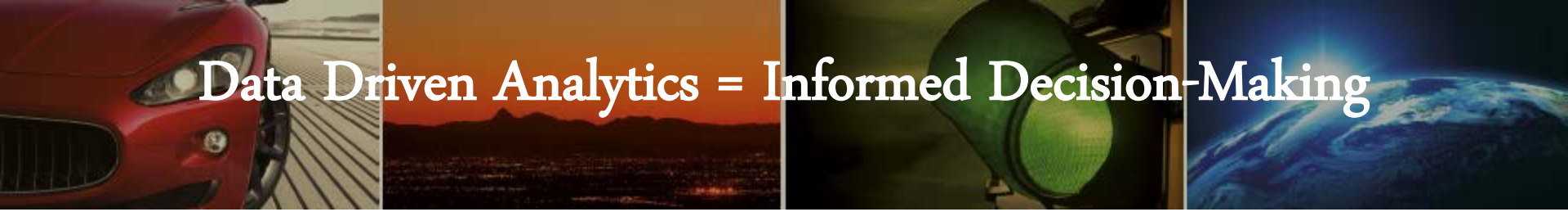
More than just an App







Data Driven Analytics = Informed Decision-Making

- Understand User Market Segments & Behaviors
  - Flows during time of day (peak/off peak)
  - Spikes in usage (e.g., link to incidents or what was happening at a certain time)
  - Surveys to market segments
- Maintain and Expand User Base
  - Reward/empower frequent or regular users
  - Target non-users to try out the toll road

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More Information

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