



For Immediate Release

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New App to Help Rockford Drivers Avoid Traffic and Earn Rewards for Improving Their Commute

Rockford, IL - Region 1 Planning Council announced today that Metropia's free multi-modal navigation app--**GoEzy**--has officially launched in the Rockford region to support the Federal Highway Administration's (FHWA) Smartphone Travel Incentive Study. The **GoEzy** app helps drivers avoid traffic and spend less time behind the wheel, and as part of the study, drivers in the Rockford Region could be offered valuable rewards for trying out **GoEzy's** suggestions to improve their commute over the next several weeks.

In addition to enjoying **GoEzy's** innovative features, thousands of Rockford regional drivers will receive special offers to make changes to their routine travel, such as leaving a little earlier for a trip than normal, carpooling or biking to work, or trying out a convenient Rockford Mass Transit District (RMTD) route to school. Commuters can earn rewards like gift cards from Visa, Amazon, Starbucks and more for giving those suggestions a try.

As drivers use the **GoEzy** app, the Smartphone Travel Incentive study will develop a deeper understanding of traveler behavior, how incentives influence travel choices, and how these findings can help shape transportation policy in the future.

"Our region is blessed with low congestion on our arterial road systems," says Michael Dunn Jr., Executive Director of R1, "However, travelers can make small changes to avoid pinch-points in traffic flow, or discover advantages in taking other methods of travel. This can both reduce the cost of transportation and reduce the stress of getting to your destination. The **GoEzy** app will actually find and suggest those changes for you, and for a limited time, Rockford regional drivers could be rewarded for trying them out."

GoEzy will continue to improve daily drives long after the study is over, but to potentially join the thousands of Rockford drivers earning rewards while improving their commute, here's what to do:

Download the free **GoEzy** app from the Apple App Store or Google Play

- Start using the **GoEzy** app for navigation when traveling around town
- Within 1-2 weeks, the app will start presenting you with personalized suggestions (and possibly rewards!) for upcoming trips

ABOUT METROPIA: Metropia’s platform, powered by AI-based algorithms, data analytics and behavioral economics, provides a multidimensional demand management framework (route, departure time and mode) to support transportation system congestion-management strategies and policies to learn more, visit Metropia.com.



ABOUT R1: Region 1 Planning Council (R1) is a special-purpose, regional government agency. Regional councils are public organizations comprised of local elected officials that promote collaboration among local governments, working across the jurisdictional silos of states, counties, and municipalities.

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