# PROPOSED TRANSPORTATION DEMAND MANAGEMENT STRATEGIES TO BOOST TRANSIT RIDERSHIP

Report to Austin City Council

Resolution No. 20181213-044

FINAL - June 2019

**From:**
Austin Transportation Department

# Proposed Transportation Demand Management Strategies To Boost Transit Ridership

## Executive Summary

In response to Resolution No. 20181213-044 (see Appendix A) on December 13, 2018, Austin Transportation Department, in collaboration with Capital Metro, the Innovation Office, and the Equity Office, compiled a selection of possible strategies to incentivize use of transit and other non-automobile modes of transportation. This report surfaces fifteen actionable strategy options for consideration by City Council. Of those fifteen strategies, following internal and stakeholder review considering impact, cost, and relationship to the Resolution goals, six actions are highlighted as recommended for Council consideration.

Recommended Strategy Options

| Strategy Option | | Impact | Overall Difficulty | Cost | FY20 Funding Required | Staffing |
|---|---|---|---|---|---|---|
| A | Transit Passes for Registered Movability Members & Focused Marketing Program | ●●●●○ | ●●●○○ | ●●●○○ | $900,000 | 1 FTE (Movability) |
| B | Expand Movability to Create Sub-TMAs | ●●●●● | ●●●●○ | ●●○○○ | $200,000 - $300,000 | Additional Movability Staff |
| C | Transit Use Rewards Program | ●●○○○ | ●●●○○ | ●●○○○ | $335,000 | 0.5 FTE (non-profit) |
| D | Personalized "Nudge" Pilot | ●●●○○ | ●●●●○ | ●●○○○ | $240,000- $540,000 | 1 FTE |
| E | Gamification and Frequent Rider Program | ●●●○○ | ●●●●○ | ●●○○○ | $585,000 | 0.5 FTE |
| F | Unbundle Citywide Parking | ●●●●● | ●●●●○ | ●○○○○ | $115,000 | 0.75 FTE |

While there are many possible transportation demand management investments worth consideration in Austin, the list above focuses on initiatives that are implementable within a short time frame, do not require infrastructure investments, and support broader policy frameworks around transportation behavior change.

This report summarizes key considerations in selecting transportation demand management actions and provides background on each of the prioritized options. It is intended to aid City Council in identifying actionable investments that can reduce single-occupancy automobile trips in favor of increased transit use.

## Opportunity

### What Tools Do We Have?

Transportation Demand Management (TDM) will be referenced throughout this report. TDM describes solutions that move trips out of peak congestion hours or shift drive-alone trips to other forms, such as public transit, active transportation, ride-sharing, and teleworking. In regards to this resolution, we have developed a list of TDM strategies for consideration— strategies that will increase sustainable modes of travel through incentives and disincentives without focusing on large infrastructure investments.

TDM is a cost-effective approach to increasing the appeal of non-automotive travel choices and more quickly improving the efficiency of a city's multimodal transportation system. It is the fastest way to realize congestion relief, and it is often less expensive than capital expenditures, particularly in comparison to building new parking garages or widening roads, which have been relied on in the past to expand capacity. Pricing and incentives-based approaches to reduce travel demand require investment and management to implement. However, their implementation ultimately comes at a much-reduced cost compared to typical capital investments.

Transit and physical infrastructure improvements are central investments toward improving transit ridership and changing mode share in Austin. An emphasis on programs, incentives, and pilots can further unlock the effectiveness of physical infrastructure improvements and service enhancements. Often the most effective TDM packages combine related strategies, pairing physical improvements with incentives and supportive policies for maximum effectiveness.

### Why is This Important?

One could argue there has never been a more important time for TDM investments in Austin. New development, associated with the high rate of growth, is creating tomorrow's built environment—and the details and amenities of these new sites will determine how likely it is that Austinites choose to take transit, walk, or bike. The city and region have successfully oriented toward major infrastructure improvements to increase access to multimodal options in the future. Now, as new mobility options appear, education and marketing of these new options is essential to their success.

The Capital Area Metropolitan Planning Organization (CAMPO) predicts vehicle travel in the region could double by 2040, while road capacity will only increase by an estimated 15% (CAMPO 2040 Regional Transportation Plan). By changing preferences and patterns, TDM offers the fastest and most cost-effective way to manage congestion. This approach simultaneously helps to address the affordability crisis in Austin, where the cost of transportation is the second highest household cost. TDM solutions also contribute to environmental benefits, such as maintaining air quality by reducing vehicle emissions.

Most Austinites determine their transportation modes based on cost, convenience, and time-effectiveness, but likely have low awareness of their non-driving options. Well-timed TDM strategies can build users for new infrastructure investment—ideally, while mode improvements are still recent. Strategies considered for this review focused primarily on incentives and marketing programs, but also included policies that have a major impact on travel behavior and incentives.

## What Else Matters?

While the resolution requests development of strategies that "increase transit use through an incentive program," it is important to discuss some other key approaches that make TDM more effective and may not be categorized neatly as incentives.

1. **Parking**

   Parking pricing, supply, and location have more impact on employee travel behavior than all other TDM programs combined (up to 16% reduction in drive-alone trips), in part because they increase the effectiveness of other programs.[1] Related programs such as unbundled parking and parking cash-outs are also highly effective.

   Some newly constructed office buildings, even those in downtown, dedicate over half of their total floor area to parking rather than active uses. Context-sensitive removal of parking minimums and implementation of parking maximums are essential to right-sizing the practice of over-parking that incentivizes drive-alone trips across Austin—a practice particularly egregious in downtown and mixed-use district settings.

2. **TDM Policy for New Development**

   Consistently requiring new development to include TDM strategies and incorporate the "five D's" (density, design, diversity, distance to transit, and destination accessibility) will establish Austin's future mobility trends. This would require a change to land use

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1      Franco & Khordagui, 2017. https://editorialexpress.com/cgi-bin/conference/download.cgi?db_name=ITE A2017&paper_id=102 (p.4)

policies, identifying a threshold of size for applicability, and establishing a menu of requirements to choose from and/or setting a target mode share or trip cap goal for new developments.

3. **TDM Policy for Large Employers**

   Austin is a growing economic force across multiple sectors, including medical, technology, and government.[2] Some sectors are experiencing employee retention challenges due in part to traffic and parking challenges.[3] Creating a TDM policy for current and future large employers is a significant public policy shift. If designed well, the policy can serve City goals while providing tools and incentives for employers to improve employee commutes.

## Evaluation Process

The resolution identified the following organizations as partners in identifying strategy options:

- Capital Metro
- Austin Transportation Department
- City of Austin's Innovation Office
- City of Austin's Equity Office

Led by the Austin Transportation Department, representatives from each organization formed the core working group for this resolution. The core working group established the following guidelines and boundaries for this exercise:

- Recommendations should increase transit ridership overall.
- Recommendations should focus on areas that have high potential for increased ridership (e.g., well served by transit but with low transit ridership rates).
- Do not provide recommendations that are infrastructure- or service-related (e.g., providing new transit service to underserved areas, or improving headways/frequency).
- Recommendations should have the potential opportunity to be tailored towards equity outcomes in the future.
- Recommendations should enhance and expand existing TDM programs where applicable.
- Recommendations should be implementable, or at least piloted, in the near term.

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2       https://www.austinchamber.com/economic-development/austin-profile/business-industry

3       https://www.newsradioklbj.com/news/austin-local-news/traffic-could-cost-jobs

The core working group conducted a preliminary review of national and international practices to boost transit use and achieve a higher mode share of non-automobile modes. The review helped identify options and provide feedback on cost, feasibility, effectiveness, and timeliness. Key evaluation steps included:

- Bloomberg American Cities Climate Challenge partnership provided access to experts who conducted best practice research and a quantitative and qualitative comparison of strategies to identify a range of options and feedback on effectiveness.

- Feedback from external TDM experts including the Transportation Research Board (an international and national research organization) and the Capital Area Council of Government's (CAPCOG) Regional TDM Coordinating Committee, with participation from Capital Metro, Movability, CAPCOG, Alamo Area Metropolitan Planning Organization, and Travis County.

- The Innovation Office conducted interviews of potential riders to understand their barriers to taking transit, and which incentives might persuade them to ride the bus rather than drive.

- An assessment of strategy integration with existing programs (see Appendix C for existing TDM program overview)

The details of the Innovation Office interviews can be found in Appendix B. Key recommendations from the interviews included:

- Incentives intended to increase bus ridership should be closely tailored to different customer segments' transportation values. Generalized incentive programs that do not strongly target a specific segment's transportation values are unlikely to resonate.

- The most popular incentive across segments was a discounted bundle that provided access to various transportation service types such as buses, ride-sharing, bike-shares, and scooters.

- Different income brackets have different price sensitivities and spending preferences. Target cost-based incentives at what each segment values.

- Potential riders whose home and destinations are relatively close to downtown have barriers that could be overcome with incentives. The larger the distance between a potential rider's home location and destination, the less likely an incentive is to influence their transit decisions.

- The customer segment with the highest potential for increased ridership (i.e., those who never ride) are also the hardest to incentivize because their barriers to taking transit are structural (e.g., no access, very long commutes) or deeply ingrained. The next customer segment with a high potential to increase ridership are occasional riders, which ride a few times per year or per month.

A scan of practices included several dozen TDM strategies for consideration, including a range of marketing, pilots, policy, technology, and programs. While the catalogue of strategies focuses primarily on programs and pilots, some policies surfaced as highly effective and timely, and thus are included in prioritized strategies.

To arrive at a list of priority strategies, the working group evaluated the results from the best practice research, the intercept interviews, and the feedback from TDM experts. In addition, the strategies for consideration were evaluated for effectiveness and timeliness. Effectiveness focuses on the strategies most likely to have the highest possible impact on enhancing transit ridership and achieving mode share goals. Timeliness was considered in order to indicate which initiatives may be most opportune based on the level of difficulty to implement them.

The working group looked at a broad variety of strategies, ranging from mobility hubs to telecommuting education campaigns to credit on utility bills to parking benefits districts to visitor TDM. Fifteen strategies surfaced for consideration. Of those, six were prioritized as recommended options, based on more detailed vetting toward the resolution's goals as well as feedback received from key stakeholders. A detailed description of the evaluation process can be found in Appendix B.

## Credit on Utility Bill

Credit on utility bills was looked at explicitly since a "discount on City services" was called out in the resolution. Based on our evaluation process, this strategy was ultimately not included as a priority strategy. More detail on the evaluation of a credit on utility bills can be found in Appendix B.

Through the intercept interviews, the utility bill credit incentive was popular, but not as popular as the discounted bundle incentive. Looking more closely at the responses, those who indicated that they "never" ride the bus ranked the utility bill credit incentive highest. However, they may have more barriers to overcome than an incentive can provide (such as distance from downtown, lack of route, unacceptable ride time). For these respondents, an incentive program could only indirectly affect their desire to ride the bus and would not directly alleviate their barriers to taking transit. Discounted bundles ranked higher for those who ride a "few times a month/year", a population more likely to move the needle on ridership if larger infrastructure barriers are not the main deterrent.

From a feasibility perspective, both the City's Legal Department and Austin Energy stated that creating such a program would be difficult to administer. It would also be complicated to link transit riders to an Austin Energy account which may be listed under a family member, roommate, or landlord. Given the feasibility concerns, along with the insights from the

interviews, we determined that other strategies could achieve the same purpose (of giving monetary incentives for using transit) with lower effort.

## Strategy Selection

The list of fifteen potential actions represent a range of approaches and investment strategies, with the common thread that all can be implemented in a relatively short time frame (loosely defined as 2-3 years) and they support the Austin Strategic Mobility Plan's goals and existing TDM programs. That is, the options were designed to avoid redundancy or implementation inefficiencies with current programs, and rather build on, complement, or support them.

The list can be read as a menu. The options are not mutually exclusive, and strategies can be considered alone or in combination with one another. Some are strategic investments (e.g., expanding the reach of the existing Transportation Management Association) while others can be piloted in a limited time frame and budget to test the effectiveness of concepts of interest. In selecting strategies to support, it is helpful to think about how they build to the larger policy goals of Austin's Strategic Direction 2023. These recommended strategies tackle multiple strategic outcomes, including mobility, affordability, safety, health and the environment.

# STRATEGY A

# TRANSIT PASSES FOR REGISTERED MOVABILITY MEMBERS & FOCUSED MARKETING PROGRAM

By establishing a program that provides Movability members with direct access to free (or significantly discounted) transit passes, this encourages companies to become members and gain access to resources to develop comprehensive commute programs for their employees, beyond the immediate benefit of free transit. Since individual membership is available, this program should also emphasize its accessibility to small companies, as well as individual employees. A focused marketing program should be strategically targeted in high opportunity areas. Given its concentration of employees and transit options, marketing the new pass options to large employers in the central business district has a potential to make a big impact.



## Who benefits
Large employers, particularly downtown employers like state and local agencies

**Impact** ●●●●○    **Level of difficulty** ●●●○○

## Why
Providing free transit passes to employees is a highly effective way to increase transit use. Some employers are currently unable to provide discounted transit passes through today's bulk transit pass programs (e.g., many state agencies). Program changes can broaden its availability to key employers.

## Challenges & Feasibility
- Determining subsidy amount.
- Commitment of on-street parking revenue to support strategy.
- Marketing to high impact groups.
- Highly feasible and impactful with participation of state agencies.

**Cost** ●●●○○

**Investment:** $900,000 (FY20). Primary costs include oversight, distribution, marketing, and the bulk discount subsidy on an ongoing basis.

**Staff:** 1 FTE leading initiative (Movability), plus administration support, access to marketing expertise.

### Timeline

- Year 1: Create program structure and interface with key partners. Pilot with month-long free transit (e.g., during peak ozone season, back-to-school).

- Year 2: Implement new option and marketing campaign working with large employers.

### Implementers

Movability and Capital Metro with ATD support.

### Structure

- Capital Metro provides new free enrollment options.

- Options are strategically marketed to key employers to boost transit use.

- City (and other partners) reimburse cost of lost revenue based on a bulk discount formula.

### Scale

Pass to be available to any employer, but focus marketing on high impact markets, particularly in the central business district. Later consider how to scale sustainably.



### Measuring success

Potential key performance indicator (KPIs) include: reduced drive-alone rates and increased transit usage to/from/within downtown.

### As seen elsewhere

Seattle's 10% drop in single-occupancy vehicle commutes into its downtown since 2010 is largely credited to large employers providing free transit passes, along with other programs, as a key feature of a broader commute trips reduction program.

### Implementation tips

Targeted marketing to the central city's largest employers can help boost enrollment of the most commuters.

### Complementary policies and strategies

Enhanced transit infrastructure, expanded Transportation Management Association (TMA), parking pricing adjustments.

Strategy A
Strategy B
Strategy C
Strategy D
Strategy E
Strategy F
Strategy G
Strategy H
Strategy I
Strategy J
Strategy K
Strategy L
Strategy M
Strategy N
Strategy O

# STRATEGY B

# EXPAND MOVABILITY TO CREATE SUB-TMAS

To help address mobility challenges that are distinct to Austin's unique business districts, more direct awareness and participation in TDM programs in each business district is needed. This strategy would expand the reach of Movability, the region's only transportation management association (TMA), by developing sub-TMAs that are business district focused. This structure is considered a best practice in helping to manage geographically-focused mobility challenges and create better travel options. TMAs tend to work well because they have close relationships with large employers in the area and can tailor programs accordingly. Movability is well positioned to serve as the umbrella organization of these sub-TMAs. Organizing business district level sub-TMAs under Movability will improve their overall efficiency and save money.



## Who benefits
Employees, employers, businesses in the districts

**Impact** ●●●●●  |  **Level of difficulty** ●●●●○

## Why
As the city experiences continued job growth outside of downtown and invests in new multimodal infrastructure, Austinites will likely need further awareness, education, and incentives to use new transit and multimodal corridor infrastructure. Many business districts that include a variety of mobility coordination issues would benefit. Immediate focuses could include South Congress, the Domain, and Mueller, for example. As business districts face distinct mobility challenges (such as a parking crunch) or opportunities (such as new transit), the TMA can tailor programs to help solve for better transportation solutions.

## Challenges & Feasibility
The city is well-positioned for this evolution of the existing Movability framework. Creating more sub-TMAs

under Movability focused on business districts will help identify tailored opportunities to tackle mobility challenges. It is a significant long-term organizational strategy, so it should be well coordinated with City partners, and positioned to serve as a key organizational framework for broader citywide TDM policies and programs. Implementation will require the Movability board to approve business structure changes.

## Cost ●●○○○
**Investment:** $200,000-$300,000 (FY20). This would reflect an expansion/change to Movability's role, and require funds to create business district-focused sub-TMAs (typical start-up costs for a new TMA range from around ~$200-300k). Funding could come from multiple sources, including the City, parking management operations, membership dues, and business operations.
**Staff:** Additional Movability staff is dependent on the number of business district sub-TMAs.

### Timeline
- Year 1: Conduct outreach with local business district stakeholders and establish preferred organizational framework and expanded approach.
- Year 2: Launch new business district-focused sub-TMAs in two major business districts. Additional sub-TMAs in other major business districts in year 3 and beyond.

### Structure
- Movability adjusts its internal structure to operate as an "umbrella" TMA, coordinating business district focused sub-TMAs across the City, including start-up assistance and preliminary resources.

- The City increases Movability funding to extend its role. Future policies can support and spread the cost of TMA support.

### Implementers
Movability with City and Capital Metro support.

### Scale
The program must be designed to scale. High priority business districts should be identified and district structure should be well established to quickly on-board additional sub-TMAs as needed.



### Measuring success
Number of sub-TMAs, number of members, number of events, mode share, drive-alone rate, transit usage, transit passes distributed.

### As seen elsewhere
MassCommute is a coalition of 15 TMAs in Massachusetts (11 of which are in the Boston region), serving 400,000 commuters in total. It was formed as a non-profit membership organization, and often serves as a liaison between individual TMAs and state or regional bodies—for example, by negotiating services and standardizing reporting.

### Implementation tips
Business district-focused sub-TMAs can best build relationships with area employers and be attuned to business-district-level mobility concerns and solutions. Movability is well positioned to create sub-TMAs, finding efficiency among services and creating tools. Begin by implementing sub-TMAs in the areas working on fast-moving mobility challenges and outside funding opportunities.

### Complementary policies and strategies
Supportive of other TDM initiatives and policies, serving as a foundational investment and creating business district level liaisons for mobility issues.

Strategy A
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Strategy C ∨
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## STRATEGY C

# TRANSIT USE REWARDS PROGRAM

Implement a rewards program that provides donated coupons or discounts for use of a transit pass. This could be structured within Capital Metro's smartphone application. There are multiple integration options depending on partnership feasibility, including:

- Health partnerships, such as providing free community supported agriculture (CSA) boxes or gym benefits
- Free entry at Barton Springs and other City facilities with admission fees.
- Reward for using transit to visit City Hall.
- Bus pass is included with a library card.
- An occasional free toll credit for using transit.
- Credits earned for use of first/last mile solutions such as B-cycle or dockless bicycles and scooters.
- Expedited security line at ABIA for taking transit to the airport.
- Coupons or discounts to local area businesses.
- Partnering with local organizations such as Go Local or Do512.



### Who benefits
Retailers, transit riders

**Impact** ●●○○○　　**Level of difficulty** ●●●○○

### Why
Incentives and rewards can be highly motivating when they are well targeted and appealing to customers. Local partnerships can help build collaboration and support around boosting transit use, and highlighting local businesses can have the additional benefit of reminding people of daily destinations they can access by transit.

### Challenges & Feasibility
Somewhat dependent on the viability of potential partnerships. If initial exploration uncovers interest from major partners, programs will be more feasible and successful. Sustaining programs with ongoing marketing support tends to be a challenge for this strategy type. Partnering with experienced organizations

(e.g., Go Local, Do512) may improve the efficiency of recruiting businesses and expand the reach of the program.

**Cost** ●●○○○

**Investment:** $335,000 (annual). Dependent on partnership arrangements. The nature of the partnership requires coordination with an executive and legal team to confirm its approach.
**Staff:** Likely requires some staffing (~0.5 FTE), including executive support to negotiate partnerships. Implementation requires ongoing administrative support as well as on ongoing program manager, which could be government or non-profit led.

Strategy J
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**Timeline**
Year 1: Create strategy and request materials. Work with strategic partners (Do512, Go Local, large retailers) to pitch concept and determine interest. Find a local private non-profit implementer. Partnerships will drive feasibility of this strategy. Identify investment strategy and ongoing resources.

Year 2: Launch and operate program. Track results to determine which incentives are most compelling to increase transit use.

**Structure**
Private partnership model requiring core external relationships, led by a non-profit program manager and supported by Capital Metro. Possible opportunity to work with regional partners.

**Implementers**
Non-profit lead, supported by Capital Metro, with private partnerships as a key focus.

**Scale**
It can be established as a pilot with a limited range, or could range to a full citywide or regional program.



**Measuring success**
Increased transit use among incentive recipients.

**As seen elsewhere**
Aspen, Colorado is preparing a temporary program to reward transit riders with retail incentives through an app called Miles.

**Implementation tips**
Early identification of committed partners and the creation of a strategic partnership framework is the key to long-term success. Customer segmentation should be a key focus to ensure incentives are targeted for the greatest impact.

**Complementary policies and strategies**
District sub-TMAs and regional partners could help market these incentives.

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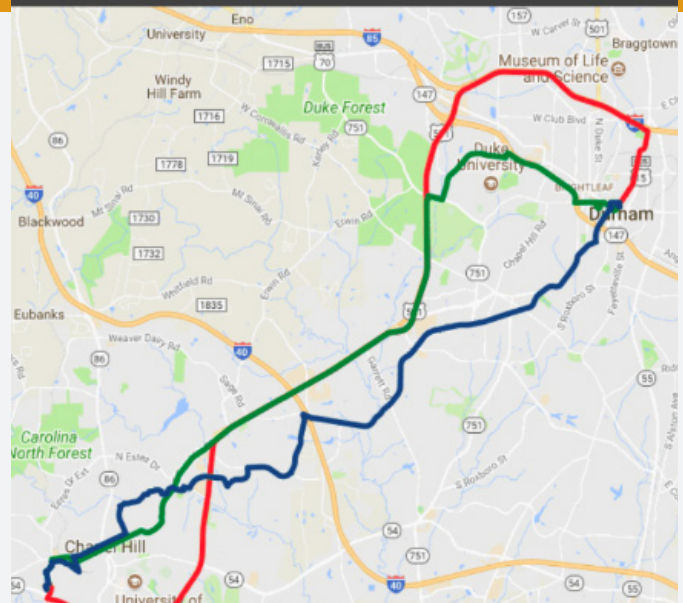# STRATEGY D

# PERSONALIZED "NUDGE" PILOT

Pilot involving opt-in, tailored and personalized commute route maps, and incentives (such as credits for first/last mile options) for using non-driving modes. It can be set up at any scale or range of areas to test effectiveness. This strategy tests innovative approaches to behavior change in a short-term period. It is strategically designed to learn what is most beneficial to delivering improved options and boosting transit use.



**Who benefits**
Austinites who do not take transit now but would like to.

| Impact ●●●○○ | Level of difficulty ●●●●○ |
|---|---|

**Why**
Durham, North Carolina, used this program model to cut down single-occupancy vehicle trips to the downtown core by 5%. It succeeded by combining personalized route planning and incentives.

**Challenges & Feasibility**
Feasible but requires either investment to create an automated technology solution or significant staff time to create tailored mapping. Challenging, but preferable, to integrate with an existing platform.

**Cost** ●●○○○

**Investment:** $240,000-$540,000 (annual budget). Durham began testing concepts with a $100,000 grant followed by ~$1 million for a three-year program.

**Staff:** One dedicated FTE to oversee and implement programs over 3-year period.

**Timeline**
- Months 1-6: Prepare and design the approach.
- Months 7-12: Launch the initial testing phase.
- Year 2: Consider an expanded pilot.

**Structure**
Establish program as discrete tests of which offerings yield the biggest commute changes. These could be focused on neighborhoods, new movers, Movability members, or integrated into the Commute Solutions platform.

**Implementers**
City, Capital Metro, or Commute Solutions staff lead.

**Scale**
Established as pilot, it can be scaled to target audiences (e.g., downtown).



**Measuring success**
By operating as a closed system experiment, results are easily trackable during early pilot phases to learn what works. Key metrics are mode shift, and return on investment.

**As seen elsewhere**
Durham's Nudge program piloted this approach. Durham operated the program to include 1,500 commuters and measured which combinations of incentives and travel information achieved the biggest results.

**Implementation tips**
Focusing staff to be able to operate the program and measure results in a short-time line is key. Customer segmentation should be a key focus to ensure messaging and incentives are targeted for the greatest impact.

**Complementary policies and strategies**
Lessons learned from the pilot can inform approaches for other TDM programs.

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# STRATEGY
# E

# GAMIFICATION AND FREQUENT RIDER PROGRAM

Building on the regional Commute Solutions platform (or Capital Metro's app), implement a digital platform or mobile app that tracks commute trips and rewards non-drive-alone modes through gamification strategies. These strategies should encourage first time transit users, increase the frequency of transit ridership through competition, and create networks that promote positive social reinforcements. Gamification programs could include rewards for off-peak travel, "frequent rider" incentives like credits for first/last mile options, a points "roll-over" system to encourage continued participation, competitions amongst companies or via self-created groups, higher points earned during events (e.g., back to school, ozone action days), and the ability to donate to non-profits.

### Who benefits
Potential riders open to trying transit or other non-driving modes but require more information or motivation, and infrequent riders who enjoy the competition and camaraderie.

| Impact  ●●●○○ | Level of difficulty  ●●●●○ |
|---|---|

### Why
A growing body of research and pilots explore how cities and transit agencies can incorporate behavioral economic concepts and create incentive for modifying traveler behavior. These incentives leverage recent technologies and allow new opportunities to build on traditional incentives programs.

### Challenges & Feasibility
Gamification is mobile-based and thus requires a smart phone. Another challenge is adoption rates: how to get people signed up to participate and also to stay engaged over time.

### Cost  ●●○○○

**Investment:** $585,000 (annual budget). Variable depending on scale. These tools are typically leveraged in a contained setting and thus, further exploration is required to estimate how they can scale to larger, more porous geographies and users. Costs will include ongoing software subscriptions and staff leadership and administration.

**Staff:** 0.5 FTE for program implementation and partnership coordination.

18

**Timeline**
- Year 1: Program and platform development.
- Year 2: Launch.

**Structure**
Partner with an existing program like Commute Solutions and CapMetro so users do not need to download another app. Technology investments will be needed to establish the structure of the program. Depending on funding availability, program can be tested on a subset of Commute Solutions users (e.g., a specific company) or rolled out region wide.

**Implementers**
ATD, in partnership with Commute Solutions and Capital Metro.

**Scale**
This would mainly be dependent on level of funding to support the gamification incentives, as well as marketing efforts to scale up participation levels.

**Measuring success**
Participants in the program and their mode changes.

**As seen elsewhere**
Gamification platforms are not common but growing. Examples include:
- Metropia: earn points for off-peak travel.
- Aspen: earn incentives for travel by non-driving mode.
- Love 2 Ride: groups compete for most miles and new participants.
- Hytch: earn points for riding transit and finding other users.

**Implementation tips**
One key element to balance will be ensuring that the technology selection will provide a great experience but at a scalable investment level for a limited pilot with an opportunity to extend. Customer segmentation should be a key focus to ensure incentives are targeted for the greatest impact.

**Complementary policies and strategies**
TDM marketing campaigns, district sub-TMAs.

Strategy A

Strategy B

Strategy C

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Strategy O

# STRATEGY F

# UNBUNDLE CITYWIDE PARKING

Require the cost to rent or buy a parking space be separated from the cost to rent or buy an apartment, condo, or office. This requirement could be expanded to include existing buildings, although this would be more challenging to implement. An additional element could be a program or requirement that new or existing developments offer and advertise access to a discounted transit program. Within the University Neighborhood Overlay district, multifamily parking is required to be leased separately from unit leases. This provision can be found within the land development code, section 25-2-754 (C) (6), which states "A parking space must be leased separately from a dwelling unit." During the development review process, developers are required to ensure that these leases are separate from unit leases through a restrictive covenant, which provides for an additional level of affordability for individuals leasing within this district.



What is "unbundled" parking?

**Bundled Parking**
The cost of parking "bundled" into price of rents and other goods and services, hiding its true cost from consumers

*Parking Demand*
1 Cost of parking is hidden in goods and services
2 Parking appears free, resulting in higher parking demand
3 More parking must be funded and built

VS

**Unbundled Parking**
The cost of parking is "unbundled" to reveal the true price of parking, separate from rents and other goods and services

*Parking Demand*
1 Cost of parking is revealed to the user
2 Consumers can save money by using less parking, resulting in lower parking demand
3 Less parking needs to be funded and built

NELSON NYGAARD

## Who benefits
Residents or employers who do not need parking, or would like to save money, could opt out of purchasing parking. Unbundling parking costs ultimately lowers the cost of housing for residents and can free up money for employers to invest in commute programs.

| Impact ●●●●● | Level of difficulty ●●●●○ |
|---|---|

## Why
Unbundling parking is one of the most effective strategies for boosting non-driving modes, and supportive of other potential strategies. The true cost of parking is revealed to the customer, encouraging a conscious choice to be made of their commute options.
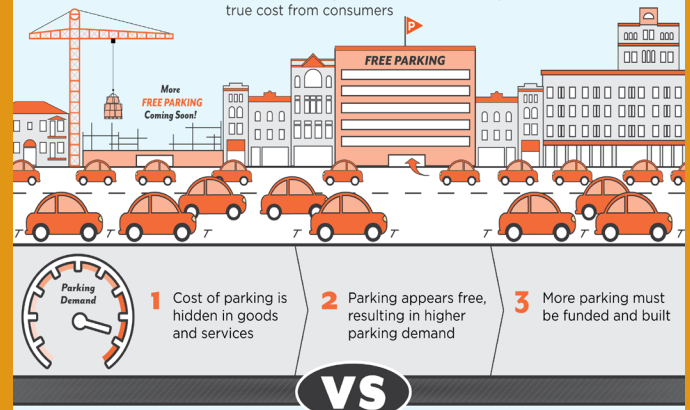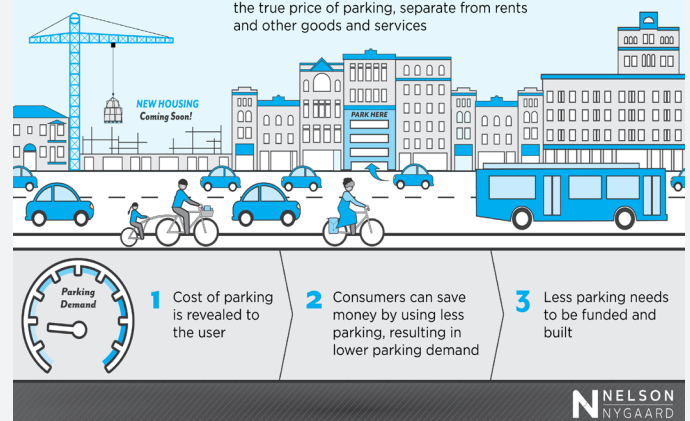
## Challenges & Feasibility
Highly feasible, albeit a significant policy change. Typically receives relatively low policy resistance despite being a major policy initiative. Many established case studies and documentation of benefits exists. Relates

to updated land development code initiatives and can be considered separately or integrated within broader updates.

**A critical first step** is to review policies in place and address any hurdles that limit the transition of private parking spaces for public use. City leadership in removing hurdles and providing technical assistance will increase the impact of citywide TDM policies and programs.

**Cost** ●●●●●

**Investment:** $115,000 (FY20). Policy formation staff cost, plus monitoring program to ensure compliance. **Staff:** Planning and Zoning (PAZ) department lead with ATD planning support. Policy change requires a .75 FTE during development, and then ongoing technical assistance and enforcement within Planning and Zoning.

**Timeline**
Six months of planning, public engagement, policy development, and approval, followed by implementation and then minor ongoing monitoring.

**Structure**
Policy change requiring some ongoing monitoring after implementation. Will become incorporated into the development review process. The additional suggested elements of including existing buildings could be implemented first with existing city-owned buildings.

**Implementers**
PAZ with ATD policy support.



**Measuring success**
Track outcomes such as vehicle household choices and impact on parking demand, as local data on the impact of parking policy changes is helpful to understand impacts and related parking policies, and can inform land use policies.

**As seen elsewhere**
Several other American cities have unbundled parking. King County Metro has tracked the outcome of unbundled parking and related parking and TDM policies to better inform programming in new multifamily residential buildings.

**Implementation tips**
Frame the program as a way to reduce household and employer costs.

**Complementary policies and strategies**
Couple with education and incentive programs (such as expanded TMA) to ensure that employees/residents are not just seeing the cost of parking, but are also provided assistance on other travel options. The City's Affordable Parking Program can be a complementary strategy to alleviate unintended consequences for low income residents or employees who still require a parking space. As part of the land development code rewrite, updating shared parking policies and addressing the ability of commercial properties to offer unused parking capacity as a right of ownership will help strengthen the strategy.

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## Strategy G

# SUSTAIN & EXTEND THE UPCOMING SMART TRIPS NEW MOVERS PROGRAM

Identify ongoing funding to sustain future years of programing within Smart Trips New Mover, which is aimed at encouraging recent movers to or within Austin to walk, bike, take transit, or share rides for their commute or for short trips to reach daily needs. The program involves individualized marketing, direct mail, incentives, and follow-up surveys.

**Who benefits**
Recent movers

**Impact** ●●●○○

**Level of difficulty** ●●●●○○

**Why**
This approach has proven highly successful in its fifteen- year tenure in Portland, Oregon. Austin is likely to find this program effective given the large number of new residents moving to the Austin region daily. This program also provides services and incentives that are complementary to new infrastructure investments. New movers tend to be more amenable to new habits.

**Challenges & Feasibility**
Initial pilot funding has been acquired via a CAMPO grant, but requires a sustainable funding source for ongoing success.

**Cost** ●●○●●

**Investment:** $300k. Portland's program began with a $100,000 investment and scaled to a $1 million program over three years based on initial lessons learned.
**Staff:** Assume that one additional FTE will be needed within Smart Trips to operate the program.

**Timeline**
Monitor initial investment and launch sustained program in year 2.

**Structure**
Program through Smart Trips (limited term for initial program, will need long-term funding). Explore possible collaboration/funding support with the chamber, visitors center, and regional partners. Additional funding could also be tied to developer fees.

**Implementers**
ATD's Smart Trips Program.

**Scale**
Defined subset of new mover population based on market research.

**Measuring success**
Mode share of new movers.

**As seen elsewhere**
Portland's New Movers program pioneered this approach and found the city's new residents took 10% fewer drive-alone trips and the proportion of their trips taken by sustainable and active methods increased by 14%.

**Implementation tips**
Learning from the successful peer program in Portland and building on the existing strengths and foundation of the Smart Trips Austin program will increase success.

**Complementary policies and strategies**
Expanded TMA, unbundled parking.

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**Strategy H**

# CITY EMPLOYEE PARKING REFORM



Reduce or eliminate free parking for city employees where parking is actively managed and encourage public transit use through a parking cash-out program and continued distribution of free public transit passes.

### Timeline
- Months 1-6: Document current practices and propose reform structure.
- Months 7-12: Implement proposed changes.
- Ongoing: Monitor compliance.

### Who benefits
City employees who can earn additional cash for periodically not driving alone.

| Impact ●●●●● | Level of difficulty ●●●●● |
|---|---|

### Why
Leading by example, the City can demonstrate and monitor that parking reform makes a major difference in mode shift outcomes. It also serves as a good governance measure (demonstrating no special privilege among City employees).

### Challenges & Feasibility
Feasible, as the City has control over employee parking. A major challenge may be the perception that the strategy is a loss of an employee benefit. An obstacle may be parking agreements at certain buildings and gating garages. Equity is also a concern for lower wage jobs - consider a strategy like the existing affordable parking program.

### Cost ●●○○○
**Investment:** Staff leader and administrative staff to implement, and infrastructure costs such as parking access controls. Initial investment and some ongoing operating costs. Overall likely to be revenue neutral or positive over the long-term.
**Staff:** ATD parking and finance teams to lead.

### Structure
One-time policy project, then ongoing program.

### Implementers
ATD and department liaisons, with leadership from City Manager and Council.

### Scale
Areas with parking already actively managed. Expand in the future by implementing parking management in areas with robust transit service. This can also be scaled to include other governmental agencies.

### Measuring success
Drive alone rate reduction by City employees.

### As seen elsewhere
As part of an overall parking reform package, the City of San Francisco removed free parking benefits for employees.

### Implementation tips
Requires elevating TDM goals into ongoing benefits conversations for long-term program integration. Communications should focus on fairness and city goals.

### Complementary policies and strategies
City employee TDM programs already in place.

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## Strategy I

# NEW INFRASTRUCTURE TDM MARKETING PROGRAM


Photo credit: Ghisallo Cycling Initiative.

Create a new focus area within the Smart Trips program that tracks major new infrastructure programs (e.g., new trail segments, bike lanes, or transit improvements) and creates small, targeted campaigns within a defined catchment area of the improvement. The campaign promotes its use, explains new potential connections, and gifts some type of prize for use of the new program.

**Who benefits**
Austinites within range of upcoming infrastructure enhancements.

**Impact** ●●○○○ | **Level of difficulty** ●●●●○

**Why**
As new multimodal infrastructure is developed, there is opportunity to create new user markets. Pairing infrastructure improvements with marketing and incentives tends to boost the effectiveness of both aspects.

**Challenges & Feasibility**
Feasible, requires coordination with capital projects to create targeted campaigns. Most effective to operate within Smart Trips team.

**Cost** ●●○○○
**Investment:** Costs can be capped within the pilot constraints but require .5 FTE and marketing budget to operate (variable demands on time).
**Staff:** Increase existing Smart Trips staff by around .5 FTE to manage this ongoing program.

**Timeline**
- Months 1-6: Create and structure approach and toolkit.
- Ongoing: Track infrastructure ribbon-cutting timeline and deploy in time-effective manner around new improvements in coordination with capital projects teams.

**Structure**
Ongoing program structured to be a fast-response team through the Smart Trips program to respond to and support new capital investments with an incentives and marketing package near improvements.

**Implementers**
ATD Smart Trips Team in coordination with City departments.

**Scale**
Should be highly focused on prioritized improvements. Should have a structure built to focus on the timeliness of execution in close coordination with the ribbon-cutting of new infrastructure elements. Can be easily scaled but should prioritize key projects initially to test proof of concept before scaling.

**Measuring success**
New users (e.g., transit ridership or urban trail users), enrollment rate for incentives offered.

**As seen elsewhere**
Cities have utilized well-staffed district level TMAs to promote new infrastructure and tailor programs to nearby sustainable transportation assets.

**Implementation tips**
Prioritizing attractive new capital facilities and tracking new improvements are key. Future capital budgets can include new user outreach and incentives in order to make this program systematic over time if it proves effective.

**Complementary policies and strategies**
Supportive of upcoming physical infrastructure improvements.

24

## Strategy J

# IMPLEMENT DEMAND-RESPONSIVE PRICING AT ON-STREET METERS



The recent Downtown Austin Parking Strategy found that on-street parking rates do not match the level of demand or patterns of behavior. Implementing demand-responsive pricing could increase parking availability and incentivize some to consider other modes.

### Who benefits
Reduced circling, double-parking, and congestion benefits all downtown street users.

**Impact** ●●●●● | **Level of difficulty** ●●●●○

### Why
Parking pricing is one of the most effective TDM approaches. Strengthens other incentive-based strategies mentioned here. Demand-responsive parking pricing implementation is already identified as a goal, and implementation can occur fairly rapidly.

### Challenges & Feasibility
Highly feasible but requires legislative and executive action, and could have legal hurdles.

### Cost ●●●●●
**Investment:** Requires significant staff and resources during implementation. After implementation, it is operationalized within existing teams and is revenue positive.
**Staff:** ATD Parking Team needs resources and support during implementation (communications, technical, etc.).

### Timeline
- Months 1-6: Policy approval and high level operations plan.
- Year 2: Implement demand-responsive pricing.

### Structure
Integrate the new pricing structure into existing parking policies and operations.

### Implementers
ATD Parking in coordination with Downtown Austin Alliance and parking districts for communications.

### Scale
Could be implemented downtown and/or in all metered districts, based on need.

### Measuring success
Increased parking availability, reduced circling and vehicle miles traveled.

### As seen elsewhere
Seattle operates a demand responsive parking program, as does Boston, Berkeley, Los Angeles, and many other cities. Prices are typically adjusted quarterly and with big events.

### Implementation tips
Coordinating policy changes with improved user experience can help improve the overall system. Transparency and communications around the logic for the system are key. In addition, providing people driving with better information about where to find parking and its cost can help connect them to a space faster and reduce circling. Consider including an low-wage employee parking program to complement this strategy, and consider enhancing mobility options for low-income travelers.

### Complementary policies and strategies
Off-street parking policy reforms, new district sub-TMAs.

25

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## Strategy K

# TRANSIT USE SOCIAL NORM CAMPAIGN



Design and execute a social media/general media campaign emphasizing the role of peer influence to boost transit use. This could potentially be paired with a limited campaign in which a current rider can send a suggestion to a friend that they consider riding, along with a free trial voucher.

**Who benefits**
First time riders, existing riders who recommend transit to friends, Cap Metro ridership.

**Impact** ●●○○○  **Level of difficulty** ●●●○○

**Why**
Social norms are powerful behavior change factors, particularly when aimed at commute (versus non-commute) trips. One study found that messages highlighting prevalent descriptive social norms increased sustainable transportation behavior by 5x. It is timely, inexpensive, and potentially effective. The City's high drive alone rate and new multimodal improvements suggest this is a well-timed campaign, focused on addressing socialization hurdles to trying out new modes of sustainable transportation.

**Challenges & Feasibility**
Relatively easy to implement in a limited timeline and budget window as a standalone marketing campaign.

**Cost** ●○○○○
**Investment:** Relatively low-cost. Cost driven only by effort to design, create, structure, and execute the marketing campaign.
**Staff:** Requires short-term marketing support.

**Timeline**
Can be designed and implemented within one year or less.

**Structure**
Discrete marketing campaigns.

**Implementers**
Operated by Capital Metro's communications team in coordination with ATD.

**Scale**
Can be established as a one-time campaign or piloted for longer-term use. Can be structured as citywide or targeted to demographics and areas most likely to be receptive to the message or find it timely. Scale likely depends on media of choice, which can be further refined in conversation with the marketing lead.

**Measuring success**
Impressions and ridership increase.

**As seen elsewhere**
Social norm campaigns have proven effective for other topics (for example, the decreasing social acceptance of drunk driving), but they are not yet widely deployed in other transportation campaigns.

**Implementation tips**
Involving peers can reemphasize that "people like you" use transit. A 2014 study found that social norm campaigns are effective as a TDM strategy – but more for commute trips than non-commute trips.

**Complementary policies and strategies**
Creating district sub-TMAs and increasing access to discounted transit passes.

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## Strategy L

# TARGETED MARKETING



Pilot a campaign that provides a free trial use of a sustainable mode along with a commitment/challenge to keep using it. For example, a free trial of transit or bikeshare passes to current drivers. This may be best leveraged during a specific time of year, such Earth Day or Bike to Work day.

**Who benefits**
First time riders, Capital Metro ridership.

**Impact** ●●○○○  |  **Level of difficulty** ●●○○○

**Why**
Messaging aimed at drivers gets directly to target audiences. "Try before you buy" marketing programs are most effective when tied to some messaging around a further commitment to using the sustainable mode or similar.

**Challenges & Feasibility**
No major feasibility hurdles. For a contained pilot, sending the media fare could be done physically if digital is not an option due to technical investment.

**Cost** ●○○○○
**Investment:** Cost driven by the number of free passes (transit or bikeshare) multiplied by participants per cap, along with staff hours for management, marketing, implementation, and tracking staff hours.
**Staff:** Short-term marketing support.

**Timeline**
Can be designed and implemented quickly

**Structure**
Standalone campaign requiring a marketing team with a focused mission.

**Implementers**
ATD and Capital Metro communications teams.

**Scale**
This strategy is scalable. Ideally it should be large enough to gain a large enough initial sample size to the frame pilot as a test of effectiveness. It could be tied to areas with new infrastructure improvements.

**Measuring success**
Marketing traction and new riders generated.

**As seen elsewhere**
Denton County Transportation Authority piloted specialized Valentine's Day promotions and marketing campaigns, tracking impressions and ridership impacts to learn what works.

**Implementation tips**
Emphasizing social norms ("people like you take transit") and matching incentives with some type of recipient commitment ("I am going to ride Capital Metro this month") tend to increase the success rate of transit marketing campaigns.
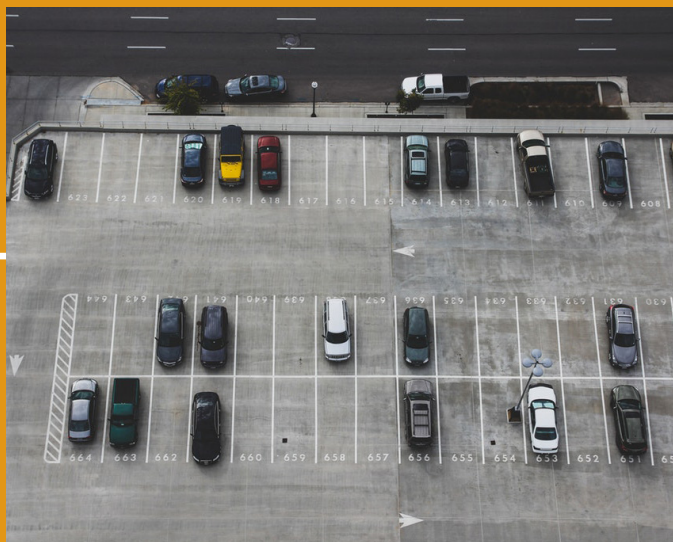
**Complementary policies and strategies**
Expanded TMA, additional transit pass options.

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## Strategy M

# EXPLORE CREATING A FEE FOR OFF-STREET PARKING SPACES



Review the potential for a per-stall parking tax collected by the city. Funds can be used to enhance multimodal options. Fee increases the cost of providing parking.

**Who benefits**
Commuters benefit from increased revenue for multimodal options.

**Impact** ●●●●○    **Level of difficulty** ●●●●○

**Why**
Large unused parking lots have negative externalities. A fee may help avoid oversupplying spaces, and disincentivize long-term holds. Funds could be dedicated for other mobility improvements.

**Challenges & Feasibility**
Typically highly feasible in most contexts. Explore options in coordination with Planning and City Attorney's offices based on policy goals. Review potential case studies in Portland, Seattle, San Francisco and other cities for lessons learned.

**Cost** ●○○○○
**Investment:** Primarily staff leadership for policy development.
**Staff:** Short-term policy staff time. Mid-term staff or marketing assistance for outreach around change. Minor ongoing support to implement, collect, and allocate funds and program.

**Timeline**
During first year explore feasibility and shape fee proposal, seeking legislative approval. Launch in year 2, including robust communications strategy and ensuring other city policies are supportive.

**Structure**
This strategy involves creating a new fee within City policy and administrative process. It also requires as coordination to roll out, operate, and enforce the program and its revenue collection process. This strategy could apply to commercial and/or private parking lots.

**Implementers**
ATD structures program, City Planning operates and enforces.

**Scale**
Could be implemented downtown or citywide.

**Measuring success**
Revenue collected and spent on commute options programs, reduced number of parking spaces provided.

**As seen elsewhere**
Portland, Seattle, San Francisco, and several other cities charge a fee or tax for each parking space provided by a public entity.

**Implementation tips**
Establishing a program to ensure compliance and identifying procedures for ongoing monitoring is key. Review policies in place and address any hurdles that limit the transition of private parking spaces to public use.

**Complementary policies and strategies**
Reduced or eliminated parking minimums, shared parking policies, unlock park & ride facilities.

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**Strategy N**

# IDENTIFY AND UNLOCK PARK & RIDE FACILITIES ALONG FREQUENT TRANSIT ROUTES



Undertake a review of potential private and public parking assets located along high capacity transit routes with additional capacity potential. By identifying which stations may benefit from increased parking supply and strategically seeking shared parking agreements with nearby property owners, there may be opportunity to increase ridership among specific groups.

### Who benefits
Potential transit riders, particularly those who would prefer to avoid driving into the city core.

**Impact** ●●○○○ | **Level of difficulty** ●●●○○

### Why
If carefully considered within a transit capacity and ridership framework, strategically located park and ride facilities can potentially boost transit ridership – without building expensive new parking assets.

### Challenges & Feasibility
Feasible, particularly for publicly-owned sites, but with negotiation and operational hurdles to overcome. Feasibility for private sites is dependent on City leadership, neighboring regional jurisdictions leadership, technical assistance, and available resources to negotiate implementation hurdles. Challenges also include smaller sites that do not provide surveillance/security personnel.

### Cost ●○○○○
**Investment:** Will require resources to lease spaces and communicate the new parking opportunities.
**Staff:** Capital Metro with ATD support.

### Timeline
First six months, identify and screen viable parking assets by transit capacity and potential ridership boost considerations, and approach potential partners. Design and implement program, including marketing, by year two.

### Structure
Shared parking negotiations. Later minor ongoing program operations and marketing.

### Implementers
Capital Metro in coordination with City and regional partners (particularly partners who own parking assets). Coordination with planning may be required to overcome parking sharing challenges.

### Scale
Initial assessment should take citywide and regional purview. Screening protocol will likely narrow the program to a select number of priority sites for consideration. Feasibility assessment (approaching the owner/manager of site) will also shape scale.

### Measuring success
Key metric is ridership at stations with new park and ride assets.

### As seen elsewhere
Few systems used shared parking for transit parking. But, sharing existing spaces is a best practice in general (as seen in downtown shared parking programs such as Omaha's and Pittsburgh's). A Charlotte, NC system study found that more urban stops did not see a ridership benefit from additional parking while some suburban stations did.

### Implementation tips
Less central suburban transit stops are more likely to see a ridership correlation associated with new park and rides than centrally located stops. Shared parking agreements require adequate marketing and ongoing monitoring (rather than only during the start-up phase).

### Complementary policies and strategies
Shared parking policies, reduced parking requirements, reduced cost transit passes.

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## Strategy O

# ALIGN THE CITY'S B-CYCLE PROGRAM AND SHARED MOBILITY SERVICES TO ORIENT TO TRANSIT FACILITIES



Strategically align B-cycle and other shared mobility services with transit infrastructure and services to encourage transit ridership and strengthen first and last mile connections.

**Who benefits**
Potential transit users lacking first/last mile connections.

**Impact** ●●○○○    **Level of difficulty** ●●●●○

**Why**
Better integration of mobility assets may remove hurdles to ridership by making the overall transit ridership experience smoother for new and existing riders, as well as attracting micromobility users to the system.

**Challenges & Feasibility**
Restructuring B-cycle may be too organizationally challenging. Micromobility changes may require test deployments to explore feasibility.

**Cost** ●●○○○

**Investment:** Program would require ongoing investment. Micromobility services have not defaulted to serving transit first/last mile patterns, but there is high potential for better integration. B-cycle integration requires program investment, while other micromobility strategies can be tested within a limited time frame.
**Staff:** Capital Metro oversight and strategic partner for B-cycle. ATD coordination on micromobility pilots.

**Timeline**
Months 1-6: Plan for and determine B-cycle strategy.
Months 7-12: Implement new B-cycle strategy.
Months 7-12: Operate discrete micromobility pilots in coordination with service providers, measuring results.

**Structure**
Requires organizational change to realign B-cycle within Cap Metro programs. Also necessitates a proactive micromobility framework within the transit agency to support transit-integrated micromobility pilots.

**Implementers**
Capital Metro with ATD support.

**Scale**
B-cycle currently has over 75 stations in Central Austin. Initial assessment should screen the number and locations of high-capacity transit stops within a reasonable station density.

**Measuring success**
Key performance metrics include transit ridership and the number of micromobility trips that connect to transit trips.

**As seen elsewhere**
LA Metro is in the process of integrating its bike-share program by integrating fares and providing free transfers to bike-shares with a transit fare.

**Implementation tips**
Micromobility services will likely continue to evolve in unpredictable ways. Establishing a transit-supportive framework for navigating change is key. Orienting bike-share to transit stops involves a change in approach to density goals- the two considerations must be balanced.

**Complementary policies and strategies**
Transit marketing campaigns, expanding TMA.

30

# Appendix A
# Resolution

## RESOLUTION NO. <u>20181213-044</u>

**WHEREAS,** transportation access is becoming a challenge as the City of Austin experiences significant growth while focusing on equity issues; and

**WHEREAS,** the cost of transportation is the second highest cost in a family's budget in the City of Austin, according to data from the U.S. Bureau of Labor Statistics' Consumer Expenditure Surveys; and

**WHEREAS,** in order to address traffic congestion that largely occurs during peak periods, planning agencies have deployed transportation demand management (TDM) strategies to reduce single-occupancy vehicle (SOV) trips, and makè it easier to walk, bike, share rides, use transit, or telecommute; and

**WHEREAS,** TDM strategies may take the form of congestion pricing, incentives to shift travel to off-peak periods or alternative uncongested corridors, flexible work hours, telecommuting, transit subsidies, and ride-sharing programs; and

**WHEREAS,** Austin's regional transportation agencies, including the City of Austin, Capital Area Metropolitan Planning Organization (CAMPO), and the Capital Metropolitan Transportation Authority (Capital Metro), support TDM policies and initiatives:

- Imagine Austin highlights TDM as a key strategy to reducing dependence on driving and increasing transportation options;

- The Austin Strategic Mobility Plan (ASMP) to be adopted at the end of 2018 will identify ways to improve the existing system, increase efficiency, manage demand, and strategically add smart capacity in all modes of transportation;

- The City of Austin's Community Climate Plan, a long-term goal to reach a net zero community-wide greenhouse gas by 2050, has listed TDM strategies as playing a key role in reducing greenhouse gas emissions;

- The Community Health Improvement Plan uses TDM strategies to promote health by encouraging active commutes;

- CAMPO's 2040 Plan highlights the importance of implementing TDM strategies as a key component of the regional transportation solution and as a result CAMPO is leading the efforts to develop the first regional TDM Plan;

- "Capital Metro's Project Connect and Connections 2025 Plan" addresses growth by providing recommendations for connecting people to their jobs, homes, and other destinations; and

- The Tumlin Report, a report that reviewed Austin's transportation strategies developed by an internationally renowned transportation firm, highlighted the development of a strategic plan for TDM as one of the recommended priorities.

**WHEREAS,** traffic congestion is an issue that metropolitan regions around the world seek to address through strategies that influence travel behavior to reduce

trips; many are implementing creative solutions like discounts on transit fares for certain classes of riders and incentives that use monetary rewards or credit toward smartphone purchases; and

**WHEREAS,** according to research from the University of Texas at Austin, there are a number of success stories of the use of incentives as interventions to influence behavior, such as smoking cessation, adoption of safe driving habits, and increased physical activity and exercise; and

**WHEREAS,** Clean Air Force works with local employers in the 5-county Austin-Round Rock Metropolitan Area (Bastrop, Caldwell, Hays, Travis and Williamson Counties) to design company-specific emission reduction strategies that reduce single occupancy vehicle trips; **NOW, THEREFORE,**

**BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

The City Manager is directed to convene a collaborative working group with representatives from Capital Metro, the Austin Transportation Department, the City of Austin's Equity and Innovation Offices, other City departments with a history of successful implementation of incentive programs, transportation experts, and area stakeholders to develop recommendations regarding the creation of a pilot program that could increase transit use through an incentive program. Program examples that should be considered include:

- A credit or discount on City services and fees upon showing that someone has

used public transit 15 out of 30 days a month.

- A credit or rebate on transit passes for employers, who provide transit passes to their employees, upon showing that those transit passes are significantly utilized.

- Discount at local retailers upon showing a monthly public transit pass.

- Discounted or free public transit passes such as those available in ongoing incentives programs such as the City's Smart Trips program or CapMetro's MetroWorks Program.

**BE IT FURTHER RESOLVED:**

The City Manager is directed to consider and identify funding options, such as a budget amendment, that would adequately fund the incentives pilot programs.

**BE IT FURTHER RESOLVED:**
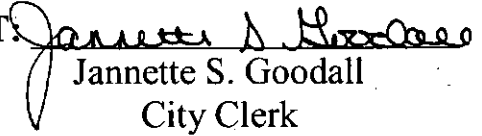
The City Manager is further directed to present preliminary findings for feedback to the Mobility Committee on June 13, 2019 and present a final report, including any funding recommendations that Council may want to consider during the Fiscal Year 2019-20 budget meetings, no later than June 20th, 2019.

**BE IT FURTHER RESOLVED:**

The City Manager should incorporate metrics of return on investment for the pilot in his report back to the Mobility Committee that clearly indicate whether the continuation of the program is feasible and beneficial and sustainable with

information on costs to relevant departments involved in administering the program

or providing incentives for the program.


**ADOPTED:** ___December 13___, 2018    **ATTEST:** *Jannette S. Goodall*
                                        Jannette S. Goodall
                                        City Clerk

# Appendix B
# Process Documentation

# Bloomberg American Cities Climate Challenge Assistance

The American Cities Climate Challenge is part of a suite of investments funded by Bloomberg Philanthropies intended to empower cities to generate innovation and advance policies that support carbon reduction goals. Selected as a participant, Austin proposed to use the support to cut emissions in the transportation sector by advancing innovative incentive programs to encourage sustainable commuting as one of the focused strategies. The Austin Transportation Department was able to leverage partnerships available through the program to have Nelson\Nygaard Transportation Consultants provide technical assistance in documenting potential strategies, reviewing their effectiveness, and providing guidance on which are likely to be successful in Austin.

# Stakeholder Analysis

As the fifteen strategies surfaced for consideration, the core working group and the CAPCOG Regional TDM Coordinating Committee were consulted for feedback on the list of the potential strategy options. They provided qualitative feedback, asked questions that refined the strategy details, and also provided feedback on which strategies they preferred to advance for Council consideration. Their quantitative feedback is summarized below. The feedback from these stakeholders helped surface preferred options.

**Preliminary Weighting Feedback from Responding Core Working Group and Regional TDM Coordinating Committee Members**

| Strategy | Description | Total |
|---|---|---|
| A | Transit Passes for Registered Movability Members & Focused Marketing Program | 7 |
| B | Expand Movability to Create Sub-TMAs | 7.6 |
| C | Transit Use Rewards Program | 7 |
| D | Personalized "Nudge" Pilot | 8.5 |
| E | Gamification and Frequent Rider Program | 9.5 |
| F | Unbundle Citywide Parking | 8.7 |
| G | Sustain and Extend the Upcoming Smart Trips New Mover Program | 8 |
| H | City Employee Parking Reform | 6 |
| I | New Infrastructure TDM Marketing Program | 5 |
| J | Implement Demand-Responsive Pricing at On-Street Meters | 7.8 |
| K | Transit Social Norm Campaign | 7 |
| L | Targeted Marketing | 7.5 |

| Strategy | Description | Total |
|----------|-------------|-------|
| M | Explore Creating a Fee for Off-Street Parking Spaces | 2 |
| N | Identify and Unlock Park & Ride Facilities Along Frequent Transit Routes | 5.5 |
| O | Align the City's B-cycle Program and Shared Mobility Services to Orient to Transit Facilities | 6 |

# Transit Incentives Interviews

The Innovation Office conducted intercept interviews with potential transit riders to understand their barriers to taking transit, and which incentives might persuade them to ride the bus rather than drive. Since only 15 interviews were conducted, strong conclusions cannot be made, but themes emerged that helped form our recommended strategies.

## Research Methodology

We conducted interviews at two downtown locations near transit stops: the Downtown Farmers Market and the Frost Bank Tower parking garage. These locations allowed us to access potential riders at an occasional destination (farmers market) and a commuter destination (parking garage), both of which have access to transit stops.

The Innovation Office interviewed 15 residents (eight at the farmers market, seven at the parking garage) to identify their barriers to taking transit, and what they value in mobility options. We explored what type of incentives would close the gap between the transit barriers riders have, and what they value in transportation in general. We also asked participants to rate 10 incentive options on a 1-5 scale on how interested they would be in taking the bus if they received that incentive (1 = not at all interested, 5 = super interested). Each participant was compensated for their time with a $20 gift card.
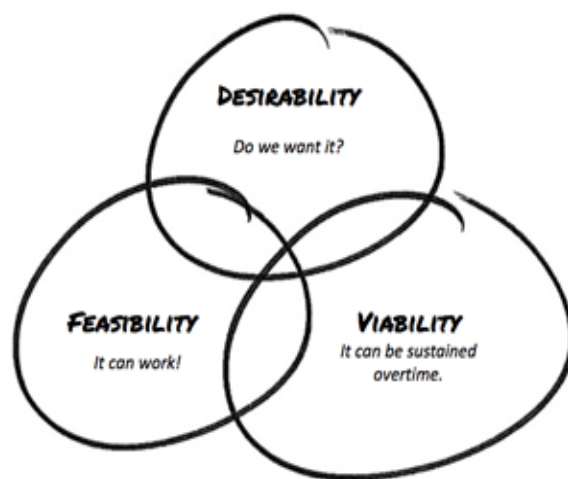


Intercept interviews are not meant to provide a statistically significant sample size. Instead, these qualitative interviews seek out patterns in understanding contextual motivations, emotions, values, and behaviors, which in turn can inspire and validate the desirability of various options.

## Key Take-Aways

The key observations from the interviews include:

- Incentives intended to increase bus ridership should be closely tailored to different customer segments' transportation values. Generalized incentive programs that do not strongly target a specific segment's transportation values are unlikely to resonate.

- The most popular incentive across segments was a discounted bundle that provided access to various transportation service types such as buses, ride-hailing, bike shares, and scooters.

- Different income brackets have different price sensitivities and spending preferences. Target cost-based incentives at what each segment values.

- Potential riders whose home and destinations are relatively close to downtown have barriers that could be overcome with incentives. The larger the distance between a potential rider's home location and destination, the less likely an incentive is to influence their transit decisions.

- The customer segment with the highest potential for increased ridership (i.e. those that never ride) are also the hardest to incentivize, because their barriers to taking transit are structural (e.g. no access, very long commutes) or deeply ingrained. The next customer segment with a high potential to increase ridership are occasional riders, which ride a few times per year or per month.

## Customer Segmentation

Our research found the beginnings of customer segmentation patterns based on expressed income, cost-sensitivity, distance from destination, ride frequency, values, and barriers.

Customer segmentation is the process of dividing customers into groups based on common characteristics (such as motivations, emotions, values, behaviors) so organizations can better tailor communications, marketing, and product development to each group most effectively. With careful customer segmentation, program managers can build a suite of incentive programs and transit interventions linking customer segments with incentives of highest potential impact. They can target their resources for the maximum effect and better measure efficacy, which in turn informs long-term viability of an offering.

In contrast, blanket incentive approaches will almost certainly fall short of their goals because they do not fully address any customer segment. Potentially effective interventions may be discounted generally, when they would be extremely effective for a specific customer segment.

A few years ago, the Innovation Office helped assembled a design team to work with Austin Resource Recovery on a project to better understand recycling behaviors to move the needle on Austin's Zero Waste goal. The teams created various customer profiles based on their knowledge, ability, and motivation to recycle. For each profile, the teams created tailored ideas for education, engagement, **and content strategy tied to the specific customer segments**. Fast forward to now, Austin was recognized as one of the few American cities doing recycling right by **The Recycling Project**, because of our efforts at education, communication, and engagement.

## Research Results by Customer Segment

The results below are organized by customer segments that we identified in interviews. They give direction on how and to who the various incentive options should target. To further validate customer segments for transit, we would recommend following up with more interviews to refine and hone in on this discernible segmentation pattern.

The most popular incentive across segments was a discounted bundle that provided access to various transportation service types such as buses, ride-hailing, bike shares, and scooters.

### Annual income

- **Under $20,000** (2 out of 15 respondents) - Strongest preference for free bus pass or free ride month.
- **Under $35,000** (5 out of 15) - Strong preference for discounted bundles that provide access to various transportation service types.
- **$35,000 - $75,000** (2 out of 15) - Varying incentive preferences.
- **$75,000+** (5 out of 15) - Strong preference for area business discounts, contests with prizes, and a utility bill discount.

**Conclusion—**Different income brackets have different price sensitivities and spending preferences. Target cost-based incentives at what each segment values.
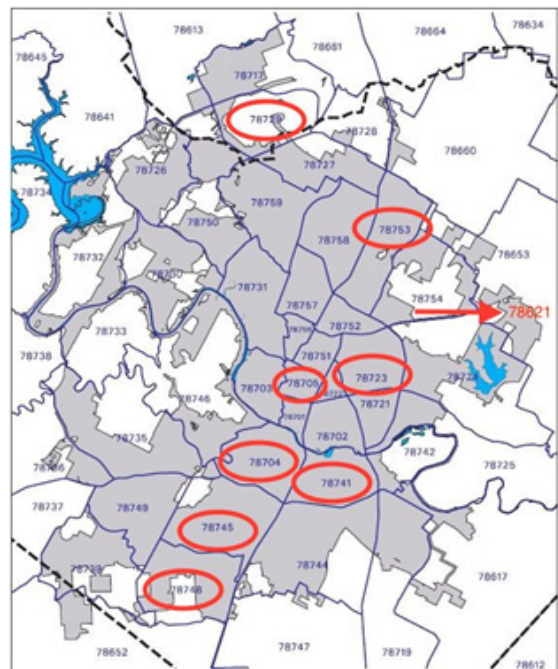
## Average Responses by Segment: Annual Income
(Legend: darker shading = more popular)

| Average Responses by Segment | Free bus pass | Discount bundles (scooters, ride-hailing, bikeshare, bus) | Ride free month | Discount to local business for bus pass holders | Discount on City / agency services for bus pass holders / users | Someone providing you an exact suggested bus route | Free transit pass for using City (or social) services | Contests with prizes | Transit pass discounts | Credit on your utility bill |
|---|---|---|---|---|---|---|---|---|---|---|
| Less than $20,000 | 5 | 4.5 | 5 | 4 | 4 | 3 | 3 | 3 | 4 | 3 |
| $20,000-$34,999 | 3 | 5 | 3.33 | 2.67 | 3 | 3 | 3 | 3.33 | 3.33 | 3 |
| $35,000-$74,999 | 2.5 | 4 | 3.5 | 4 | 3.5 | 2.5 | 2.5 | 3 | 2.5 | 4 |
| $75,000-$100,000 | 4.33 | 3 | 4 | 4.67 | 3.33 | 3.67 | 3.67 | 4.33 | 4 | 5 |
| More than $100,000 | 2 | 3.5 | 2.5 | 3.5 | 1.5 | 1.5 | 1 | 1.5 | 2.5 | 3 |
| Did not answer | 3.67 | 3.67 | 4 | 3.67 | 3.33 | 4 | 4 | 3.67 | 3.33 | 4.33 |

## Home location compared to downtown destination

- **Next to/Near downtown** (7 out of 15 respondents) - A lot of things will work for next to downtown. Only a few things will work for both next to and near downtown, namely: strong preference for discounts to local businesses, transit pass discounts, ride free months, and discounted bundles that provide access to various transportation service types.



- **Mid-distance from downtown** (5 out of 15) - This group exhibited variations, but there was a slight preference for discounted bundles to various transportation service types.

- **Far or very far from downtown** (3 out of 15) - less strong incentive preferences. Discounted bundles to various transportation service types may help. However, none of the incentives assessed would overcome structural barriers such as time and accessibility of transit.

**Conclusion—**Potential riders whose home and destinations are relatively close to downtown have barriers that could be overcome with incentives. The larger the distance between a potential rider's home location and destination, the less likely an incentive is to influence their transit decisions.

**Average Responses by Segment: Home Location Compared to Downtown Destination**
(Legend: darker shading = more popular)

| Average Responses by Segment | Free bus pass | Discount bundles (scooters, ride-hailing, bikeshare, bus) | Ride free month | Discount to local business for bus pass holders | Discount on City / agency services for bus pass holders / users | Someone providing you an exact suggested bus route | Free transit pass for using City (or social) services | Contests with prizes | Transit pass discounts | Credit on your utility bill |
|---|---|---|---|---|---|---|---|---|---|---|
| Next to downtown | 3 | 4 | 4 | 5 | 2 | 1 | 1 | 1 | 4 | 2 |
| Near downtown | 4.17 | 4.33 | 4.33 | 4.33 | 4.17 | 4 | 4.17 | 4.17 | 4 | 4.5 |
| Mid-distance from downtown | 2.6 | 4 | 2.8 | 3 | 2.8 | 2.8 | 2.6 | 3 | 2.6 | 3.6 |
| Far from downtown | 3 | 4 | 3 | 2.5 | 2 | 1.5 | 1.5 | 1.5 | 2 | 2.5 |
| Far - Very far from downtown | 3.67 | 3 | 3.67 | 3.33 | 2 | 2.33 | 2 | 2.67 | 3 | 3.33 |

## Ride Frequency

- **Daily and a few times per week** (3 out of 15 respondents) - In favor of just about all incentives. They already use transit, so any incentive adds extra value to their common routine. Incentives targeted at these groups will influence overall ridership very little, since they already ride transit frequently.

- **A few times per month and a few times per year** (4 out of 15) - Strong preference for discounted bundles that provide access to various transportation service types.

- **Never** (8 out of 15) - No strong incentive preference. This suggest that the transit barriers these respondents experience are unlikely to be influenced by incentives.

**Conclusion—**The customer segment with the highest potential for increased ridership (i.e. those that never ride) are also the hardest to incentivize, because their barriers to taking transit are structural (e.g. no access, very long commutes) or deeply ingrained. The next customer segment with a high potential to increase ridership are occasional riders, which ride a few times per year or per month.

**Average Responses by Segment: Ride Frequency**

(Legend: darker shading = more popular)

| Average Responses by Segment | Free bus pass | Discount bundles (scooters, ride-hailing, bikeshare, bus) | Ride free month | Discount to local business for bus pass holders | Discount on City / agency services for bus pass holders / users | Someone providing you an exact suggested bus route | Free transit pass for using City (or social) services | Contests with prizes | Transit pass discounts | Credit on your utility bill |
|---|---|---|---|---|---|---|---|---|---|---|
| Never | 3.38 | 3.5 | 3.75 | 3.63 | 3.25 | 2.75 | 3 | 3.25 | 3.13 | 4.13 |
| A few times per month / year | 2.25 | 4.25 | 2.75 | 3.5 | 2.5 | 1.75 | 1.75 | 2 | 2.5 | 2.75 |
| A few times per week | 5 | 4.5 | 5 | 5 | 4 | 5 | 4.5 | 5 | 5 | 4 |
| Daily | 5 | 5 | 3 | 5 | 5 | 5 | 5 | 5 | 5 | 5 |

## Transportation values

- **Time + Convenience** (Time - 3 out of 15 respondents; Convenience - 9 out of 15) - Strong preference for discounted bundles that provide access to various transportation service types.

- **Cost sensitive** (6 out of 15) - Strong preference for ride free months, free bus passes, transit pass discounts, and discounted bundles that provide access to various transportation service types.

**Conclusion—**Incentives intended to increase bus ridership should be closely tailored to different customer segments' transportation values. Generalized incentive programs that do not strongly target a specific segment's transportation values are unlikely to resonate.

**Average Responses by Segment: Transportation Values**

(Legend: darker shading = more popular)

| Average Responses by Segment | Free bus pass | Discount bundles (scooters, ride-hailing, bikeshare, bus) | Ride free month | Discount to local business for bus pass holders | Discount on City / agency services for bus pass holders / users | Someone providing you an exact suggested bus route | Free transit pass for using City (or social) services | Contests with prizes | Transit pass discounts | Credit on your utility bill |
|---|---|---|---|---|---|---|---|---|---|---|
| Time | 4 | 4 | 3 | 4 | 3 | 2 | 3 | 4 | 4 | 5 |
| Convenience | 3 | 4 | 4 | 3 | 3 | 4.5 | 3.5 | 4 | 4 | 5 |
| Time + Convenience | 2 | 4.67 | 2.33 | 3.33 | 2.33 | 1 | 1 | 1.33 | 2 | 2 |
| Cost sensitivity | 5 | 5 | 5 | 4 | 4 | 2 | 3.5 | 3 | 4 | 2 |
| Convenience + Cost sensitivity | 4 | 4.5 | 5 | 5 | 5 | 5 | 4.5 | 5 | 5 | 5 |
| Time + Convenience + Cost sensitivity | 2.5 | 3.5 | 2.5 | 3.5 | 3 | 3.5 | 3 | 3 | 2 | 4.5 |

### Ideas from interview participants

Seven out of 15 interview participants offered ideas that would better incentivize their ridership. Most common was transparent real-time information about bus locations, an app showing real time bus locations, more signs like on the Rapid bus, and combined bus availability and location data with similar ride-hailing data. These respondents listed transportation values as time, convenience, predictability, and flexibility.

## Incentive Comparison

This section does a comparison of the two highest ranked incentives – discounted bundles and credit on utility bill. Through the intercept interviews, the utility bill credit incentive was popular, but not as popular as the discounted bundle incentive. The discounted bundle had 15 strong preferences (a rating of 4 and above), while the credit on utility bill had 11 strong preferences.

Looking more closely at the responses, those who indicated that they "never" ride the bus ranked the utility bill credit incentive highest. However, they may have more barriers to overcome than an incentive can provide (such as distance from downtown, lack of route, unacceptable ride time). For these respondents, an incentive program could only indirectly affect their desire to ride the bus and would not directly alleviate their barriers to taking transit. Discounted bundles ranked higher for those who ride a "few times a month/year", a population more likely to move the needle on ridership if larger infrastructure barriers are not the main deterrent.

## Incentives Comparison— Discounted Bundles vs. Utility Bill Credit

(Legend: darker shading = more popular)

| Average Responses by Income | Discount bundles (scooters, ride-hailing, bikeshare, bus) | Credit on your utility bill |
|---|---|---|
| Less than $20,000 | 4.5 | 3 |
| $20,000-$34,999 | 5 | 3 |
| $35,000-$74,999 | 4 | 4 |
| $75,000-$100,000 | 3 | 5 |
| More than $100,000 | 3.5 | 3 |
| Did not answer | 3.67 | 4.33 |

**Observation:** Credit on a utility bill does not perform as well as discounted bundles for those segments with the lowest incomes / highest price sensitivity.

| Average Responses by location compared to downtown | Discount bundles (scooters, ride-hailing, bikeshare, bus) | Credit on your utility bill |
|---|---|---|
| Next to downtown | 4 | 2 |
| Near downtown | 4.33 | 4.5 |
| Mid-distance from downtown | 4 | 3.6 |
| Far from downtown | 4 | 2.5 |
| Far - Very far from downtown | 3 | 3.33 |

**Observation:** Discounted bundles perform better than credit on a utility bill in more segments by distance from downtown.

| Average Responses by ride frequency | Discount bundles (scooters, ride-hailing, bikeshare, bus) | Credit on your utility bill |
|---|---|---|
| Never | 3.5 | 4.13 |
| A few times per month / year | 4.25 | 2.75 |
| A few times per week | 4.5 | 4 |
| Daily | 5 | 5 |

**Observation:** Discounted bundles hit a key segment—"occasional riders," who ride a few times a month or year—to get them to be more all-purpose riders.

# Feasibility—Credit on Utility Bill

From a feasibility perspective, both the City's Legal Department and Austin Energy stated that creating such a program would be difficult to administer. Creating a rider identification system, safely integrating databases between the agencies, determining eligibility standards, and creating bill crediting system may prove resource intensive and administratively burdensome to an extent that outweighs the benefits the incentive could provide. It would also be complicated to link transit riders to an Austin Energy account which may be listed under a family member, roommate, or landlord.

Such an incentive program would be difficult to create and administer due to some key complications. Capital Metro would have to create and implement a system that links individual rider identities to bus passes (bus trips are currently anonymous) and confirm ridership. Customers would have to give permission for Capital Metro to share data with Austin Energy. Capital Metro would then have to share this information with Austin Energy, who would have to link the Capital Metro ridership data to their customer database, confirm eligibility, and implement a crediting system in their billing process for eligible customers. Further complicating matters, not all riders would have the utility bill in their name - it may be in the name of another household member, roommate, or landlord. This could affect equitable access to this incentive. Data transfers regarding ridership would have to remain secure and private between the agencies.

It should be noted that Austin Energy currently has several utility assistance programs that can aid qualifying customers in paying their utility bill. In 2017, 68,000 residents were enrolled in a utility assistance program. This indicates that other solutions that aid lower-income Austinites in paying their utility bills could be impactful. For a transit incentive to be effective in this regard, it would have to provide enough utility bill credit to close the gap between what a customer can pay and what they owe, not just reduce the amount that they cannot pay. The City would also need to ensure equitable access to the incentive to avoid the scenario where residents who would benefit most do not have access to transit, and thus cannot access the program.

Given the feasibility concerns, along with the insights from the interviews, we determined that other strategies could achieve the same purpose (of giving monetary incentives for using transit) with lower effort.

# Appendix C
# Current TDM Programs

## TDM—What Does That Stand For?

TDM stands for Transportation Demand Management. Transportation demand management promotes solutions that move trips out of peak congestion hours or shift drive-alone trips to other forms, such as public transit, active transportation, ride-sharing, and teleworking.

## Why is This Important?

CAMPO predicts vehicle travel in the region could double by 2040, while road capacity will only increase by an estimated 15 percent.* By changing preferences and patterns, transportation demand management offers the fastest and most cost-effective way to manage congestion. This approach simultaneously helps to address the affordability crisis in Austin where transportation is the second highest household expenditure, just behind housing. These solutions also contribute to environmental benefits, such as maintaining air quality by reducing vehicle emissions.

## Can TDM Really Work?

During rush hour, small changes in transportation behavior can make a big impact. National research shows that TDM strategies can reduce vehicle miles traveled by the following percentages:**

| | |
|---|---|
| MARKETING/EDUCATION | 1% - 5% |
| CARPOOLING | 1% - 15% |
| ORDINANCES | 5% - 15% |
| PARKING MANAGEMENT | 2% - 7% |
| TRANSIT SUBSIDIES | 3% - 10% |
| TELECOMMUTING | 1% - 5% |
| CAR SHARING | 1% - 2% |
| VANPOOLS/SHUTTLES | 1% - 13% |
| LAND USE | 5% - 20% |

TDM has and does work for other cities. See how Austin compares to other similar cities on the chart to the right. These lower percentages are within Austin's reach, too, as our TDM strategies take hold.
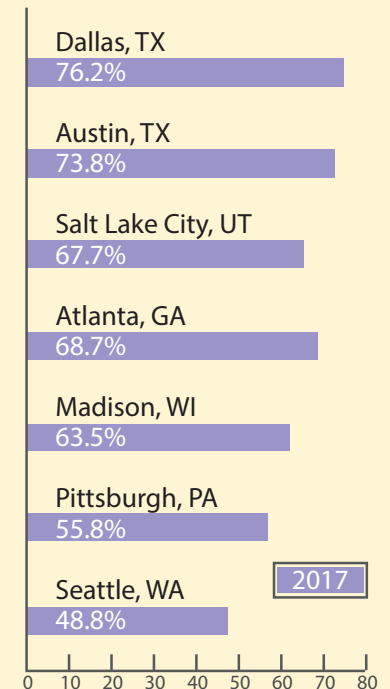
* CAMPO 2040 Regional Transportation Plan.

** Based on data from the research report, "Quantifying Greenhouse Gas Mitigation Measures," by the California Air Pollution Control Officers Association. August 2010.

[†] Based on American Community Survey 2017 5-year estimates.

**Commute Drive-Alone Rates Across the USA[†]**

Dallas, TX
76.2%

Austin, TX
73.8%

Salt Lake City, UT
67.7%

Atlanta, GA
68.7%

Madison, WI
63.5%

Pittsburgh, PA
55.8%

2017

Seattle, WA
48.8%

0  10  20  30  40  50  60  70  80

For additional background on TDM, visit AustinTexas.gov/TDM

# 2018 Highlights

## TDM National Excellence Award

The City of Austin received the Transportation Demand Management Excellence Award for Large Government in October 2018 at the 2018 Association for Commuter Transportation Forum (pictured below). This award recognizes a government's efforts to support sustainable transportation options through policies, programs, and actions.



Cari Buetow represents the City of Austin as the City receives the TDM Excellence Award for Large Government at the ACT TDM Forum in November 2018.



Tien-Tien Chan represents the City of Austin as the Smart Commute Rewards program receives the National Award in Commuting Options - Carpool at the ACT International Conference in July 2018.

## Other Accomplishments

- Expanded the Smart Trips Austin program to educate neighborhood residents on their transportation options.

- The City of Austin, in collaboration with regional stakeholders, worked with Capital Area Metropolitan Planning Organization (CAMPO) policy board members to recommend adding TDM as a new category to be included in Transportation Improvement Program (TIP) funding. The CAMPO Policy Board supported this idea and, for the first time, roughly $800,000 of TIP funding was allocated to TDM.

- The City's Smart Commute Rewards program received the National Award in Commuting Options – Carpool by the Association of Commuter Transportation in 2018 (pictured above).

- Austin City Council passed two policies with TDM requirements built in: the Chapter 380 Business Expansion Incentive Program and the Special Events Ordinance.

- Air Central Texas selected Pharr Andrews from ATD (pictured right) to receive the 2018 Bill Gill Central Texas Air Quality Leadership Award for her significant and lasting impact on Central Texas air quality. Pharr received the award for a career at the City of Austin as the Air Quality Program Coordinator.

# Looking Forward to 2019

## City Council Transit Resolution

In December 2018, Austin City Council passed a resolution calling for the City Manager to form a working group that will "develop recommendations regarding the creation of a pilot program that could increase transit use through an incentive program." The findings will be presented to the Mobility Committee in June, 2019.

## TDM Website Re-brand

The City's TDM program is currently undergoing a website and program re-brand, planned to launch in summer 2019. The program will officially be called "Get There ATX". The website will act as a one-stop shop for residents, employers, schools, and visitors to access information about how to get around Austin using sustainable modes of transportation.



## Bloomberg American Cities Climate Challenge

Austin was announced as one of 25 winning cities in the American Cities Climate Challenge. Austin will use the support from the Climate Challenge to cut emissions in the transportation sector by advancing innovative incentive programs to encourage sustainable commuting, implementing new parking management and pricing programs to reduce vehicle emissions, and scale the implementation of dockless mobility using a Mobility as a Service approach.



Pictured above: Austin Mayor Steve Adler, Michael Bloomberg, and Assistant Director of the Austin Transportation Department Annick Beaudet.

# TDM Initiatives at Work for Austin

This table highlights the key TDM initiatives that the City of Austin is leading or supporting. To better understand each initiative, its key accomplishments to date and plans for the future, see pages 6-16. Supporting TDM initiatives are also summarized on pages 17-18. Reporting for measuring success can be found on page 19.

## MARKETING/EDUCATION
Motivating people with information and incentives to modify travel behavior.

Movability & Mayor's Mobility Challenge
Smart Trips Austin
Commute Connections
Smart Commute Rewards
City of Austin Air Quality Program

## REGIONAL
Collaborating on TDM initiatives across the Central Texas region.

Commute Solutions
Regional TDM Coordinating Committee
CAMPO Grant
Regional TDM Plan

## PARKING MANAGEMENT
Managing parking supply and demand, and encouraging turnover of parking spaces and use of other modes of travel.

Downtown Parking Strategy
City of Austin Parking Program

## LAND USE
Reducing the need to travel by vehicle through land use.

Large Development Projects + TDM

## IMPROVING OPTIONS
Increasing availability of transit, bicycle, and pedestrian infrastructure to increase travel by these modes.

Bike-share
Bicycle & Pedestrian Improvements
Dockless Mobility

## PLANS & POLICIES
Planning for and encouraging, requiring, and/or adopting TDM strategies.

Austin Strategic Mobility Plan
Community Climate Plan
Special Events Ordinance
Economic Development - Business Expansion Incentive Program
Downtown Construction Workers Parking Policy

# Initiatives Status Report

The City of Austin is leading or supporting many key TDM initiatives. This section describes each initiative, its key accomplishments to date, and plans for the future.

## LEGEND:

**Completion Date**

**2019** 2019 TARGET COMPLETION

➡ ONGOING

✔ PLAN COMPLETE – IMPLEMENTATION IN PROCESS

★ NEW TO 2018 REPORT

**Strategies**

MARKETING/ EDUCATION

PARKING MANAGEMENT

IMPROVING OPTIONS

REGIONAL

LAND USE

PLANS & POLICIES

---

## MARKETING/EDUCATION

## Movability & The Mobility Challenge

MovabilityAustin.org

Movability is Central Texas' first and only organization solely dedicated to working with employers to improve Austin's economic vitality by implementing sustainable mobility options. Regional public and private employers join to create employee mobility programs that they can then leverage to reach their business goals, including attracting and retaining top talent, reducing facilities costs, and leading in corporate stewardship.

Key Accomplishments in 2018: For the fifth year, Movability implemented the Mayor's Mobility Challenge which, to date, has helped more than 60 Central Texas employers create TDM plans to help their employees shift away from drive-alone commutes. In 2018, Movability recruited 20 employers to participate in the Mobility Challenge, and also welcomed a new Mobility Challenge Program Manager to its team.

Movability continued to grow its membership in 2018, with a total of 54 members at the end of the year, and offered a variety of educational webinars and networking events. Movability partnered with Best Workplaces for Commuters (BWC) to help Central Texas employers earn a spot on the coveted BWC list. Movability was also rewarded funding to develop, in partnership with CAMPO, a TDM study that will help identify projects and strategies to shift travel away from peak travel times and increase the use of options that reduce demand for road space to help manage congestion into the future.

Next Steps:  Movability will oversee a shift to a new format of the Mobility Challenge, which will include implementation of mobility plans for past participants and the recruitment of new Mobility Challenge participants. Movability will also participate in the steering committee that will inform and guide the regional TDM study.

# Smart Trips Austin

SmartTripsAustin.org

The Smart Trips program engages communities to try multi-modal transportation options and shift away from driving alone. The program focuses on personal interactions, educating individuals on their transportation options and overcoming barriers to multi-modal travel. This new information and incentives are solidified through community-based multi-modal programs such as learn to ride classes, transit instruction, and group walking activities. Travel choices are measured before and after implementation to evaluate program effectiveness.

Key Accomplishments in 2018: Phase 3 wrapped up in Zilker, Bouldin, and Travis Heights neighborhoods in 2017 with a 3.7% decrease in driving trips. Phase 4 wrapped up in the Central East Austin neighborhood in 2018.

Next Steps: Phase 5 will launch Spring 2019. The program is expanding the number of households reached and the program duration in order to increase long-term impact. Smart Trips also received CAMPO Transportation Improvement Program (TIP) grant funding to develop and expand programming.

# Commute Connections

AustinTexas.gov/CommuteConnections

The Commute Connections program helps City of Austin employees understand their sustainable commute options and take action to reduce their drive-alone work trips, especially during peak travel times. The ultimate goal is to minimize the impact these commutes have on traffic congestion and air quality in our region. The City strives to continually improve its commuter programming by offering and encouraging employees to take a sustainable commute to work by using active transportation, rideshare, or transit.

Key Accomplishments in 2018: Commute Connections launched Commute Consulting, an outreach campaign to departments that may be moving locations and seeking advice on new commutes. The team also attended employee events to distribute commuter information, with nearly 500 individuals reached. Commute Connections continued to gather important commuter information through questions in the Listening to Workforce Survey. The Bike-share Benefit Program distributed a total of 221 memberships to City employees. The MetroRideShare vanpool program had 155 City employees participate, and 3,254 total transit passes were distributed.

Next Steps: Commute Connections will continue to grow by further developing and finalizing a TDM Plan. Additionally, the program will enhance its interactions with Mobility Coordinators so that they may be more effective in communications with coworkers regarding commuter options. The program will offer new and expanded commuter trainings to employees.

# Smart Commute Rewards

AustinTexas.gov/SmartCommute

The Smart Commute Rewards program is the incentive arm of the City's Commute Connections Program. Smart Commute Rewards offers City of Austin employees various incentives to adopt a commuting habit that incorporates sustainable transportation, even just one day a week.

Key Accomplishments in 2018: More than 1,500 City employees are enrolled in Smart Commute Rewards. Six contests were held throughout the year to encourage participation. In 2018, Smart Commute Rewards was awarded with the National Award in Commuting Options – Carpool by the Association of Commuter Transportation. This award recognized the significant impact that providing incentives had on commuters' decisions to significantly increase carpool trips in 2017.

Next Steps: The program plans to pursue approval and implementation of a new City policy that would make Smart Commute Rewards a permanent, ongoing incentive program. The program plans to continue to offer contests in 2019, and possibly other best practice example incentives.

# City of Austin Air Quality Program

AustinTexas.gov/AirQuality

The Air Quality Program focuses on motivating residents and visitors to take pollution reducing actions that benefit regional air quality and help in the management of traffic congestion. The program promotes using sustainable transportation options, driving less, and reducing vehicle idling, among others.

Key Accomplishments in 2018:
The Air Quality Awareness Week media event was held at City Hall in May 2018. In September, the Austin Independent School District (AISD) joined the City of Austin and CLEAN AIR Force of Central Texas to host a media event that kicked-off a vehicle anti-idling campaign at Highland Park Elementary. The campaign was derived by students at the campus who care for the air. In December 2018, the 2019-2023 Austin-Round Rock-Georgetown MSA Regional Air Quality Plan was created. Under the plan, the City of Austin has committed to over 30 measures with the goal of reducing air pollution. Throughout 2018, the Air Quality Program participated in several outreach events, and the air quality educational messaging via radio, digital ads, and social media resulted in over 5.5 million gross impressions. Finally, program manager Pharr Andrews received the 2018 Bill Gill Central Texas Air Quality Leadership Award.

Next Steps: In coordination with regional partners, the program will implement the new Central Texas Air Quality Plan. Two key objectives of the new plan are to keep our region in compliance with the National Ambient Air Quality Standards (NAAQS) and to minimize the health and environmental impacts of regional air pollution.

## Commute Solutions

CommuteSolutions.com

Commute Solutions is a "one-stop" transportation resource in Central Texas, promoting sustainable options that reduce traffic and improve mobility. Through the myCommuteSolutions regional website, individuals can search for a carpool buddy, plan a transit trip, map out a bike route, and more. Users can log their commutes to see fuel saved, calories burned, and pollution reduced.

Key Accomplishments in 2018: Commute Solutions launched a regional Emergency Ride Home program in 2018. A Regional TDM Coordinating Committee was created in 2018. Commute Solutions received $250,000 in funding from Federal Highway Administration, which is expected to be spent in 2019.

Next Steps: Commute Solutions is currently working on updating their ride tracking/trip planning platform - myCommuteSolutions. Alongside this platform update will be an overhaul of program branding, expected to launch in Spring 2019.

## Regional TDM Coordinating Committee

The Committee coordinates TDM activities and initiatives within the Capital Area Council of Governments (CAPCOG) ten-county region. Through its diverse regional representation, the Committee seeks opportunities to support, advise, and collaborate on TDM activities with regional significance. The committee seeks to improve transportation outcomes in the region by educating individuals on ways to reduce unnecessary vehicle trips and miles traveled, especially during drive-alone trips. The Committee also works to expand the awareness of, and access to, mobility options other than driving alone, particularly for individuals in under-served areas.

Key Accomplishments in 2018: The Committee formed in June 2018, and provided input on regional TDM issues like Commute Solutions program re-branding, launch of a regional Emergency Ride Home pilot for sustainable commuters, CAMPO's TDM policies, CAMPO's TDM plan, and the City of Austin's Strategic Mobility Plan. The Committee has active participation from the following agencies: The City of Austin (chair), Capital Metropolitan Transportation Authority (CMTA), CAPCOG, CAMPO, Capital Area Rural Transportation System (CARTS), Central Texas Regional Mobility Authority (CTRMA), the Texas Department of Transportation (TxDOT), Movability, the cities of Georgetown, Marble Falls, Pflugerville, Round Rock, and San Marcos, and the counties of Bastrop, Burnet, Caldwell, Hays, and Travis.

Next Steps: In 2019, the Committee will continue to look to coordinate TDM activities on a regional level by sharing knowledge, ideas, and best practices, providing input on transportation plans that can affect TDM, and supporting the Commute Solutions program.

## CAMPO Grant
CAMPOTexas.org/TIP/

The Capital Area Metropolitan Planning Organization (CAMPO) had $400 million in funding available for its 2019 Transportation Improvement Program (TIP). Historically, TIP funding was allocated only to infrastructure. The City, in collaboration with regional stakeholders, worked with CAMPO policy board members to recommend adding TDM as a new category to be included in TIP funding.

Key Accomplishments in 2018: CAMPO Policy Board voted to include the TDM category in the TIP funding. In total, three projects and one study were submitted under the new TDM category. To present united support for the submitted TDM projects, CAPCOG, the City of Austin, Travis County, and Capital Metropolitan Transportation Authority submitted a joint letter recommending that all TDM project submissions be partially funded to gather one year of program effectiveness data. The CAMPO Policy Board supported this idea and, for the first time, roughly $800,000 of TIP funding was allocated to TDM.

Next Steps: CAMPO will continue to include TDM as a category to be included in the TIP funding in 2019.
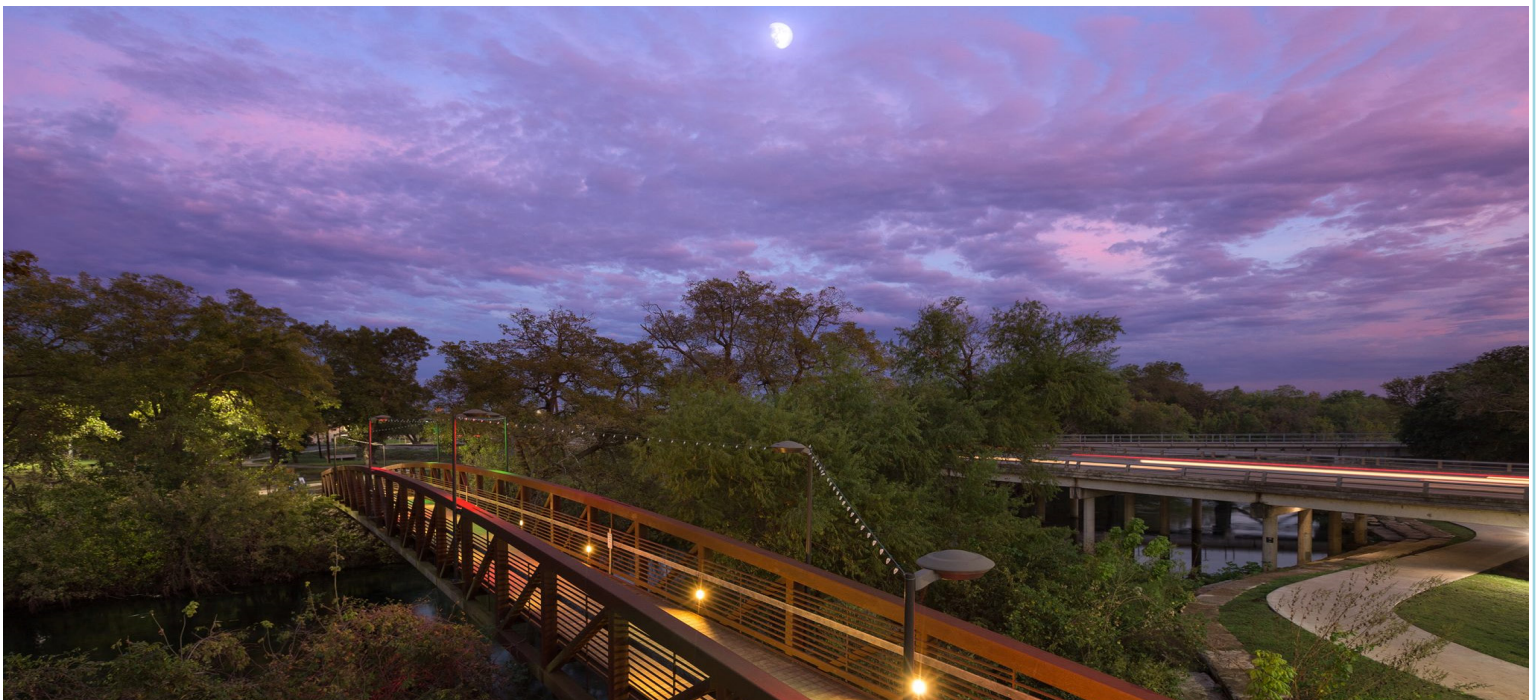


## Regional TDM Plan
CAMPOTexas.org/Regional-Transportation-Plans/
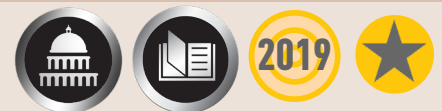
CAMPO's Regional TDM Plan will look at alleviating congestion during peak travel times using a variety of strategies. These strategies focus on commuter behavior choices, technology, and options provided by employers or government entities, rather than solely focusing on infrastructure changes, to relieve congested transportation networks.

Key Accomplishments in 2018: The steering committee for our region's first ever TDM plan was assembled in 2018. The steering committee includes the City of Austin, Movability, CAPCOG, CAMPO, Travis County, TxDOT, Bastrop County, CMTA, City of San Marcos, CTRMA, and CARTS.

Next Steps: CAMPO plans to approve and adopt the regional TDM plan in 2019.

## Downtown Parking Strategy
DowntownAustin.com/ParkingStrategy

Led by the Downtown Austin Alliance (DAA), this study is a comprehensive, forward-thinking effort to improve parking in the downtown area. Community input helped define the challenges for all users including office tenants, businesses, retailers, residents, and visitors.

Key Accomplishments in 2018:  Presented to the public in June 2017, several of the 19 recommendations have a TDM focus. In June 2018, City Council passed a resolution instructing staff to develop recommendations regarding the availability of on-street parking in the downtown area. Council also approved an agreement with DAA, allowing it to extend the Downtown Parking Strategy to South Congress Avenue.

Next Steps:  In 2019, DAA, Movability, City staff, and others will partner to pilot a parking solution for specific large downtown construction projects, providing construction workers with transit passes and other last-mile solutions so that they can avoid parking downtown. They will develop new parking regulations for development projects in the downtown area. DAA will also work with the City to expand the Affordable Parking Program.

## City of Austin Parking Program
AustinTexas.gov/Parking

The City's Parking Enterprise Division balances the needs of residents, businesses, and visitors for convenient and user-friendly parking. This includes parking meters, garages, enforcement, loading/unloading zones, residential permits, car-share, valet, benefit districts, and more.

Key Accomplishments in 2018: The City established formal collaboration methods with regional parking stakeholders. The program also adjusted enforcement policies to target key issues related to parking, and implemented initial upgrades to existing technology and data processes, including establishing a $9 million Parkeon Pay Station and Parking Technologies contract. The Affordable Parking Program expanded to include One Texas Center, City Hall, and 20 other privately-owned garages with over 200 individual participants in the program. Also, the City created a GIS shape file with all of the varied parking spaces and their regulatory time frames.

Next Steps:  The Parking Program plans to move a progressive parking model to City Council in Spring 2019. Utilizing the Parkeon contract, the program upgraded to a new parking payment application, ParkATX, in February 2019,  and plans to complete the garage reservation system, and implement three additional license plate reader systems.

# Bike-share
AustinBcycle.com

Austin B-cycle is the City-owned bike-share system providing a network of 24 hour/day, on demand bicycle stations, with 76 stations operating in Austin.

Key Accomplishments in 2018:  Austin B-cycle received an award at the B-cycle World Conference for most checkouts per bike per day of any system. They increased the total station count from 54 to 76, growing the fleet from 390 bikes to 525 bikes. The total system ridership increased from 192,000 trips in 2017 to 387,100 trips in 2018, a 102% increase. Also, sponsorship revenue increased by 4.5 times from 2017.

Austin B-cycle started an 18-month pilot with University of Texas with stations on campus. Over 15,000 students enrolled in no-charge membership, riding over 250,000 trips.

Next Steps:  Partnering with an equipment vendor, B-cycle will test 10 prototype e-bikes for stations, and they are exploring the use of remaining TAP grant funds, Austin Energy fleet rebate, and sponsor funds to add at least 100 production e-bikes to the fleet by fall 2019. B-cycle is also testing single trip pricing more aligned with the dockless pricing to keep the system competitive. They plan to begin charging $1 per month per student for UT memberships to offset operational costs of operating at UT.

Austin B-cycle operator Bike Share of Austin is launching Domain B-cycle as a 100-bike satellite system to test B-cycle's Dash smart bike with the potential merging of systems after a 2-year pilot. Bike Share of Austin is also partnering with dockless scooter provider, OjO Electric, to operate a seated scooter system to generate additional income for the Austin B-cycle system through a management and revenue share agreement.

Austin B-cycle is exploring ways to have B-cycle stations act as micro-mobility hubs.

## Bicycle & Pedestrian Improvements

AustinTexas.gov/ActiveTransportation • AustinTexas.gov/Public-Works

More information about bicycle and pedestrian improvements can be found with the Active Transportation and Street Design Division of ATD and the City of Austin Public Works Department.

Key Accomplishments in 2018: The City is building out a citywide "all ages and abilities" connected bikeway network. The City of Austin completed 28.9 miles of new and improved bicycle and trail facilities in 2018, including 8.4 miles of protected bike lanes and 2.4 miles of shared use pathways, and 71,627 linear feet of new sidewalks.
In 2018, the Big Jump Project hosted new biking engagement, education, and encouragement programs, and supported new biking equity, safety, and outreach initiatives by partnering with the City, nonprofit organizations, and the private sector.

Next Steps: The Austin Transportation Department currently has over 48 active transportation projects in development. The Public Works Department plans to complete nearly 40,000 more linear feet of sidewalks in 2019.

## Dockless Mobility

AustinTexas.gov/DocklessMobility

Dockless mobility systems consist of devices, such as bicycles or scooters, that do not require fixed docking stations for users to receive or return units. In May 2018, dockless mobility options were made available in Austin.

Key Accomplishments in 2018: In March and April 2018, Austin Transportation held a series of public meetings related to dockless mobility. The Dockless Mobility Community Survey was available throughout the month of August 2018. ATD filed the Director Rules for Deployment and Operation of Shared Small Vehicle Mobility Systems with the City Clerk in November 2018.

Austin Transportation also created an open data portal and reporting tools on dockless mobility, available for public use and analysis. This data, summarized below, is anonymous and streamlined using data standards shared by leading American cities.

2018 Dockless Data:

Dockless Bicycles 2018 Data:
-Total Number of Trips: 70,840
-Total Miles Traveled: 139,078
-Average Duration in Min: 20.51
-Average Trip Miles: 1.75
-Unique Devices: 492

Dockless Scooter Data 2018:
-Total Number of Trips: 1,790,851
-Total Miles Traveled: 1,816,371
-Average Duration in Min: 13.56
-Average Trip Miles: 1.14
-Unique Devices: 10,527

Next Steps: By utilizing the data collected, ATD will develop a location-specific active transportation ordinance, including safe riding speeds and locations, Dismount Zones, and other safety requirements for all riders. This will be used to develop a Safe Riding Ordinance that will go to Council in early 2019.

# Large Development Projects + TDM

The City collaborates with large development projects to encourage the incorporation of TDM strategies into their plans.

Key Accomplishments in 2018: The South Central Waterfront (SCW) Vision Framework Plan recommends that all multi-family and mixed-use developments be required to participate in a TDM program. The SCW plan will include an innovative and context-sensitive TDM plan which will be required of all developments within the regulating area. This plan may include parking reductions, a transportation management association membership requirement, shared and off-site parking options, and more.

Next Steps: The City will continue to collaborate with developers to incorporate TDM strategies into their developments. The City is currently creating TDM guidelines in conjunction with its updated Transportation Impact Analysis Guidelines. This will allow for developments to utilize a TDM plan to reduce drive-alone trip rates to/from their sites in an effort to ease congestion rates. These guidelines will ultimately serve as a guideline to include within the ongoing Transportation Criteria Manual (TCM) rewrite and any future land development code updates.

The TCM is currently being rewritten and is anticipated to go through a public review process in late 2019. This rewrite process will modernize the criteria manual and will enable the City to promote multi-modal transportation infrastructure during the development review process.

In 2019, the City also plans to hold trainings related to parking elements of TDM with various City departments and offices, including the Development Assistance Center in the Development Services Department and Code Compliance. This training will inform City employees of the importance of parking management and how excessive parking can correlate to an increase in single occupancy vehicle trip rates. In addition, the City will be evaluating and revising code language related to parking calculations in conjunction with an anticipated rewrite of the land development code in late 2019.
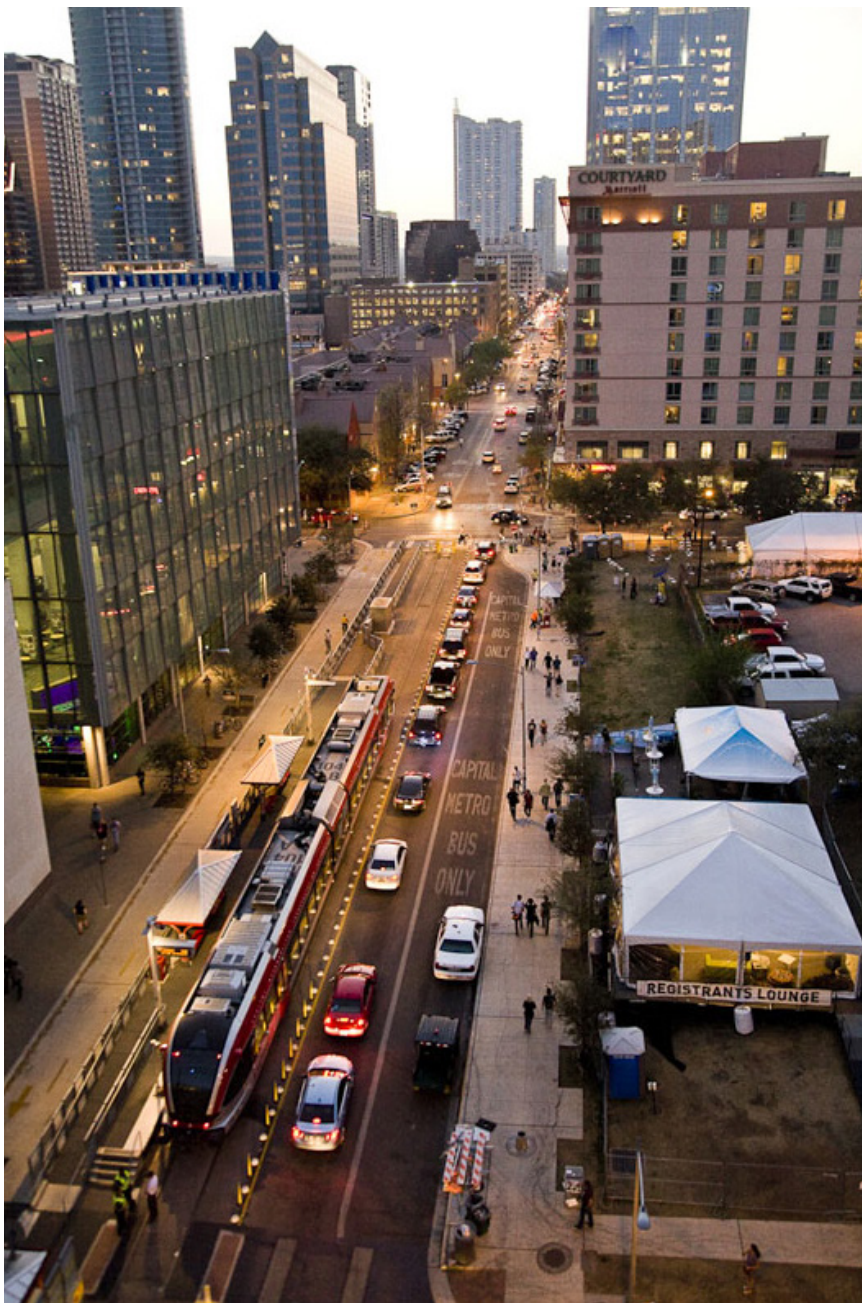
## Austin Strategic Mobility Plan

AustinTexas.gov/ASMP

2019

Expanding Imagine Austin into actionable mobility-related goals and objectives, the new Austin Strategic Mobility Plan will pull multiple concurrent mobility programs and plans into one comprehensive vision and apply an integrated approach to planning for all modes of our transportation network. The ASMP will provide the framework for citywide TDM and emphasize investments in demand-side strategies.

Key Accomplishments in 2018: In summer 2018, engagement occurred around different scenarios for our transportation future, resulting in over 5,700 survey responses. In fall 2018, another round of engagement kicked off with the release of draft policies and transportation network maps. This phase of engagement ended in January 2019.

Next Steps: Comments from community members gathered on the draft policies and maps, and from previous phases, have been incorporated into the final draft of the ASMP. In April 2019, the final ASMP was presented to City Council for adoption, and passed. Work will begin to implement the action items identified in the plan.

## Community Climate Plan

AustinTexas.gov/page/Climate-Change-Policies-and-Plans

net-zero

Austin COMMUNITY CLIMATE PLAN 2015
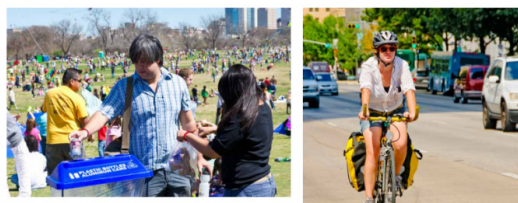
The Community Climate Plan has a long-term goal of reaching net zero community-wide greenhouse gas emissions (GHG) by 2050 or earlier. Transportation Demand Management strategies included in the adopted plan will play a critical role in reducing drive-alone trips powered by fossil fuels.

Key Accomplishments in 2018:  The past year's activity includes: cost-reduction analysis for actions in the plan, completion of a 2017 Travis County GHG inventory, and winning participation in the American Cities Climate Challenge.

Next Steps:  The Office of Sustainability plans to complete and analyze the impact of the Carbon Impact Statement pilot for planned unit developments. They also plan to coordinate TDM, electric vehicle, new parking strategies, and dockless mobility efforts as part of the American Cities Climate Challenge, and review lessons learned from four years of implementation of the original Community Climate Plan. They will begin the process to revise the plan for a second version to be adopted by City Council in 2020.

## Special Events Ordinance

AustinTexas.gov/Department/Special-Events-Ordinance

**2019**

The Special Events Ordinance is a City Ordinance that requires and encourages special events to incorporate transportation demand management strategies into event planning.

Key Accomplishments in 2018: The Green Events Guidebook was published in October 2017. This guide has information about general requirements and green event principles, as well as checklists for different types of events. The Special Events Ordinance, Chapter 4-20, was adopted on May 10, 2018. Rules for the Ordinance were posted December 27, 2018.

Next Steps: The comment period for the Rules closed on January 18, 2019. The Special Event Ordinance went into effect on April 1, 2019. City Council will appoint a Special Event Task Force to monitor the first year of the SEO and provide feedback for potential changes.



## Economic Development Business Expansion Incentive Program

www.austintexas.gov/economic-development-compliance

**2018** ★



In 2017, Austin City Council directed the Economic Development Department to develop recommendations for revising the City of Austin's current Chapter 380 Performance-Based Contracts Policy. The new vision for the policy included a focus on reflecting economic conditions and addressing current community challenges. This meant expanding the policy to include support for small businesses, incentives for employers seeking to hire economically and socio-economically disadvantaged individuals, and recruiting external businesses that provide community benefits beyond jobs, including transportation.

Key Accomplishments in 2018: City Council approved and adopted this policy in August 2018. The recommended strategies of this policy include: locating the company in a high-frequency transit corridor; incentivizing employees' use of alternative transportation modes through strategies such as carpooling, flexible work schedules, and subsidizing transit costs for employees; participating in the City of Austin's Mobility Plan; and encouraging employees of the company to participate in sustainability measures.

## Downtown Construction Workers Parking Policy

→ ★

In an effort to reduce congestion and demand for on street parking spaces downtown, and at the direction of City Council, the City and Movability are partnering with downtown construction projects to incentivize workers to park outside of the downtown area.

Key Accomplishments in 2018: Austin City Council passed a resolution directing the City Manager to propose ordinance changes or recommendations that would establish off-street parking requirements for workers at a construction site, as well as provide incentives to workers to reduce their parking impact at no cost to the workers.

Next Steps: ATD anticipates bringing forward two separate ordinance revisions to the Mobility Committee and to Council in early 2019. Movability aims to obtain a contract to act as a facilitator of parking as well as a sub-consultant for the shuttle service that may be implemented in this project.

## Connections 2025
Connections2025.org



Capital Metro's board approved the Connections 2025 plan, a five-year service plan, in 2017 and began implementation of its initial recommendations that year.

Key Accomplishments in 2018:  The agency implemented Cap Remap, a new bus network that grew out of Connections 2025. The new system invests resources into Cap Metro's High-Frequency Network, more than doubling the number of routes that operate every 15 minutes or better, 7 days a week from 6 to 14; greatly improving east-west service; and providing greater connectivity between routes.  Cap Remap's launch was a great success, aided by more than 850 community outreach shifts by Cap Metro staff members and a week of free fares that allowed customers to learn the new system at no charge. Ridership gains afterward have been strong as well, with year-over-year improvements in 6 of the year's final 7 months.

Next Steps:  Connections 2025 will continue to guide Capital Metro's service planning, and 2019 will see adjustments to the new bus network to improve efficiency and ensure customers continue to be well served. The plan recommended the creation of Innovation Zones for areas of the region that are not best served by fixed-route buses, and Capital Metro plans to further pilot programs that test what works best for different neighborhoods.

## Project Connect
CapMetro.org/ProjectConnect



Project Connect is a multi-generational investment in Central Texas that will deliver a truly regional transit system. The system will be designed to create transportation options for a Central Texas population expected to reach 4 million by 2040. It will be built on the frequent, reliable bus system delivered by Connections 2025.

Key Accomplishments in 2018:  Two years of planning and community engagement resulted in a Project Connect vision approved by the Capital Metro board of directors in December 2018. Project Connect's regional system will offer a connected network of high-capacity transit options integrated with local bus service. High-capacity transit provides frequent service operating in dedicated pathways, away from mixed traffic.

Next Steps:  The Project Connect vote allows the agency and its regional partners to move forward with preliminary engineering and environmental work, as well as further community engagement that includes opening a Project Connect community office downtown that will be open to the public.

## Other Supporting TDM Initiatives

These initiatives, not led by the City of Austin, are also key components of the TDM solution for the region.

Rideshare:

• Commute Solutions: CommuteSolutions.com

• Metropia: Metropia.com

• MetroRideShare: CapMetro.org/Rideshare

• MetroWorks: CapMetro.org/MetroWorks

• Waze Carpool: Waze.com/Carpool

Guaranteed Ride Home:

• CommuteSolutions.com/Emergency-Ride-Home

• CapMetro.org/Guaranteed

Carshare:

• car2go.com

• Zipcar.com

Public Transit:

• CapMetro.org

• RideCarts.com

My Texas Ride: MyTXRide.com

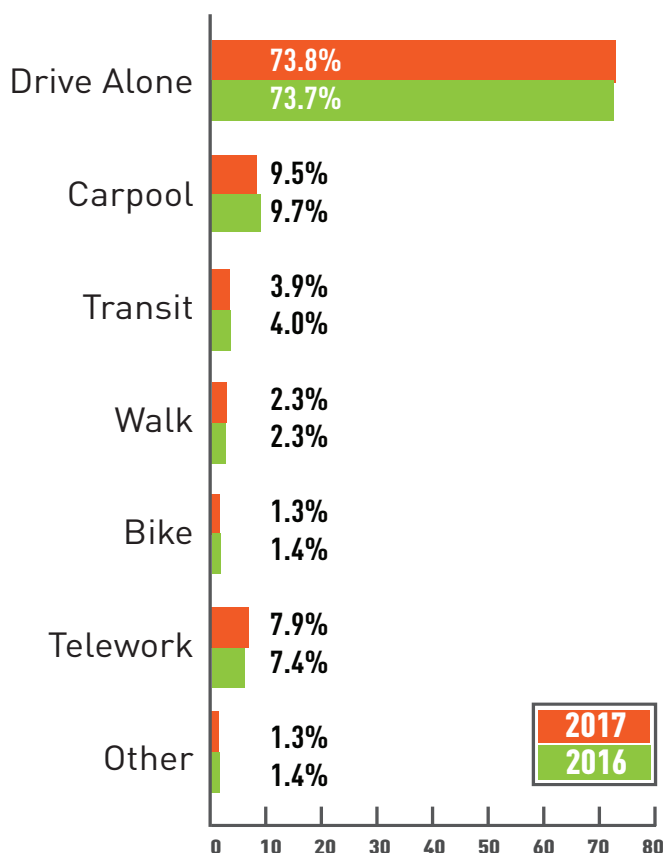Taxis and Transportation Network Companies: AustinTexas.gov/Department/Ground-Transportation

Air Central Texas: AirCentralTexas.org

# Measuring Success

Measurable outcomes are an important component to ensure the success of the TDM program as a whole, as well as each individual program. One way that we will continue to measure the success of TDM initiatives is through monitoring statistics gathered from annual surveys, like the American Community Survey, the Listening to the Workforce survey, and the Citizen Satisfaction Survey.

## Austin Commute Mode Split*

Drive Alone
- 73.8% (2017)
- 73.7% (2016)

Carpool
- 9.5% (2017)
- 9.7% (2016)

Transit
- 3.9% (2017)
- 4.0% (2016)

Walk
- 2.3% (2017)
- 2.3% (2016)

Bike
- 1.3% (2017)
- 1.4% (2016)

Telework
- 7.9% (2017)
- 7.4% (2016)

Other
- 1.3% (2017)
- 1.4% (2016)

2017
2016

0  10  20  30  40  50  60  70  80

American Community Survey data is collected annually, shown above.

## City of Austin Employee Commute Mode Split**

| Mode | 2018 | 2017 |
| --- | --- | --- |
| Drive Alone (Peak) | 55% | 55% |
| Drive Alone (Off Peak) | 30% | 29% |
| Sustainable Modes (Non-SOV) | 15% | 16% |

**30%** of employees responded that they currently drive alone and are considering making changes but either do not know how or have not started yet.

Listening to the Workforce data is collected annually, shown above.

## Importance of Mobility Options

The 2018 Austin Citizen Satisfaction Survey revealed that "transportation options (aside from personal vehicle) to get around Austin (e.g. ride share, bus/train, bike, walk)" is the **second most** important transportation related item that the City should improve.

*Based on American Community Survey 2017 & 2016 5-year estimates.   **Based on Listening to the Workforce 2018 & 2017 data.

## TDM PROGRAM CONTACT

Tien-Tien Chan, AICP
TDM Program Manager, Systems Development Division
Austin Transportation Department
Office: (512) 974-7939
Tien-Tien.Chan@AustinTexas.gov

AustinTexas.gov/TDM