**NEW PAG TECHNOLOGY GUIDES TRANSPORTATION INVESTMENTS**

**Data Analytics for Regional Mobility Improvements**

**TUCSON, AZ (Business Wire) May 27, 2021** Pima Association of Governments (PAG) today showed off new technology that enhances decision making for planning future infrastructure and where those investments should be made. The Transportation Investment Analysis (TIA) tool provides data driven insight to compare the impact and benefits of different transportation projects to different areas of the PAG region. TIA- makes it easier for citizens, business owners and other stakeholders to see the return on their tax investments.

**Leadership Quote**

“I am so excited about the future of the greater Tucson region. With the right investments in our infrastructure there is nowhere we can’t go and the new TIA tool will help ensure we use our tax dollars to their fullest potential,” said PAG Regional Council Chair, Mayor Ed Honea . “It’s always been so hard to understand which projects from so many good ones will advance our region’s economic competitiveness. The analytics from TIA are so easy and clear to understand they help make community meetings more informed and productive. Although the data analytics are just one piece of the decision-making process, this high-quality source of information is a helpful guide.”

**Problem + Opportunity**

Transportation infrastructure is essential to the vitality of the region. Roads, bridges, rail lines and transit facilities, airport terminals and other infrastructure all require continual investments to build, expand and maintain. Given that these investments are primarily paid for with limited tax dollars, leaders must make tough decisions about which projects to fund first. It’s not always clear which projects or packages of projects will have greater impact on the economic vitality of the region and overall quality of life.

**Customer Testimonial**

“The Pima Association of Governments investment planning tool has helped our task force prioritize the transportation projects that can better our quality of life in our region,” said Yolanda Herrera, long-range transportation plan task force member. “Our task force, assisted by PAG, has collected historical, current, and forecasting data to see how each project would benefit our communities to help determine the regional future we want.”

**Customer Experience**

When developing transportation plans and programs, PAG has more projects looking for investment than the region can possibly fund. PAG goes through a deliberate, multi-month process with a task force, committees and others to review and decide which projects to advance. Utilizing artificial intelligence to sift through mountains of data, the new tool helps decision makers develop plans that will maximize the benefit of the region’s transportation investments. With all of the new data and analytics from the PAG TIA, decision makers have more resources to both make more informed decisions and share them with the public and other community stakeholders.

**Call to Action**

For more information on PAG’s transportation planning process and the new TIA planning tool, please visit [www.pag.org/transportation](http://www.pag.org/transportation).