



CITY OF AUSTIN

Transportation Demand Management Successes and Progress — 2019



TDM—What is it?

Transportation Demand Management (TDM) promotes solutions that move trips to off-peak hours or shift drive-alone trips to other forms such as public transit, walking, biking, teleworking, carpooling, and vanpooling.

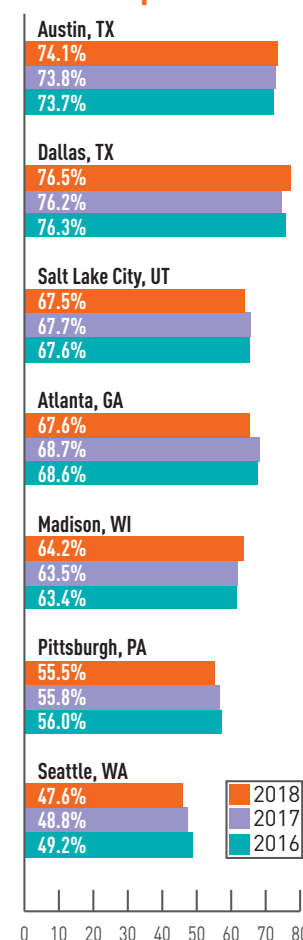
By changing preferences and patterns, transportation demand management offers the fastest and most cost-effective way to manage congestion. This approach simultaneously addresses the affordability crisis in Austin where transportation is the second highest household expenditure, just behind housing.



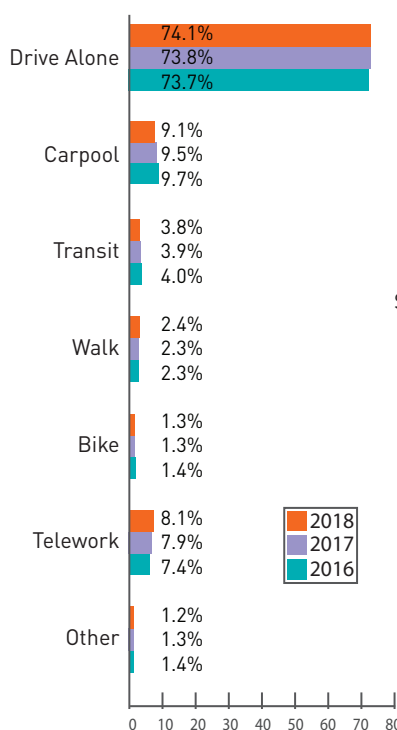
Measuring Success

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.

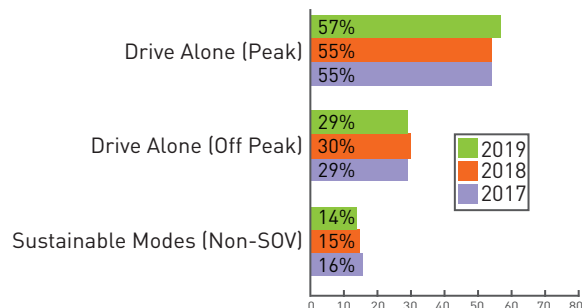
Commute Drive-Alone Rates Compared to Austin*



Austin Commute Mode Split*



City of Austin Employee Commute Mode Split**



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

*Based on American Community Survey 5-year estimates.

**Based on Listening to the Workforce data, an annual survey of City of Austin employees.



2019 Highlights

TDM Website Launch



Austin Transportation's new public-facing TDM resource website, GetThereATX.com, was launched in September. The site is a one-stop-shop resource for residents, employers, schools, and visitors for information on getting around Austin using sustainable modes. The site provides easily searchable information for people that are interested in getting around in ways that don't always involve driving alone. Radio and social media ads were used to promote the website.

Conferences, Presentations, and Awards

Austin Transportation Department (ATD) TDM staff attended and presented at these conferences:

- The City of Austin hosted Association for Commuter Transportation's (ACT) Emerging Mobility Summit over two days in April, focusing on how the private and public sectors are both harnessing emerging mobility solutions to tackle transportation challenges. During the Summit, local leaders in transportation participated in a panel on TDM in Austin.
- ATD employee Kelsey Vizzard presented at the National ACT Conference about how ATD has laid the groundwork for integrating equity assessments into all transportation planning, including TDM programs.
- NACTO Designing Cities Conference in Toronto hosted a panel on how peer cities developed TDM programs, with the City of Austin as a best practice example.



Pictured above from left to right: Tien-Tien Chan, TDM Program Manager, City of Austin; Mike Heiligenstein, Executive Director, Central Texas Regional Mobility Authority; Ashby Johnson, Executive Director, Capital Area Metropolitan Planning Organization; Mayor Steve Adler, City of Austin; Council Member Ann Kitchen, District 5, City of Austin.

E-Bike Pilot Program Launch

The Austin Transportation Department launched a pilot electric bicycle (e-bike) fleet program in March 2019 for employees at the Barton Oaks offices. These e-bikes are for employees to use for mid-day trips instead of driving, and have averaged 100 miles per month. The Transportation Department utilized an e-bike rebate offered through Austin Energy, which helped to make the program affordable. This pilot inspired other departments such as Aviation, Neighborhood Housing & Community Development, and the Office of Sustainability to create their own electric bike fleet for employees.



Other Accomplishments

- TDM Program Manager Tien-Tien Chan was recognized as an “Everyday Hero” by WTS (Women’s Transportation Seminar): Heart of Texas chapter.
- A TDM workshop was hosted in March at Austin Central Library for downtown stakeholders and agency partners as part of the Austin Core Transportation Plan update.
- The City of Austin was once again named a Best Workplaces for Commuters.

Looking Forward to 2020

Due to COVID-19 and the impact it continues to have on our community travel patterns, 2020 will have a strong emphasis on providing resources for teleworking and safe, physically distant active travel modes like biking and walking. In addition, the TDM team will coordinate with CapMetro on supporting a safe return to transit.

City Council Transit Resolution

Following direction from a City Council resolution in December 2018, staff presented strategies on pilot programs that could increase transit use through incentives to the Mobility Committee in June 2019. Staff is currently working on pivoting the pilot program to respond and react to the current landscape. It is anticipated that the new pilot program will begin by the end of the year.

Bloomberg American Cities Climate Challenge - Final Year

Austin was selected as a participating American Cities Climate Challenge city in early 2019. Since then, ATD has worked towards goals to reduce carbon emissions by developing a pilot program for subsidized transit passes, adjusted parking meter rates, working on an overall parking modernization plan, starting to develop a program for new movers to engage in sustainable travel behavior, and also planning to update the Transportation Criteria Manual. As the Challenge wraps up at the end of 2020, the City is proud of the efforts it has been able to prioritize and expand upon through the Climate Challenge.

Expansion of Smart Trips Austin

The Smart Trips Austin program is planning to expand by creating a “Newcomer” program to build upon the current neighborhood-based program. This Newcomer program will focus on reaching people that have recently moved to get them at that pivotal time of change and new beginnings to make adjustments to their commute and travel behavior to more sustainable modes. This program is currently being developed and is expected to launch 2021.



TDM Initiatives at Work for Austin

TDM is seen everywhere! From City of Austin programs, to those from local and regional agencies and partners, TDM is a part of many planning processes, organizations, discussions, and programs. Read through to see how TDM efforts have been implemented this past year in areas as diverse as City of Austin employee programs, parking management, land use, and local and regional plans and policies.



LEGEND:

Completion Date



2020 TARGET
COMPLETION



ONGOING



PLAN COMPLETE –
IMPLEMENTATION
IN PROCESS



NEW SECTION ADDED
IN 2019 REPORT

CITY OF AUSTIN EMPLOYEE PROGRAMS

Motivating employees with information and incentives to modify travel behavior.

Commute Connections
Smart Commute Rewards

CITYWIDE PROGRAMS

Providing options to get around Austin through sustainable modes.

CapMetro RideShare
Commute Solutions
Movability & Mobility Challenge
Shared Mobility
Smart Trips Austin
Austin B-cycle
Bicycle Improvements
Pedestrian Improvements

LAND USE

Reducing the need to travel by vehicle through land use.

Land Development Code
Transportation Criteria Manual

REGIONAL SUPPORT

Collaborating on TDM initiatives across the Central Texas region.

TDM Coordinating Committee
CAMPO Regional TDM Plan
Connections 2025
Project Connect

PARKING

Managing parking supply and demand, and encouraging turnover of parking spaces.

Downtown Parking Strategy
SoCo Parking Study
City of Austin Parking Program

PLANS & POLICIES

Incorporating TDM strategies into plans and policies.

Austin Strategic Mobility Plan
Community Climate Plan
Special Events Ordinance
Business Expansion Incentive Program

CITY OF AUSTIN EMPLOYEE PROGRAMS

Commute Connections

[AustinTexas.gov/CommuteConnections](https://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 reduce its commute impact by offering resources to employees to take sustainable commutes more often.

Key Accomplishments 2019: Commute Connections has continued to offer Commute Consulting, a support service to departments that may be moving locations and seeking advice on new commutes. The team was able to present to 15 different departments and attend large City events throughout the year, with nearly 1,500 individuals reached. Commute Consulting was also asked to support with a large office move to the new Planning & Development Center, which is a new building for about 700 City employees. In 2019, Commute Connections was invited to table at all New Employee Orientation events, which happen every other week and

see an average of 40 new employees at each event. The Bike-share Benefit Program distributed a total of 197 free B-cycle memberships to City employees, while the transit pass program distributed a total of 3,091 annual transit passes to employees. The MetroRideShare vanpool program had 153 City employees participating.

Next Steps: Commute Connections will continue to work with staff at the new Planning & Development Center to make the transition to a new commute easier, more reliable, and more sustainable. The team will also work with Austin Energy on their move to a new location. The Commute Connections program also aims to provide TDM recommendations to the Office of Real Estate for selecting new City office locations. Staff plans to support the citywide update of the Telework Policy in 2020 as well.

Smart Commute Rewards

[AustinTexas.gov/SmartCommute](https://austintexas.gov/SmartCommute)



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

Key Accomplishments 2019: The Smart Commute Rewards Administrative Leave (ADL) Program became a permanent incentive program at the City of Austin, launching officially in September 2019. This program offers City employees time off for taking and logging sustainable commute trips. A total of 1,226 City employees were enrolled in Smart Commute Rewards ADL Program. Six contests were held throughout the year to encourage participation, and a total of 2,862 City employees are on the platform. Also in 2019, the regional myCommuteSolutions program merged with the Smart Commute platform, which allows for more ridesharing matches and a unified regional TDM program.

Next Steps: Smart Commute Rewards is partnering with the City of Durham and Duke University's Center for Advanced Hindsight on a pilot study. This pilot plan, which will launch in 2020, will study how personalized route suggestions can affect commuter behavior.

CITYWIDE PROGRAMS

Smart Trips Austin

SmartTripsAustin.org



The Smart Trips Austin program is designed to help Austinites find transportation solutions that work for their everyday trips. Whether it's riding the bus, carpooling, biking, walking, or trying one of our city's ever-expanding mobility options, Smart Trips Austin is here to help people get around—and avoid traffic in the process. Smart Trips Austin hosts free events like transit adventures, walking tours, and bike rides; offers transportation information and resources; and provides one-on-one personalized support to plan sustainable trips. The program, which is a partnership between the City of Austin and Capital Metro, focuses on different neighborhoods within Austin each year.

Key Accomplishments 2019: In 2019 the Smart Trips Austin program reached 25,251 households living in the Eastern Crescent. Respondents reported driving alone less often following the program. Respondents who reported driving alone “all of time” decreased from 18% to 14%. The combined mode share for walking, carpooling, ride-hailing, and other (e.g. vespa, skateboard) increased 12 percentage points. More than three-quarters of post-program survey respondents (78%) reported feeling more aware of transportation options in Austin because of the program.

Next Steps: This year the Smart Trips Austin program is going citywide to serve all Austinites during this great state of change caused by COVID-19. The Smart Trips Austin Team recognizes that residents have been compelled to change their daily behaviors in order to remain safe and healthy. The program hopes to provide virtual training that will encourage new travel patterns as residents transition back to work. This year's Transportation Resource Guide and other resources will become available once the program fully launches in Fall 2020.

Austin B-cycle

Austin.Bcycle.com



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

Key Accomplishments 2019: Austin B-Cycle increased its total trip count to 1,228,000—the equivalent of 278,000 car trips avoided and 3.3 million pounds of carbon offset. In 2019 Austin B-Cycle provided 110,000 trips preventing 25,107 car trips. Austin B-Cycle partnered with Big Outdoor to take over sponsorships of the system. With a new Executive Director, B-Cycle is focusing on maintenance of its current system and increasing its reliability for an improved user experience.

Next Steps: In 2020 Austin B-cycle is looking to strengthen their partnerships with the City of Austin and CapMetro to provide one of the best bike-share systems in the nation. They launched an e-bike pilot that has shown a 3x rider increase with a limited fleet conversion. By making the e-bike a regular part of their fleet and adding new, more dynamic stations Austin B-Cycle expects their ridership to increase by at least four times.

Movability & Mobility Challenge

MovabilityTX.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 2019: Movability continued with the Mobility Challenge, this year dividing the program into 1.0 and 2.0 participants to better serve specific needs. Five companies took part in the 1.0 program, which is for first-time Mobility Challenge participants, and 10 companies signed on as 2.0 participants to implement or fine-tune their mobility plans. Movability continued its partnership with Best Workplaces for Commuters, helping Central Texas employers earn a spot on that coveted list.

Movability's membership continued to grow, with more than 75 members by the end of 2019. Movability's board approved a membership rate increase, which went into effect in 2020.

Movability also launched two new initiatives in 2019: NPO Go! and a commuter research study, done in partnership with Texas State University. With Austin Community Foundation as Movability's fiscal sponsor, Movability began NPO Go! to provide mobility services to nonprofit organizations at little to no cost. The commuter research beta study took information from commuters coming into downtown Austin over a 60-day period to analyze mode split and drive-alone rates into one of our densest job center; the study had 606 participants.

With a new website in 2019 and a new social media stream, LinkedIn, Movability grew its online presence.

Next Steps: In March 2020, Movability discontinued its management contract with the Downtown Austin Alliance and operate independently, while also moving into new office space. Movability plans to launch a TDM program for developers, and also add a new membership category for smaller businesses (fewer than 50 employees).

Capital Metro RideShare

CapMetro.org/RideShare



The MetroRideShare program is sponsored by Capital Metro and operated by Enterprise, a national vanpool service provider. Together, they provide all the service necessary for people to enjoy a comfortable, convenient, and economical commute to work. MetroRideShare provides matching services, the shared vehicle, insurance, maintenance, and roadside assistance.

Key Accomplishments 2019: MetroRideShare averaged 243 vanpools, which contributed to over twenty million shared passenger miles. It's estimated that these vanpools reduced over sixteen million commuter miles and eliminated 468,000 trips, resulting in an over twelve million pound CO2 emissions reduction.

Next Steps: In 2020 MetroRideShare looks forward to working with the City of Austin and the surrounding communities in helping more employees find alternative commutes. By working with different work-sites, employers, and partners, MetroRideShare will continue to provide information about the benefits of MetroRideShare and how it can help provide a better commute.

Commute Solutions

CommuteSolutions.com



Commute Solutions is a regional transportation demand management (TDM) program managed by the Capital Area Council of Governments (CAPCOG). It is a "one-stop" transportation resource for 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 2019: Using funding from the City of Austin, CAPCOG completed a re-branding of the Commute Solutions program, developed new outreach material, and launched a revamped Commute Solutions website. CAPCOG then used a federal grant, along with local air quality funding, to launch a revamped regional ride-sharing/trip-planning platform—myCommuteSolutions.com. The website launch was paired with a multimedia advertising campaign in late summer and early fall. myCommuteSolutions logged 81,029 trips, accounting for 1,140,974 single-occupancy vehicles miles avoided.

Next Steps: In fall 2019, the Capital Area Metropolitan Planning Organization (CAMPO) Policy Board and the CAPCOG Executive Committee initiated a process to transition Commute Solutions back to CAMPO in spring 2020. The CAMPO Policy Board also awarded an additional \$498,720 in federal funding to CAMPO to carry the program forward over the next three years.

Shared Mobility

[AustinTexas.gov/department/shared-mobility-services](https://austintexas.gov/department/shared-mobility-services)



Shared mobility services include shared micromobility (also known as dockless mobility) and shared vehicle services that are available for short-term rental in City of Austin right-of-way.

- Micromobility services refer to scooters, skateboards, or other compact devices designed for personal mobility which do not have a license plate.
- Shared vehicle services refer to larger devices such as mopeds, smart cars, and small electric vehicles that are licensed for operation in the roadway and require a license plate.

Key Accomplishments 2019: The City of Austin passed changes to City ordinance to include dockless mobility in services regulated in the City's right-of-way, define responsible riding behavior, and allow riding on sidewalks in a "reasonable and prudent manner." In light of the ordinance changes, the City hosted a Scooter Summit to educate the community about these new regulations. The City of Austin joined the [Open Mobility Foundation](#) as a founding member. The foundation supports the development of open-source software that provides scalable mobility solutions for cities. A \$0.15 per trip fee for shared services companies operating in Austin was approved. The revenue from the trip fee will go toward staffing enforcement and other shared mobility staffing needs, as well as infrastructure (parking corrals, wayfinding, etc.) needed to help organize shared service devices on the city right-of-way.

Next Steps: An update to the Director rules for micromobility will take place in 2020, focusing on national best practices and lessons learned from the past year and a half. Areas of focus for updates include data requirements, more defined device deployment requirements, devices in waterway mitigation, safety requirements, licensing and permitting structure, and standardizing operational zones.



Bicycle Improvements

[AustinTexas.gov/ActiveTransportation](https://austintexas.gov/ActiveTransportation)



The City's Active Transportation and Street Design Division takes a holistic view of Austin streets, using a Complete Streets approach to build an Austin that is safe, friendly, and a desirable place to live for everyone.

Key Accomplishments 2019: The City continues to build out its All Ages and Abilities Bicycle network, completing 25.5 miles of new and improved bicycle and trail facilities in 2019. This included over 11 miles of protected/buffered bike lanes, such as the Shoal Creek protected bikeway project and Zach Scott St/Schieffer Ave two-way protected bikeway project. A full redesign of Austin's bike map was undertaken in 2019, with City staff engaging with the community to create the cover art. The front and back designs are from kids that participated in a summer youth camp about biking at the George Washington Carver Center. The Bike Parking Program installed 35 new U-racks in 2019.

Next Steps: In addition to a new bike map, 2020 will mark the most significant expansion of the City's All Ages and Abilities bicycle network to date with a goal to complete 50% of the council adopted network by the end of 2020. Protected bicycle lanes are planned on Shoal Creek Boulevard, South Congress Avenue, Lake Austin Boulevard, Loyola Lane, Dean Keaton Street, Webberville Road, Oak Springs Drive, and Escarpment Boulevard. Trail and shared use path improvements are planned for Longhorn Dam, Boggy Creek / Red Line / Eastlink Trails, and along IH 35. The multi-decade Lance Armstrong Bikeway / Crosstown bikeway will be complete between Lake Austin Boulevard to east Austin, the Airport, and beyond through the completion of the Saltillo and US 183 / SH 71 bicycle paths. For more information on latest projects and additional ongoing public processes as part of the quickly growing All Ages and Abilities bicycle network visit [AustinTexas.gov/AAABikeNetwork](https://austintexas.gov/AAABikeNetwork).

Pedestrian Improvements

[AustinTexas.gov/Sidewalks](https://austintexas.gov/Sidewalks)



The City of Austin Public Works Department manages the Sidewalk Program, and is responsible for installing and maintaining miles of sidewalks in Austin for transportation and recreational use. In 2016, voters approved \$37.5 million in bond funding for sidewalk improvements as part of the 2016 Sidewalk Master Plan/Americans with Disabilities Act (ADA) Transition Plan.

Key Accomplishments 2019: With the work of 12-14 crews, over 18 miles of new and rehabilitated sidewalks in 68 projects were completed throughout the City. A map of completed and planned projects can be found at the [Sidewalk Project Website](#).

Next Steps: The Public Works Department plans to start construction of 40 projects, totaling 7 miles, in 2020. To read more about bond projects in 2020, including interactive maps, check out the [Mobility Annual Plan website](#).

LAND USE

Land Development Code Revision

[AustinTexas.gov/LDC](https://austintexas.gov/LDC)



The City of Austin is currently exploring options to update its land development code which will include updates to its Transportation Demand Management policies. The updated land development code will officially codify TDM requirements in an effort to reduce single occupancy vehicle traffic generated by new development projects. Developers will be required to work with Austin Transportation staff to create site-specific TDM plans which will include an array of TDM strategies. Additionally, an overall reduction in parking requirements within the updated land development code will assist the City's TDM program in realizing trip reductions and promote multi-modal options to Austin's residents.

Transportation Criteria Manual Update



ATD is leading the effort to update the Transportation Criteria Manual (TCM). The TCM is used by City staff and the development community to get more detailed information on how to implement City Codes, like the Land Development Code.

Key Accomplishments 2019: Throughout 2019, ATD continued to convene subcommittees spanning various city departments to review and discuss updated content for the new TCM, in coordination with the Land Development Code Revision.

Next Steps: ATD is wrapping up subcommittee review in anticipation of the internal all-City staff review phase to be followed by a public review process. The TCM will be a key tool in the implementation of a revised Land Development Code.

PARKING

City of Austin Parking Program

[AustinTexas.gov/Parking](https://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 2019: The Parking Enterprise Division utilized the City's participation in the American Cities Climate Challenge by receiving additional support to work on curb management strategies to modernize the Austin parking system. City Council approved an hourly rate increase for on-street parking to \$2 per hour, and bike lane violations went live in the Austin 3-1-1 system. The Austin Mobile pay system was rebranded to ParkATX and added individual zones per block to help data reporting and parking occupancy analysis.

Next Steps: Parking Enterprise will continue its plan to modernize the parking system by focusing on first rolling out a city-wide pay-by-plate meter system and then piloting curb parking pricing strategies in the summer of 2020; a city-wide curb management pricing strategy is in the works with implementation possible at the end of 2020. Other plans include increasing parking fine amounts and adjusting metering max time limits.

Downtown Parking

[DowntownAustin.com/What-We-Do/Current-Projects/](https://downtownaustin.com/What-We-Do/Current-Projects/)



To tackle downtown parking challenges, the City is in the process of implementing recommendations provided in the Downtown Austin Alliance (DAA) led study, the [Downtown Parking Strategy](#), and responding to City Council's resolution on downtown construction workers.

Key Accomplishments 2019: As a first step in implementing the recommendations from the study, in the fall of 2019 the City adjusted on-street parking meter rates to better reflect demand and encourage turnover. In response to the Council resolution, DAA worked with Movability and City staff and created a Task Force to propose parking solutions for downtown construction workers of large developments. Surveys were given in late 2019, with 50 respondents providing feedback.

Next Steps: In January 2020, the Construction Personnel Pilot Parking Program began. This pilot program requires all large developers to submit a Construction Personnel Mitigation Plan during right-of-way permit reviews, to include proposed off-street parking site, transportation plans to and from the site, and expected number of free transit passes for construction personnel. The pilot will run for 2-3 years to follow the timeline of construction for a large development.

SoCo Parking Study

[DowntownAustin.com/What-We-Do/SoCoParking/](https://downtownaustin.com/What-We-Do/SoCoParking/)



The City has contracted with the Downtown Austin Alliance to coordinate the South Congress Parking Study. Data collected will be used to design actionable solutions that address the parking challenges in the area, reduce the burden on residents caused by increased parking demand, and ensure continued economic prosperity of local businesses. The goal is to "future-proof" the district by linking parking supply and management solutions to ongoing mobility and development initiatives.

Key Accomplishments 2019: Phase I of the study, focusing on data collection, was completed and resulted in a Fact Book that documented challenges and opportunities for enhancing parking and mobility in the district. Some highlights:

- 5,4000 parking spaces in the study area, with more than 60% in off-street lots or garages
- About 25% of on-street spaces are part of the residential permit program (RPP)
- Peak occupancy for the overall study area was 61%. At peak, there are about 1,350 to 1,620 spaces under-utilized across the whole study area.

Next Steps: Phase II of public engagement is currently underway using data from Phase I to design actionable solutions that address the parking challenges facing residents, business owners, and visitors. In April 2020, a set of seventeen strategies designed to update parking regulations, modify management structures, and provide balanced options was presented to the public for comment. Some strategies proposed include creating a Parking & Transportation Management District, implementing paid on-street parking, adjusting time restrictions, and modifying and standardizing Residential Parking Permits (RPPs). When the comment period is closed, a set of recommended strategies will be presented in late summer.

REGIONAL SUPPORT

CAPCOG Regional TDM Coordinating Committee



Capital Area Council of Governments (CAPCOG) serves the ten-county region as an advocate, planner, and coordinator for regional issues. This CAPCOG Committee coordinates TDM activities and initiatives within the 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 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 2019: Throughout the year the Committee met six times. As a group, the Committee provided key feedback for several plans and strategies, including the Austin Strategic Mobility Plan (ASMP), the CAMPO TDM plan, and strategies for the City Council Transit Resolution. They also assisted in the development of a TDM policy statement that was adopted by CAMPO Policy Board; created a TDM outreach subcommittee; provided guidance on the region's Commute Solutions program; and continued active participation from representatives throughout the region.

Next Steps: The committee expects to keep meeting in 2020 to continue providing guidance for and coordinate on regional TDM efforts. It is anticipated that the CAMPO Transportation Advisory Committee will be creating a TDM subcommittee. This committee plans to coordinate and align their efforts with this other subcommittee.

Capital Area Metropolitan Planning Organization (CAMPO)

CAMPOTexas.org



CAMPO is the designated metropolitan planning organization for the Austin area. MPOs are federally regulated for areas over 50,000 in population and are required to produce long-range transportation plans and four-year planning documents called Transportation Improvement Program (TIP). CAMPO had \$400 million in funding available for its 2019 Transportation Improvement Program (TIP). Historically, TIP funding was allocated only to infrastructure, but in 2018 the CAMPO Transportation Policy Board (TPB) allocated TIP funding to TDM projects. CAPCOG, the City of Austin, Capital Metro, and CAMPO were each allocated funding to implement TDM programming in the region.

Key Accomplishments 2019: Project sponsors worked with TxDOT in 2019 in order to define project scope and tasks and secure advance funding agreements. More information about the funded projects (Commute Solutions, Smart Trips Austin, MetroRideShare Vanpool) can be found elsewhere in this report. CAMPO was also awarded TDM funding for a Regional TDM Plan by the Transportation Policy Board in March 2019. The CAMPO Policy Board adopted a TDM policy statement in September 2019.

Next Steps: The regional commuter program, Commute Solutions, will transfer from CAPCOG to CAMPO in 2020. Other CAMPO-funded projects will be executed in 2020 and 2021.

Capital Metro - Connections 2025

CapMetro.org/Connections2025



Capital Metro's board approved the Connections 2025 plan, a five-year service plan, in 2017 and has been implementing it ever since. One major project that was completed was Cap Remap, a revamp of the bus network to provide more and extended service.

Key Accomplishments 2019: The agency saw increased ridership for each month of 2019. That was due in large part to the more frequent, more reliable and better connected bus network created by Cap Remap. CapMetro supported its network with improvements to bus stops, to the real-time data riders see in the CapMetro App and in digital signage at stops or stations, and in the opening of two new transit centers. The agency's on-demand Pickup service rolled out in Manor, Leander, and four Austin neighborhoods, letting riders arrange trips at their convenience, connecting to grocery stores, appointments and transit stops that are hard to reach by foot or personal vehicle. Pickup operates in specific geo-fenced zones throughout the Capital Metro service area.

Next Steps: Ridership gains continued into 2020 until the pandemic hit. CapMetro has been able to continue adding improvements to customer amenities like an updated CapMetro App, new digital signage at stops and stations, and new Pickup service zones. The first new area to receive Pickup service will be Lago Vista.



Capital Metro - Project Connect

CapMetro.org/ProjectConnect



Capital Metro's Project Connect is a bold plan that aims to benefit all of Austin. It would create an all-electric, zero-emission transit system that is a vital part of a region growing beyond the available infrastructure it can support.

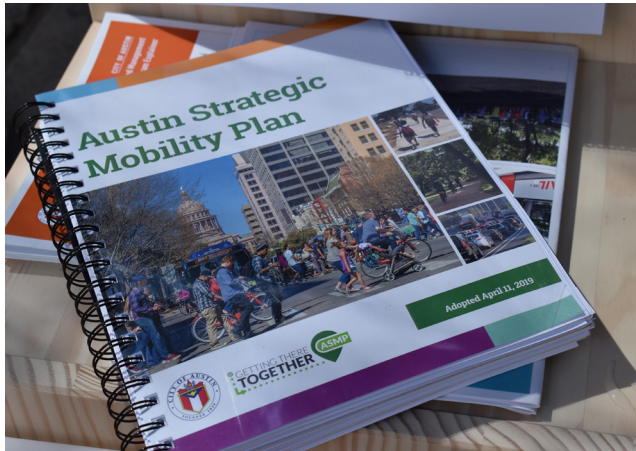
Key Accomplishments 2019: Capital Metro's Project Connect team spent 2019 working closely with partners from the city of Austin analyzing various alternatives and developing a detailed long-range plan. That entailed hosting many dozens of community meetings throughout the city and region to go over options for specific areas. Throughout the process, almost 40,000 community members contributed their thoughts and opinions to Project Connect.

Next Steps: In June, the CapMetro board and Austin City Council approved the Project Connect transit plan, which would transform the way Central Texans move around the region. It includes four new rail lines and 15 new, faster bus routes that create a connected system serving the entire region. A significant component of the plan is a downtown tunnel that would be crucial to the speed and reliability of the entire system, because it would enable transit to move smoothly through the most congested parts of the city and limit delays throughout the transportation network. There will be a citywide vote on funding potentially to come in November.

PLANS & POLICIES

Austin Strategic Mobility Plan

AustinTexas.gov/ASMP



The Austin Strategic Mobility Plan (ASMP) is the City's new citywide transportation plan. It pulls multiple concurrent mobility programs and plans into one comprehensive vision and applies an integrated approach to planning for all modes of our transportation network. The ASMP emphasizes investments in demand-side strategies and provides the framework for citywide TDM.

Key Accomplishments 2019: In April 2019, City Council unanimously adopted the ASMP. Staff from multiple departments are already hard at work beginning to implement our plan, with several next steps already underway.

Next Steps: The ASMP will continue to shape and guide

City efforts, such as the Land Development Code revision process and the update to the Transportation Criteria Manual. Additionally, recent Council Resolution 20200423-038 directs staff to more specifically prevent transportation investment-related displacement and ensure people of different incomes can benefit from transportation investments is rooted in part by the policy set forth in the ASMP.

Community Climate Plan

AustinTexas.gov/page/Austin-Community-Climate-Plan



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 2019: The Office of Sustainability is currently in the process of updating the Community Climate Plan. Two transportation-related Advisory Groups (Transportation & Land Use and Transportation Electrification) were formed in 2019 to guide the planning process. Members of the community sit on each Advisory Group and are co-creating the updated Community Climate Plan alongside staff. At the end of 2019, members all participated in a foundational Climate Equity Workshop to develop a common understanding of racial equity, environmental justice, and climate justice.

Over 150 staff and community members are involved in either the Steering Committee or one of the five Advisory Groups for the update to the Community Climate Plan, with more people engaged through workshops and events held as part of the planning process!

Next Steps: Advisory Groups have made their goal and strategy recommendations to staff, who are developing a plan document based on the community direction. The updated Community Climate Plan is anticipated to be brought to City Council for adoption in Fall 2020.

Special Events Ordinance

[AustinTexas.gov/Department/Special-Events-Ordinance](https://austintexas.gov/Department/Special-Events-Ordinance)



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 2019: The rules went into effect on April 1, 2019. Staff collaborated on Austin City Limits Music Festival to ensure the required bike parking plan requirement was met. Staff also provided feedback and guidance for other, smaller events that could incorporate TDM elements. The Special Events Task Force, created as part of the new ordinance, met nine times in 2019.

Next Steps: The Special Events Task Force will continue to meet in 2020, with an expected report to City Council assessing the efficacy of the new rules and Austin Center for Events (ACE) processes in late summer.



Business Expansion Incentive Program

[AustinTexas.gov/Department/Economic-Development-Policy](https://austintexas.gov/Department/Economic-Development-Policy)



City Council approved a revamped Chapter 380 Economic Development Policy in 2018 which expanded the incentives that could be offered to existing businesses in Austin. The Business Expansion Incentive Program provides incentives to local Austin businesses, employers hiring targeted populations, or businesses relocating to Austin through an application program. Businesses are required to meet minimum requirements, such as paying the City's Living Wage and providing employees health insurance. Bonus points may be earned if a business locates in a high-frequency transit corridor or transit-oriented development. The business may earn additional bonus points by incentivizing employees to utilize TDM strategies such as carpooling, flex work schedules, and subsidizing transit costs.

Key Accomplishments 2019: With the approval of the Austin Strategic Mobility Plan in April 2019, the Employer Strategies appendix was officially added to the Business Expansion Incentive Program updated application as a tool for businesses to adopt and strengthen their mobility solutions.



AustinTexas.gov/TDM
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