Metropia Synergy solution
El Paso operations project

Cooperate   Reduce Traffic   Plant a Tree   Arrive on Time

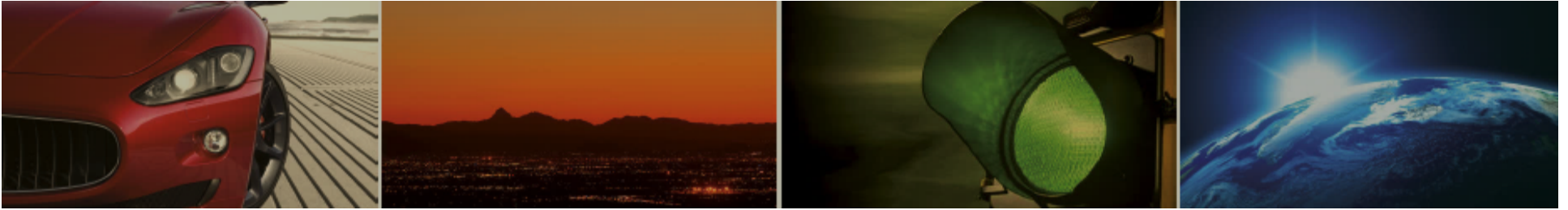**Metropia, Inc.**
Jenda Chen, COO
Zenia Hernandez, El Paso
Program Manager

Presented to:
Camino Real Regional Mobility Authority (CRRMA)
Wednesday, April 8, 2015

About us

Metropia is an incentive-based intelligent traffic management platform that incentivizes commuters, businesses, employers and governmental agencies to work together to obtain improved regional mobility and a better quality of life.

community
vision • utopia • unity
conservation • environment
cooperative choice • plant a tree
save my earth • rewarding
entertainment • fun • simple • immersive
social • convenient • solution
mobile • everyone wins • navigation
beneficial • improvement • city
urban • science • societal benefits
smart • savvy • go local
on my way • get going
save time • cutting edge
metropian

metropia

Metropia Team

Yi-Chang Chiu
Founder
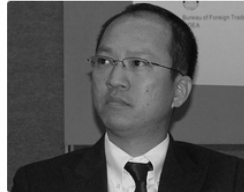
Jenda Chen
Chief Operating Officer

Mia Zmud
Principal

Corey Smith
Advisor

Jorge Villalobos
Board of Directors

Arif Maskatia
Strategic Advisor of Technology
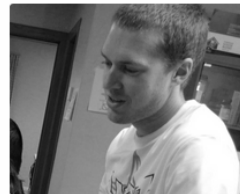
Xianbiao Hu
R&D Director

Ray Luo
Software Engineering Director

Steve Delgado
Marketing Communications

Zenia Hernandez
Program Manager

Paul Hoffer
Imagineer

Mario Salomon
Operations Engineer

Jason Freitas
Product Operations Engineer

Matt Bush
R&D Engineer

Michael Schoen
Operations Engineer

Jaclyn Hubersberger
Community Manager

metropia

Project Goal

Reduce congestion and mobile source emissions by activating Metropia Synergy Solution, the no-construction, traffic demand management, Intelligent Transportation System in the El Paso region. Opportunities to integrate the use of Metropia to improve border crossings and encourage transit use will also be identified.
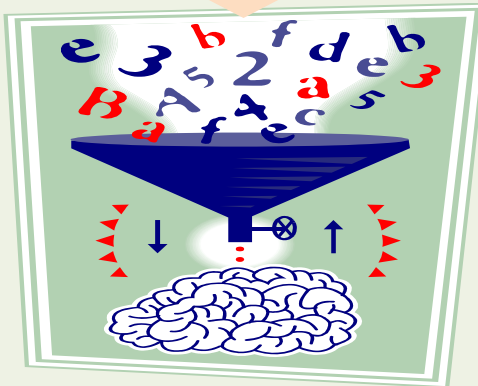
metropia

Metropia Vision

Data

Model

Objective

Capability

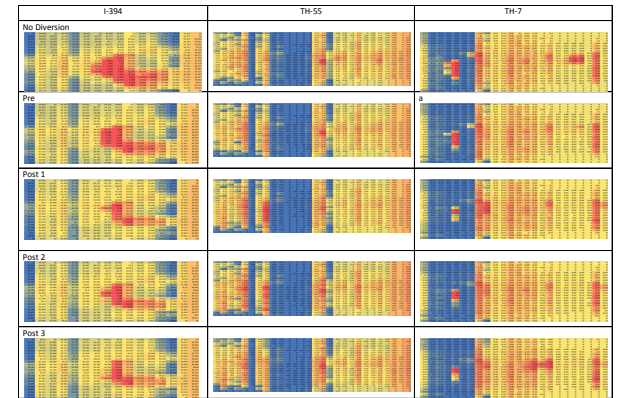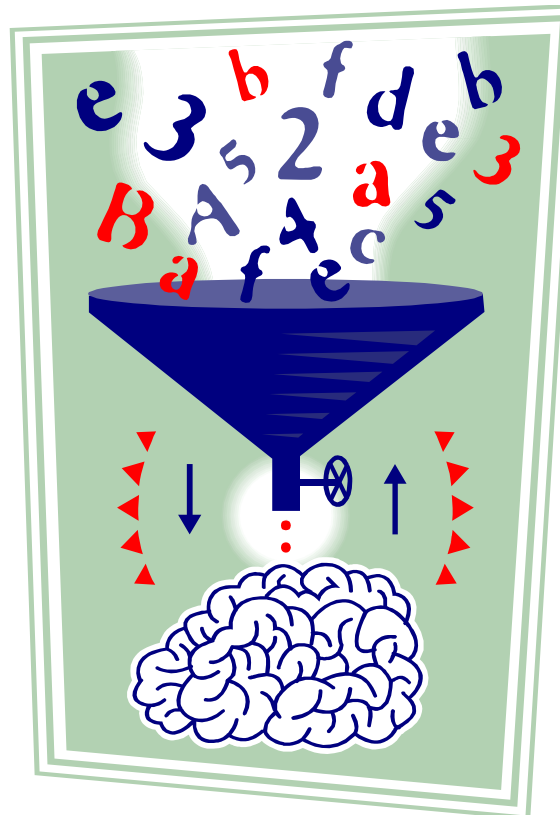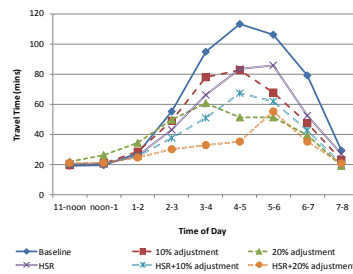# Learned from Rice Grains

Source: WSDOT

Metropia Ecosystem

Discover → Reserve → Validate → Receive

Patent Pending

Discover → Reserve → Validate → Receive

Departure	Travel Time	Reward
7:00-7:15 AM	0:20	100 pts
7:15-7:30 AM	0:25	65 pts
7:30-7:45 AM	0:40	20 pts
7:45-8:00 AM	1:05	No Reward
8:00-8:15 PM	0:55	No Reward
8:15-8:30 PM	0:46	40 pts
8:30-8:45 PM	0:32	50 pts

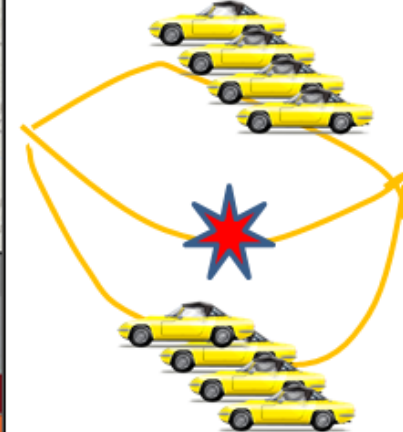*Confidential, Internal Discussions Only*
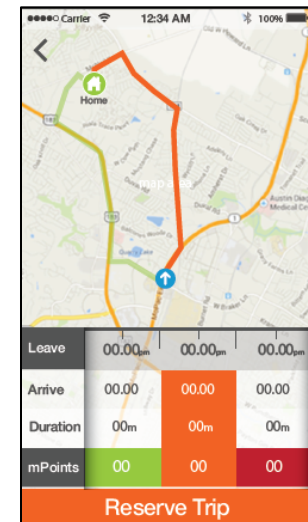
- Coordinated user responses
  - Normal and incident
- Avoid herding effect
- Event / Venue Management
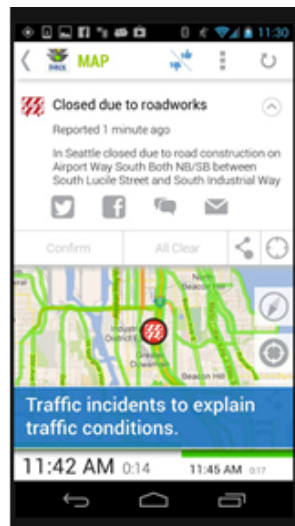
Traffic Apps

Metropia

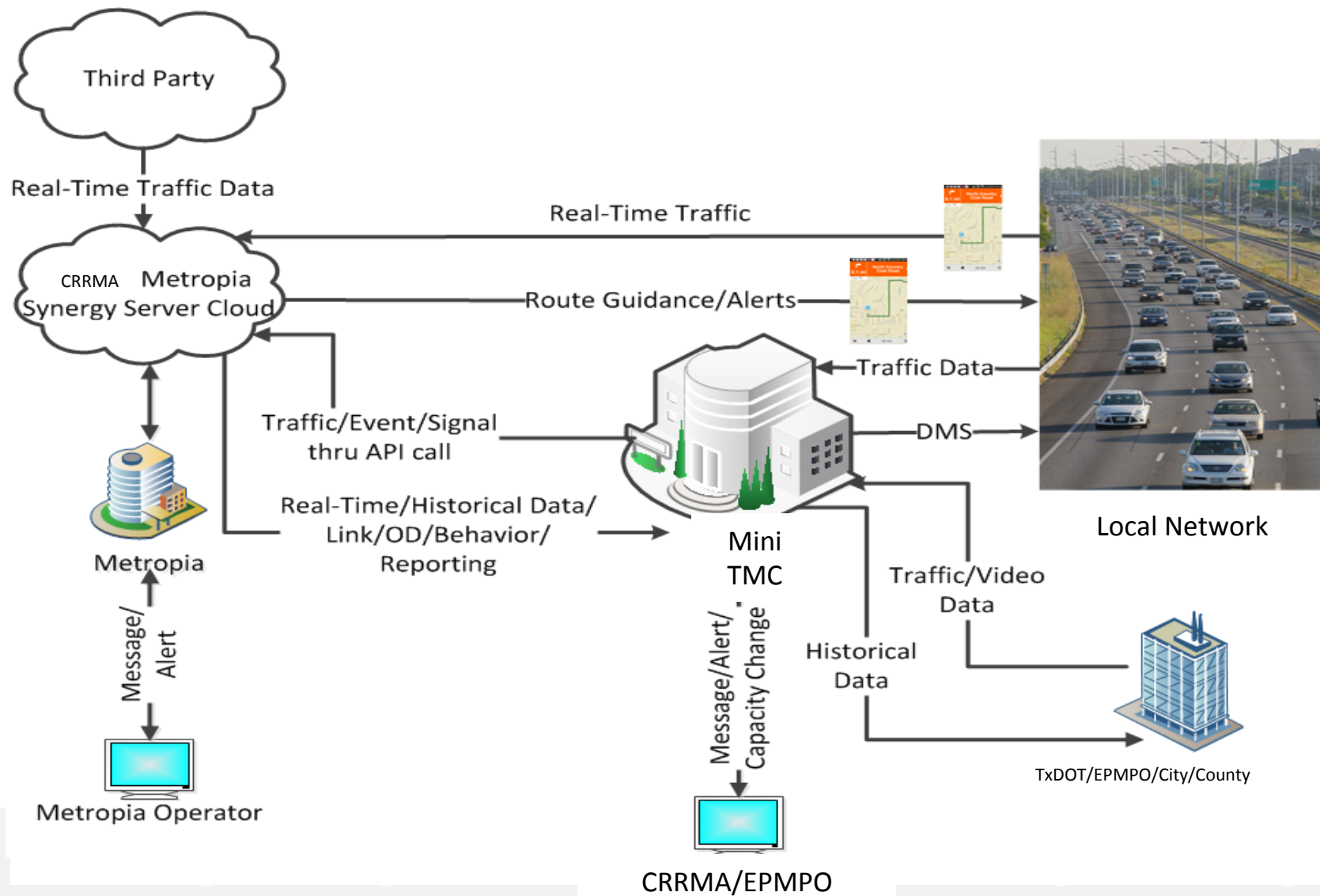Discover → Reserve → Validate → Receive
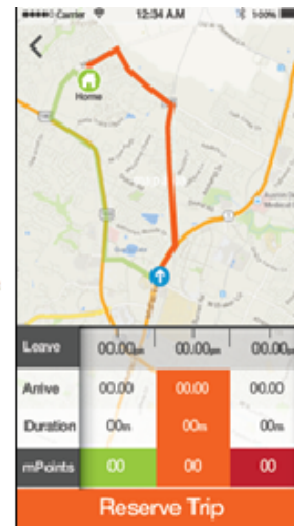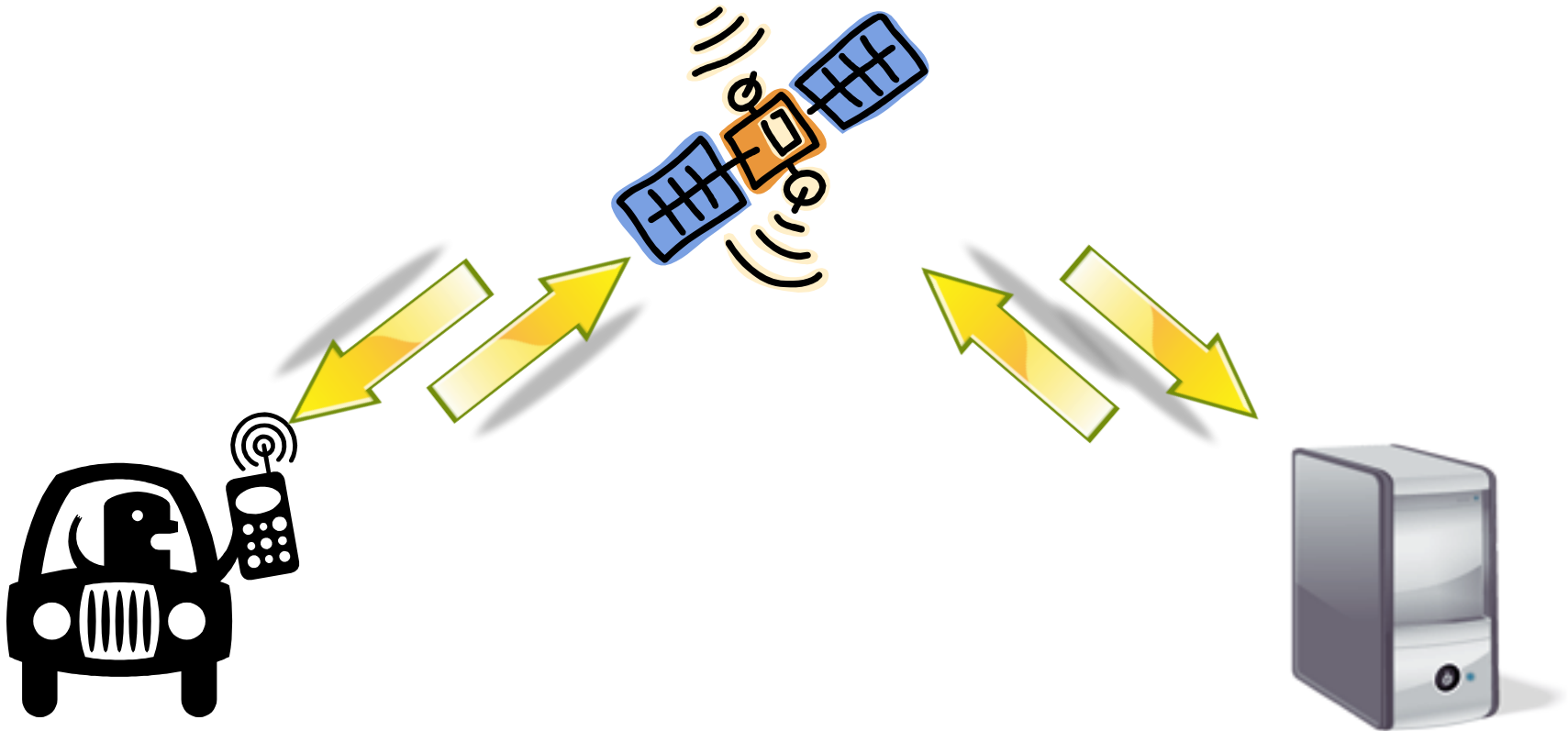
Traffic Management Center Integration

| Discover | Reserve | Validate | Receive |

- Personal gain
  - Reward Points
  - Sponsors
  - Local merchants
  - City rewards - for CO2 reduction
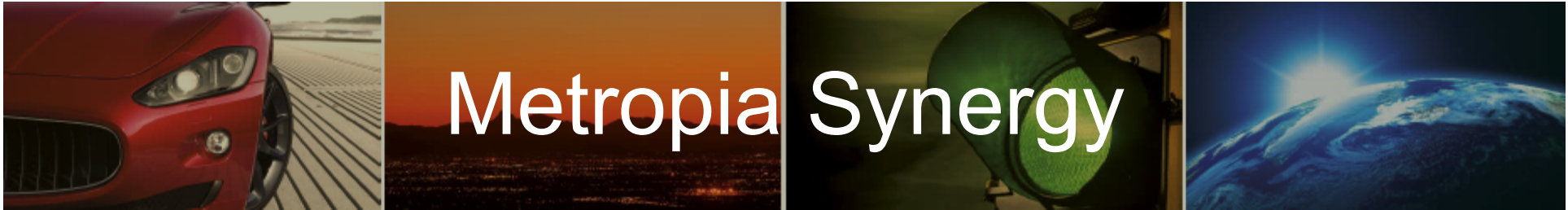- Altruistic
  - Plant a tree
  - Charity donation

What is Metropia Mobile
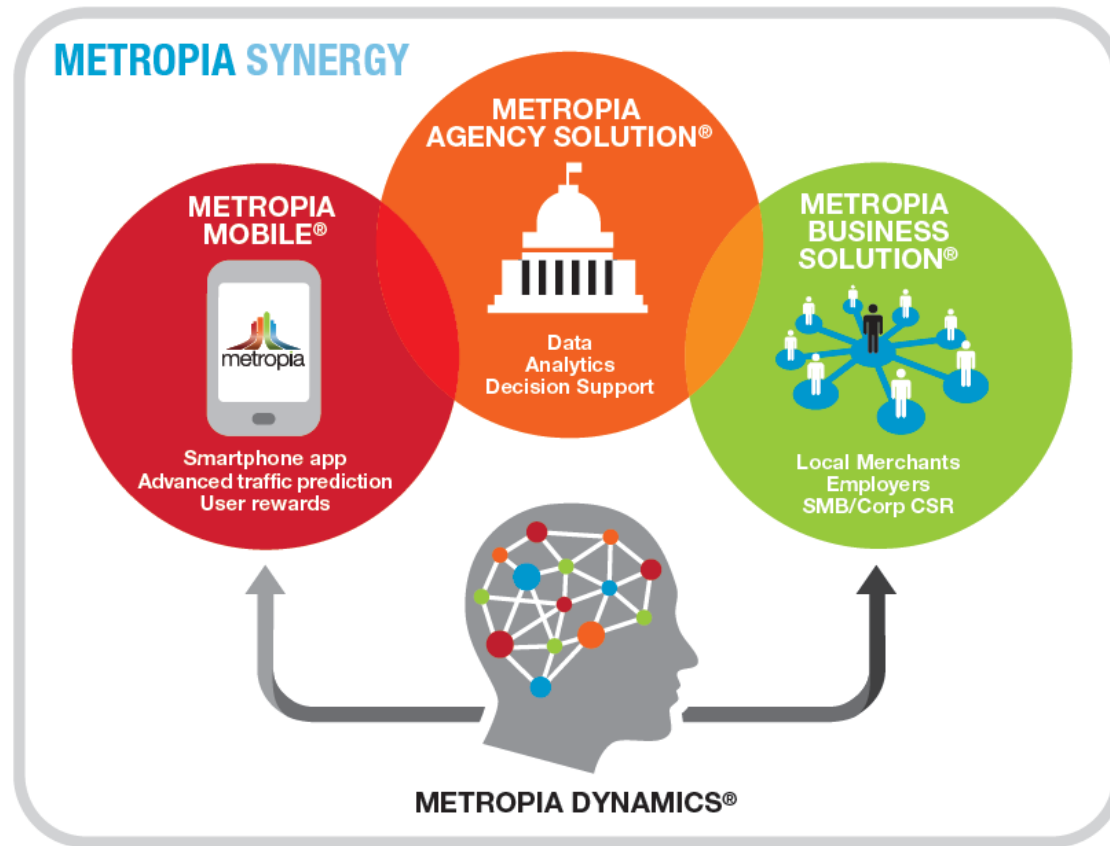
Metropia Synergy

Project Phases

Phase 1: Program Planning (Month 1-3)

Goal: Plan for official launch, network and local operations, and stakeholder engagement

Working Metropia Synergy System with basic TMC integration

Phase 2: Official Launch - Initial Engagement (Month 4-9)

Goal: Launch, engagement and outreach, rapid optimization and program refinement

A robust engineering Metropia Mobile and Synergy system that is ready for a large adoption
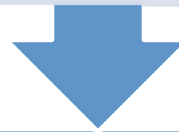
Phase 3: Expanded Adoption (Month 10-End of Project)

Goal: Expand stakeholder involvement, robust services

Scaled and robust operations for a large user base

Total Project Cost

Federal Share	Metropia Private Sector Infusion	Total Cost
$1,470,400	$467,600	$1,938,000

metropia

Deliverables by Phase

Phase I	Official launch of **Metropia Synergy, the Congestion Mitigation Service** to the general public
Phase II	(1) A report documenting user adoption, user and system benefit and performance monitor and analysis, and (2) a Windows based, **Traffic Management Synergy Operator Console Software** allowing an agency to view and monitor traffic condition
Phase III	**Evaluation Report and Data** with recommendations to improve planning and operations in the region: (1) A final report documenting user adoption, user and system benefit and performance monitor and analysis, (2) link/corridor traffic data (speed/volume) and OD data collected for the project period and a data dictionary description manual

metropia

El Paso Regional Benefits

- Reduce congestion on El Paso road network
- Improved data to help manage capacity throughout the region (increase the efficiency of the existing infrastructure)
- Ability to directly communicate with system user
- Promote local business
- Increase future Border Highway West Express Lane utilization and overall capacity utilization
- Potential to improve air quality
- Identify potential opportunities to enhance border crossing operations and improve the effectiveness of the regional incident management program
- Potential to improve multi-modal choices in the El Paso region (further contributing to improved congestion and air quality)

metropia

Thank You
Q&A