

OSCAR LEESER
MAYOR

TOMMY GONZALEZ
CITY MANAGER



CITY COUNCIL
PETER SVARZBEIN, DISTRICT 1
JIM TOLBERT, DISTRICT 2
EMMA ACOSTA, DISTRICT 3
CARL L. ROBINSON, DISTRICT 4
MICHEL R. NOE, DISTRICT 5
CLAUDIA ORDAZ, DISTRICT 6
LILY LIMÓN, DISTRICT 7
CORTNEY CARLISLE NILAND, DISTRICT 8

MAY 31, 2017

NEWS RELEASE

City of El Paso introduces new technology to improve wait times, border crossing efficiency

EL PASO, Texas — Cross-border commuters in El Paso and Juárez will have access to real-time bridge wait time information as part of an unprecedented program being launched today by the City of El Paso.

"For the first time, the City of El Paso is giving commuters who travel between El Paso and Juárez the opportunity to access truly up-to-the-minute bridge wait time information through our new PDNUno.com Web site," said Mathew McElroy, Director of the City of El Paso's International Bridges Department. "This innovative program goes even further by making commuters part of the solution; the Web site is powered by the Metropia smartphone application, which gathers real time information from commuters who are crossing the border 24 hours a day."

Border crossings in the El Paso-Juárez region are among the most active on the continent. Recognizing the strategic importance of cross-border commerce, travel and tourism, the City of El Paso is leading this regional effort to address congestion. In the near term that can reduce bridge wait times and air pollution; in the long term information acquired through this program will inform long-term policy decisions and investment in transportation infrastructure.

To further incentivize use cross-border use of Metropia's smartphone app, Metropia's navigating capability have been expanded to include address-to-address routing which minimizes congestion in El Paso and Juárez. In addition to building routes which minimize congestion within each city, cross-border navigation from Mexico to the United States will direct motorists to the least congested border crossing.

Metropia's smartphone application includes separate wait time information for heavy trucks, private motor vehicles and pedestrians.

These bridge's initiatives are part of the City of El Paso's commitment to enhance El Paso's regional comprehensive transportation system.

###

Media Contact: Tammy Fonce
Lead Public Affairs Coordinator
(915) 212-1201