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For immediate release
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PAG Partners with Metropia for Congestion Reduction App Launch

In a proactive effort to alleviate congestion in the Tucson metropolitan area and reduce impacts on air quality in the region, Pima Association of Governments will partner with locally owned Metropia Inc. to launch the Metropia smart app to better manage traffic and relieve peak congestion.

Research gathered by Metropia will benefit PAG’s travel reduction program to promote ridesharing. Sun Rideshare, for example, is a regional travel assistance program at PAG, the region’s metropolitan planning organization. Metropia also intends to collect travel time and speeds for PAG’s Travel Demand Model, which is used for planning future road projects, forecasting pollution levels and ensuring compliance with air quality regulations.

Metropia Inc. is a locally operated transportation startup company with its roots at the University of Arizona. The company founder, Yi-Chang Chiu, Ph.D., associate professor of civil engineering, partnered with Tech Launch Arizona to commercialize the technology. Metropia went on to the Arizona Center for Innovation to advance its business model and is successfully launching its company with the help from many other supporters within Tucson’s entrepreneurial ecosystem.

The Metropia app manages traffic, existing road capacity and other travel options by incentivizing commuters to change their travel behavior. Metropia, which has actively tested the application in multiple U.S. metropolitan areas, partners with local businesses, transportation agencies and employers.

Metropia’s predictive travel algorithms suggest start times or alternative routes that offer faster arrival times, based on various considerations to avoid heavily congested areas and rush hour traffic.

By using the Metropia mobile app to plan ahead, avoid traffic and save time, consumers earn reward points toward local and national merchants’ products and services.

Pima Association of Governments is an association of local, state and tribal governments with a mission to build consensus among its members and the public on regional planning for transportation, energy, watershed and air quality. Please visit www.PAGregion.com or www.facebook.com/PAGregion for more information.

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