



Austin Strategic Mobility Plan Status Update

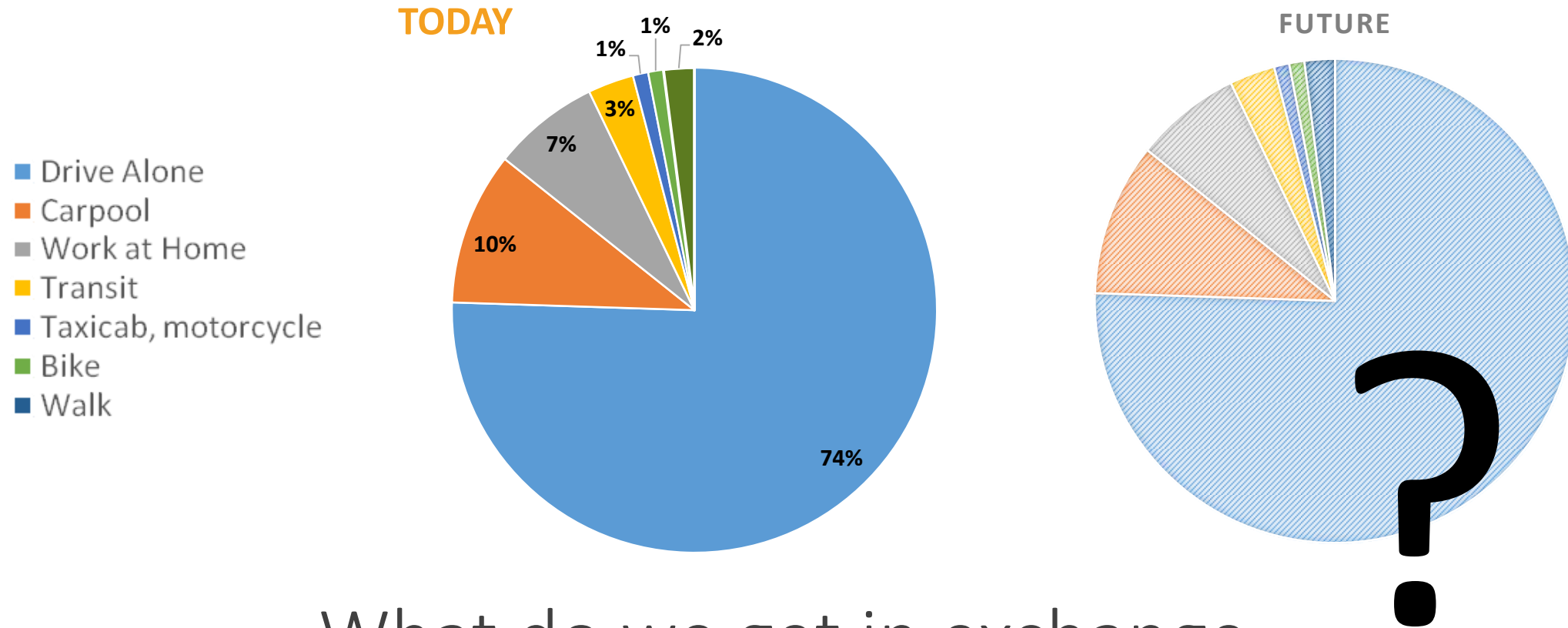
MULTIMODAL COMMUNITY ADVISORY COMMITTEE

JUNE 27, 2018

Topics

- ❖ Phase 2 Engagement Results
- ❖ Next Steps
 - Strategy Development
 - Developing the Transportation Network
 - Developing Policies and Programs
 - ASMP Preview
- ❖ Questions
- ❖ Schedule and Deliverables

Motivation behind the Scenarios



What do we get in exchange
for more diversified mode-share

Austin Strategic Mobility Plan Ingredients



Scenario A emphasizes roadway projects and continues the trend of investment in public transit, bicycle, and pedestrian projects across the city.

Scenario B emphasizes a more balanced investment in roadway, public transit, bicycle, and pedestrian projects along Imagine Austin Activity Corridors and within Activity Centers.

Scenario C emphasizes investing in public transit, bicycle, and pedestrian projects along Imagine Austin Activity Corridors and within Activity Centers and fewer roadway projects.

Roadway		Miles of roadway projects funded by regional partners
Transit		Transit service and dedicated space
Bicycle		Miles of bicycle facilities (part of the All Ages and Abilities Network)
Sidewalks		Miles of sidewalks (as identified in the Sidewalk Plan)
Urban Trails		Miles of urban trails (as identified in the Urban Trails Plan)
Transportation Demand Management (TDM)		TDM programming investment (promoting strategies such as telecommuting and flexible schedules)
Technology		Investment in Transportation Technology (e.g. signal timing or connected vehicles)

Scenario

A	B	C
300+	80+	50+
New service with routes running in mixed traffic	New routes in partially-dedicated space; 1 corridor with dedicated space	New routes in both partially- and fully-dedicated space for the full system
200	300	400+
700+	1,000+	2,000+
100+	~150	250+
Current levels of programming	Moderate increase in programming	Significant increase in programming
Current trends	Moderate increase in investment	Significant increase in investment

Engagement Results

MARCH 28, 2018 – JUNE 2, 2018

What did we do?

Type	Engagement	Reach
Targeted Engagement with a focus on historically underrepresented/underserved communities	Paper surveys (in person and mail-in)	480 surveys taken
	Organizational outreach	75+ contacted
	Employer-based events	5 events attended
	Employer-based electronic outreach	34,000+ email inclusions
	Paid, targeted social media	12 posts generating 813 clicks to survey
	Focus groups	8 groups held
	Community events and presentations	49 events attended
	Quality of Life Commissions	4 presentations given
“Traditional” public engagement	“Traffic Jam!” kick off event on 3/28	roughly 200 attendees
	Online survey open 3/28-5/31	5,268 surveys taken
	Organizational newsletters	50+ inclusions
	Unpaid, general social media	29 posts generating 111 clicks to survey
	Bookmarks for libraries and recreation centers	20 libraries + 12 rec centers

Survey

- Online

- MetroQuest
- Translated to Spanish
- Accessible version available

- Paper

- Adapted from MetroQuest
- Translated to Spanish, Vietnamese, traditional Chinese

Targeted Engagement

- Language Access
- Targeted Organizations
 - Meals on Wheels
 - Housing Authority of the City of Austin
 - Many others!
- Targeted Events
- Employer-Based Engagement
- Focus Groups



Targeted Organizations

Meals on Wheels

Delivered 2300 Packets through Meal Delivery Program

Packets included:

- Instructions
- Direct contact information for ASMP team
- Scenario Information
- Pre-addressed, pre-stamped return envelope

Focus Group to In-home Care Aides

3 Presentations to “Congregate” Meals

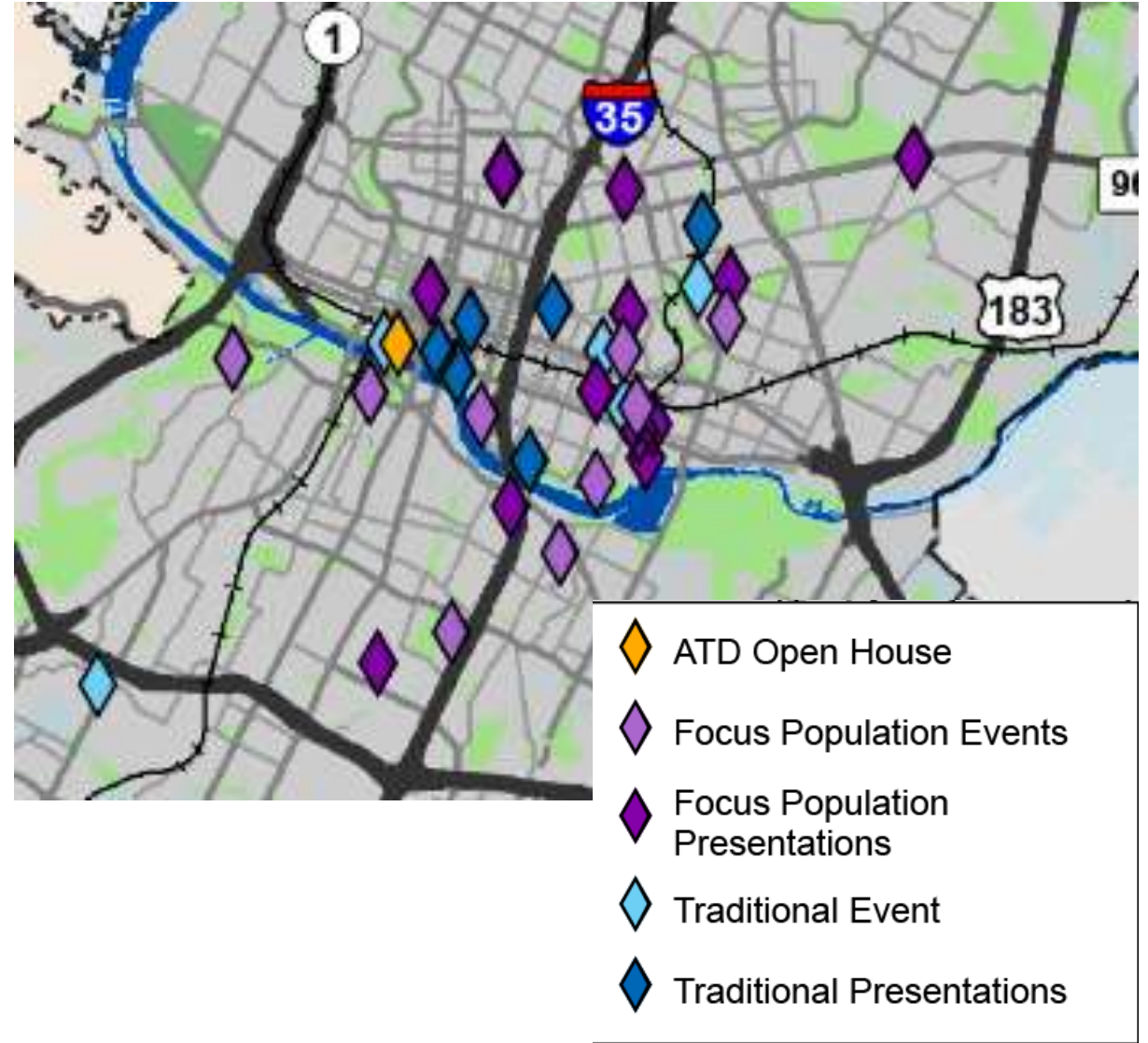
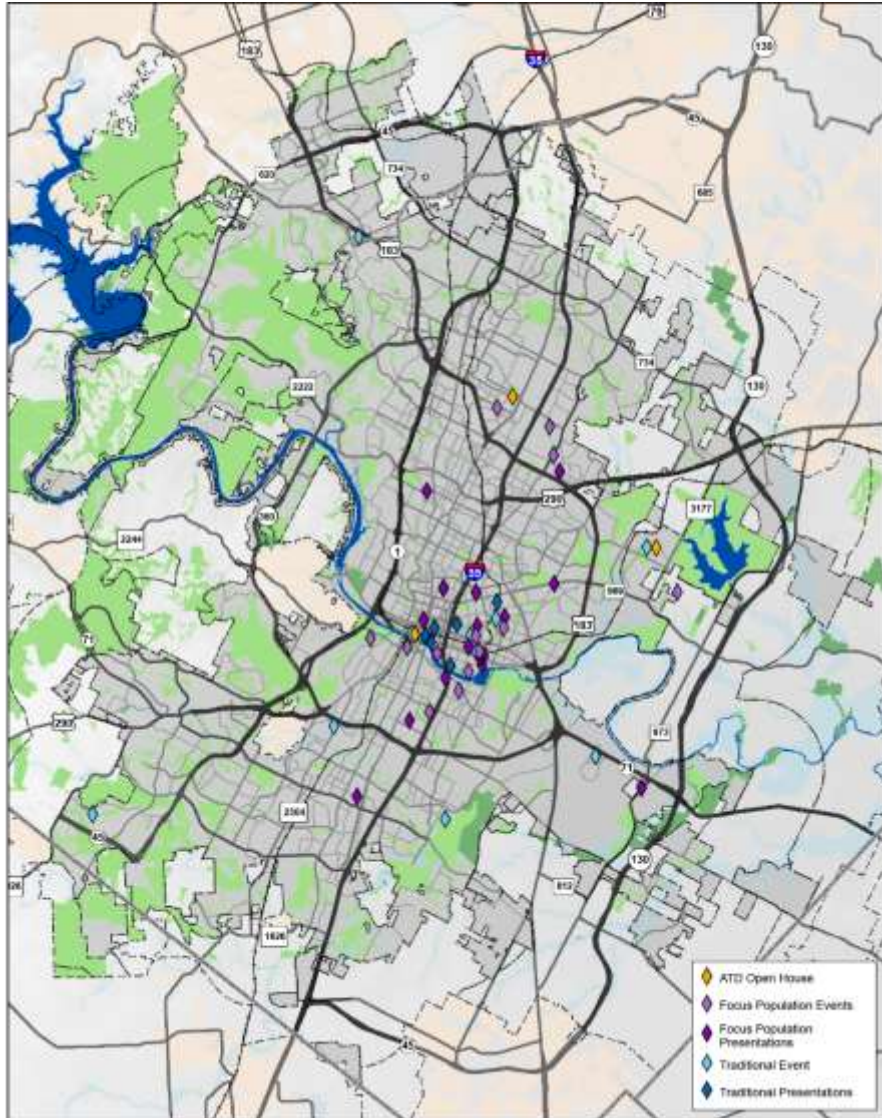
Housing Authority of the City of Austin (HACA)

Attended “Mayfest”

Gave presentations to 6 Resident Councils

Led Training for Digital Lab Assistant Program

Targeted Events



Employer-Based Engagement

Participating Employer	Type of Engagement	Result	Additional Notes
Alamo Drafthouse	Come-and-go event	7 paper surveys	Also sent online survey link to 800+ employees
Austin Community College	Online survey distribution	Distributed online survey link to 32,000+ employees and students	
East Communities YMCA	Come-and-go event	42 paper surveys	Distributed online survey link to 1,300+ employees
Goodwill Industries of Central Texas – Community Center	Come-and-go event	35 paper surveys	Distributed online survey link to 440+ employees
Goodwill Industries of Central Texas – Resource Center	Come-and-go event	57 paper surveys	See “Goodwill Industries of Central Texas – Community Center” Above
Google	Online survey distribution	Survey link distributed to 600+ employees	
Huston-Tillotson University	Come-and-go event	50 paper surveys	
Kerby Lane Café	Online survey distribution	Survey link distributed to 50+ employees	
Meals on Wheels	Focus Group	12 employees attended	
St. David’s Healthcare	Online survey distribution	Survey link distributed to 20+ employees	
University Federal Credit Union	Focus Group	15 employees attended	
Wheatsville Food Co-op	Focus Group	12 employees attended	Also sent online survey link to 240+ employees

Focus Groups

8 Groups:

- People aged 65 and older (Seniors)
- People aged 25 and younger (Youths)
- People identifying as a racial or ethnic minority (People of Color)
- People who are blind or have a visual impairment (People with a Mobility Impairment)
- People with a physical mobility impairment (People with a Mobility Impairment)
- Employer-hosted (3)
 - Meals on Wheels Central Texas, In-home Care Division
 - University Federal Credit Union, Steck Financial Center
 - Wheatsville Co-op, North

Traditional Engagement

- Public Open Houses
 - March 28 - *Traffic Jam: Taking it to the Streets*
 - Two “Mini-Jams”
- Traditional Media
 - Social media (Twitter, Facebook, NextDoor)
 - E-newsletters
 - Broadcast and print media outlets
- Presentations & Events



Who did we hear from?

By Survey Method

Type	Language	Participants
Online	English	5,172
	Spanish	47
	Accessible (for the blind and visually impaired)	49
Paper	English	465
	Spanish	13
	Chinese (traditional)	2
	Vietnamese	0
Total		5,748

Survey Participants by Race/Ethnicity

Race/Ethnicity	Total	Percentage based on participants who responded to question (N=4127)	ACS 2016 5 Year Estimates (%)
American Indian/Alaska Native	22	0.53	0.40
Asian	172	4.17	6.80
Black/African American	259	6.28	7.60
Hispanic/Latino	625	15.14	34.5
Native Hawaiian/Pacific Islander	10	0.24	0.10
White	2576	62.42	75.90
Other	133	3.22	6.10
Prefer not to answer	330	8.00	--

Survey Participants by Age

Age	Total	Percentage based on participants who responded to question (N=4150)	ACS 2016 5 Year Estimates of 18+ population (%)	ACS 2016 5 Year Estimates (%)
Under 18	32	0.77	--	21.4
18-24	274	6.60	15.2	11.5
25-34	967	23.3	25	22.1
35-44	876	21.11	20.8	15.7
45-54	702	16.92	15.9	11.9
55-64	636	15.33	12.6	9.5
65+	539	13.00	10.5	7.9
Prefer not to answer	124	2.99	--	--

Survey Participants by Council District

District	Total	Percentage based on participants who responded to question (N=4041)	Percentage of participants who know their Council District and live in Austin (N=2733)
District 1 Houston	324	8.02	11.86
District 2 Garza	156	3.86	5.71
District 3 Renteria	247	6.11	9.04
District 4 Casar	172	4.26	6.29
District 5 Kitchen	391	9.68	14.31
District 6 Flannigan	220	5.44	8.05
District 7 Pool	290	7.18	10.61
District 8 Troxclair	232	5.74	8.49
District 9 Tovo	378	9.35	13.83
District 10 Alter	323	7.99	11.82
I don't know	975	24.13	NA
I don't live in Austin	333	8.24	NA

What did we hear?

Survey Analysis

Goals Prioritization

Scenario Star Ratings

Scenario Starting Point

Strategies

Breakdown by:

- Age
- Race/Ethnicity
- Location (District)

Open-ended Comments

Breakdown by:

- Scenario starting point
- Location (District)
- More/less on different ingredients
- Age
- Race/Ethnicity

Other Cross-tabulation

Ex: If A is starting point, what strategies?

Goal Prioritization

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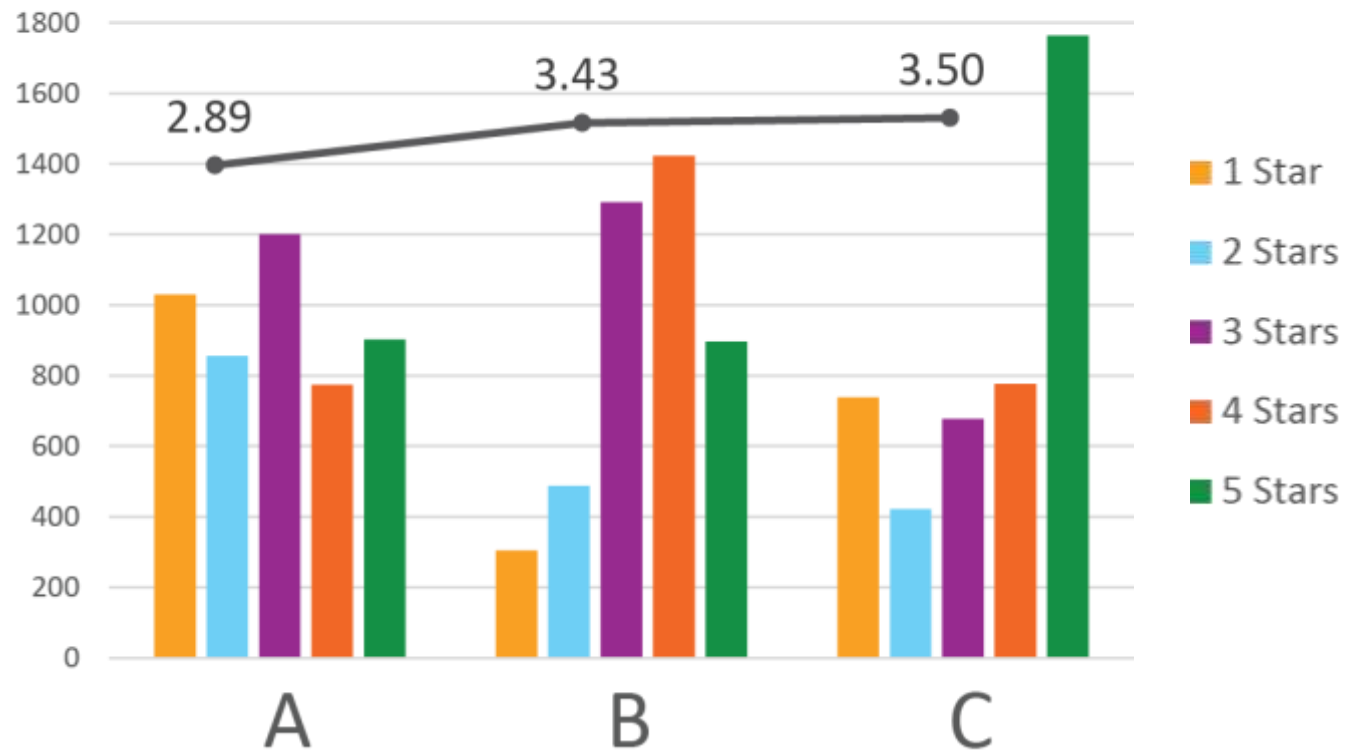
Goal	Commuter Delay	Affordability	Health and Safety	Travel Choice	Sustainability	Economic Prosperity	Placemaking	Innovation
Average Ranking	2.23	2.82	2.84	2.94	3.25	3.43	3.44	3.49
Times Ranked	3913	3706	3410	3402	3398	1990	1895	2375
Times Ranked # 1	1746	714	772	611	463	200	187	217

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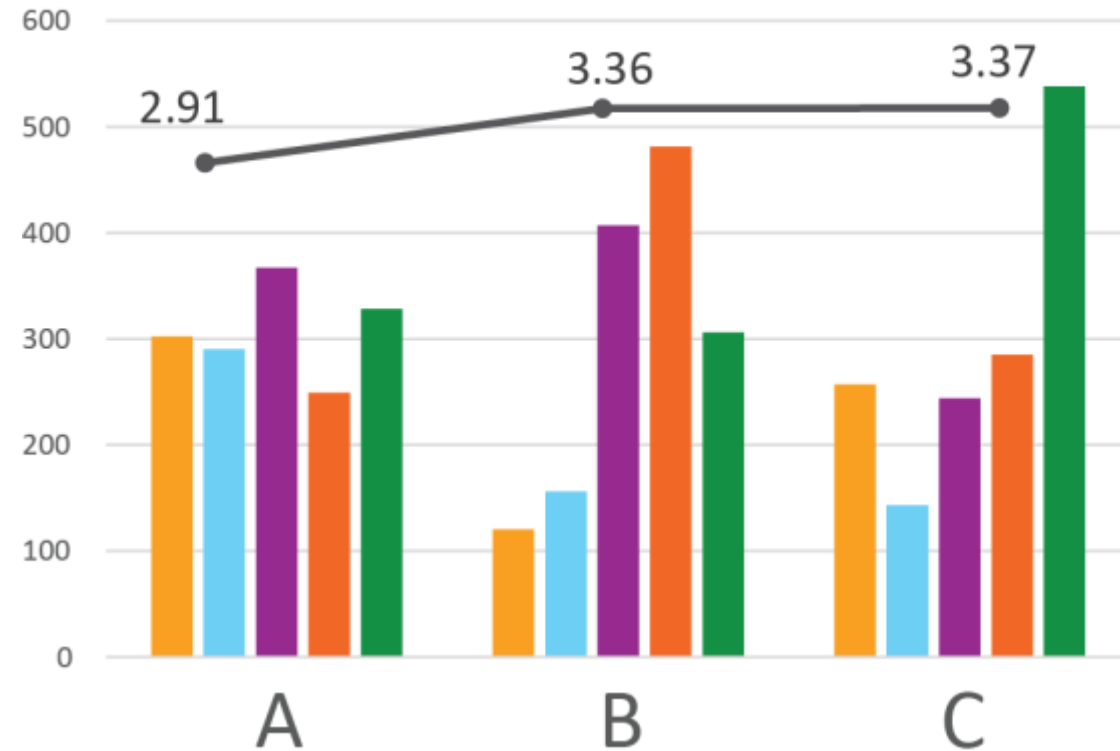
Goal	Commuter Delay	Affordability	Health and Safety	Travel Choice	Sustainability	Economic Prosperity	Placemaking	Innovation
Average Ranking	2.37	2.71	2.81	3.01	3.26	3.40	3.46	3.49
Times Ranked	1109	1148	1060	1005	958	611	529	727
Times Ranked # 1	428	250	260	201	128	64	53	73

Scenario Ratings

Overall Population

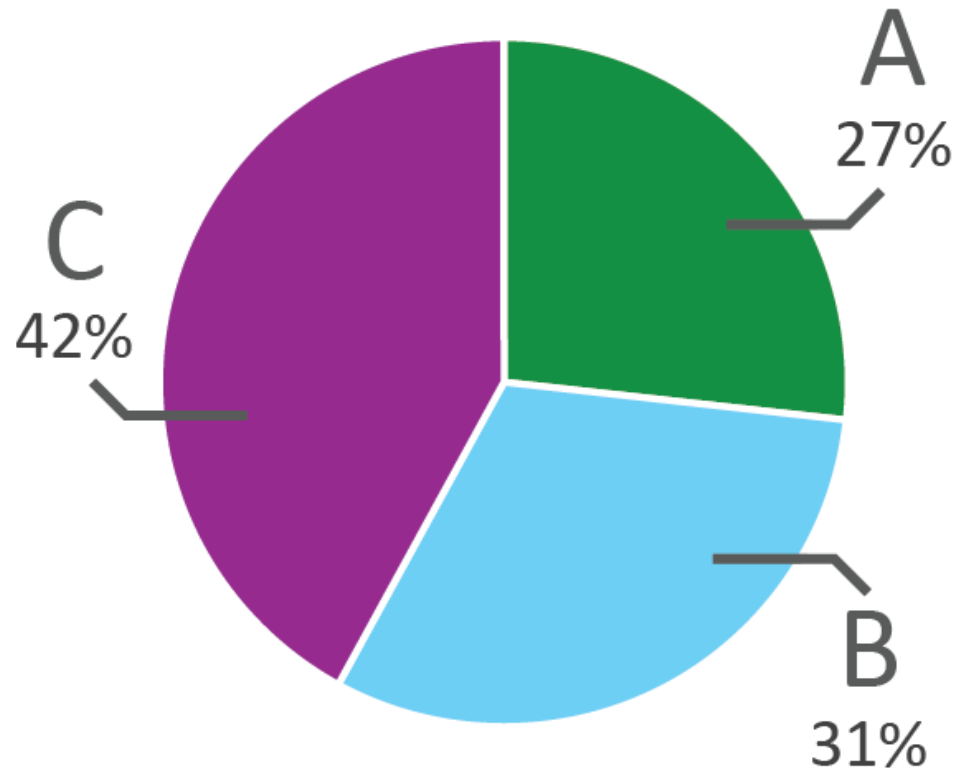


Focus Populations

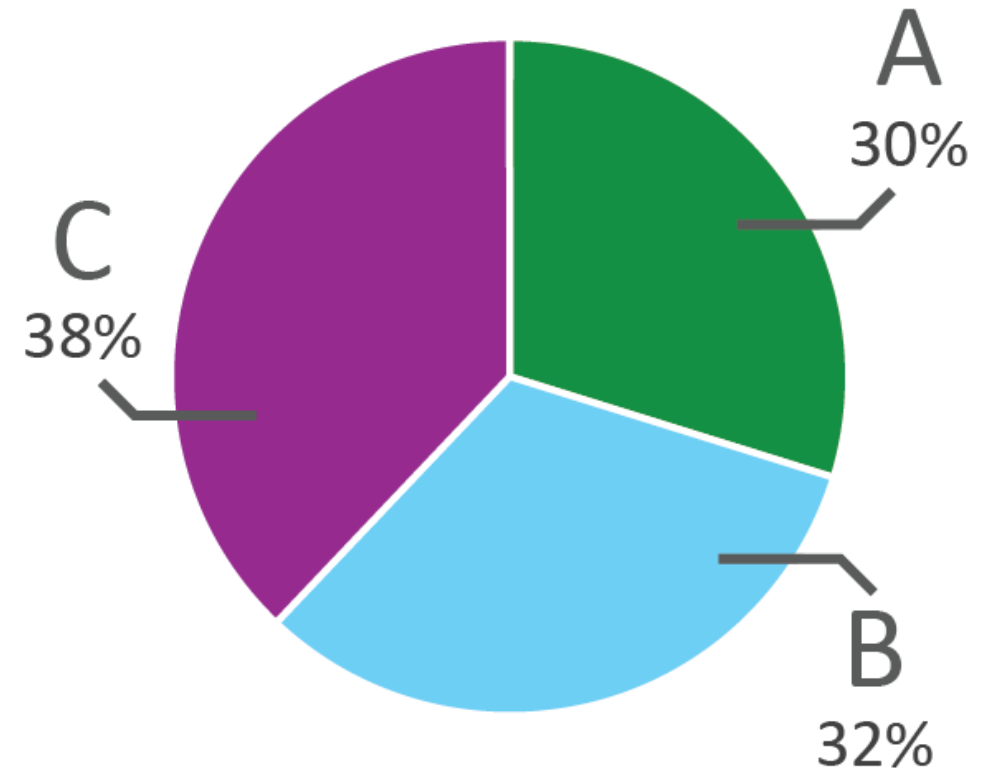


Scenario Starting Point

Overall Population



Focus Populations



Top Strategies Chosen (by total # of votes)

Overall

1. Provide more public transit service and enhance connections to/from public transit
(*Travel Choice - 1,996*)
2. Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles) (*Sustainability - 1,782*)
3. Improve signal timing and other transportation technologies (*Commuter Delay - 1,765*)
4. Prioritize travel choices, such as taking public transit, walking, or bicycling, making them more convenient and efficient (*Commuter Delay - 1,683*)
5. Reduce serious injuries and fatalities by designing streets for appropriate vehicular speed
(*Health & Safety - 1,637*)

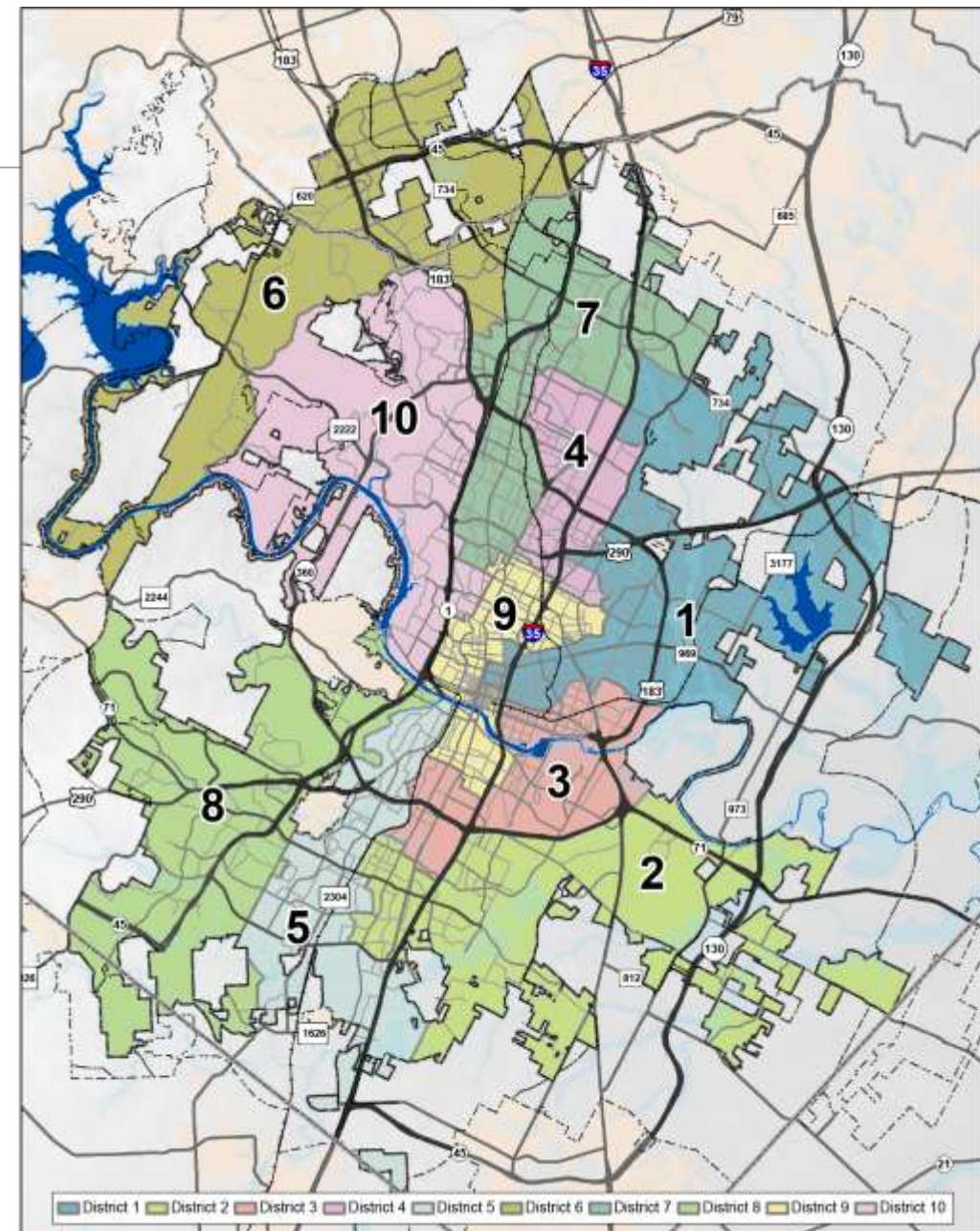
Focus Populations

1. Provide more public transit service and enhance connections to/from public transit (*Travel Choice - 674*)
2. Offer more choices in how we travel to reduce personal costs associated with car ownership
(*Affordability - 581*)
3. (TIE) Improve signal timing and other transportation technologies (*Commuter Delay - 575*)
3. (TIE) Reduce serious injuries and fatalities by designing streets for appropriate vehicular speed
(*Health & Safety – 575*)
5. Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles) (*Sustainability - 569*)

Total strategies to choose from: **27**

District Snapshots

District	A	B	C	Preferred Starting Point
	Average Star Rating			
1	2.46	3.47	3.93	C
2	2.92	3.47	3.13	B
3	2.53	3.43	4.19	C
4	2.66	3.46	3.79	C
5	2.76	3.36	3.59	C
6	3.23	3.19	2.88	A
7	2.62	3.56	3.70	C
8	3.10	3.34	3.02	A
9	2.30	3.43	4.18	C
10	2.92	3.27	3.13	C
Outside of Austin	3.18	3.50	3.32	B



Open-Ended Comments

- Over 4500 open-ended comments received
- 2/3 of comments analyzed as of 6/27/2018

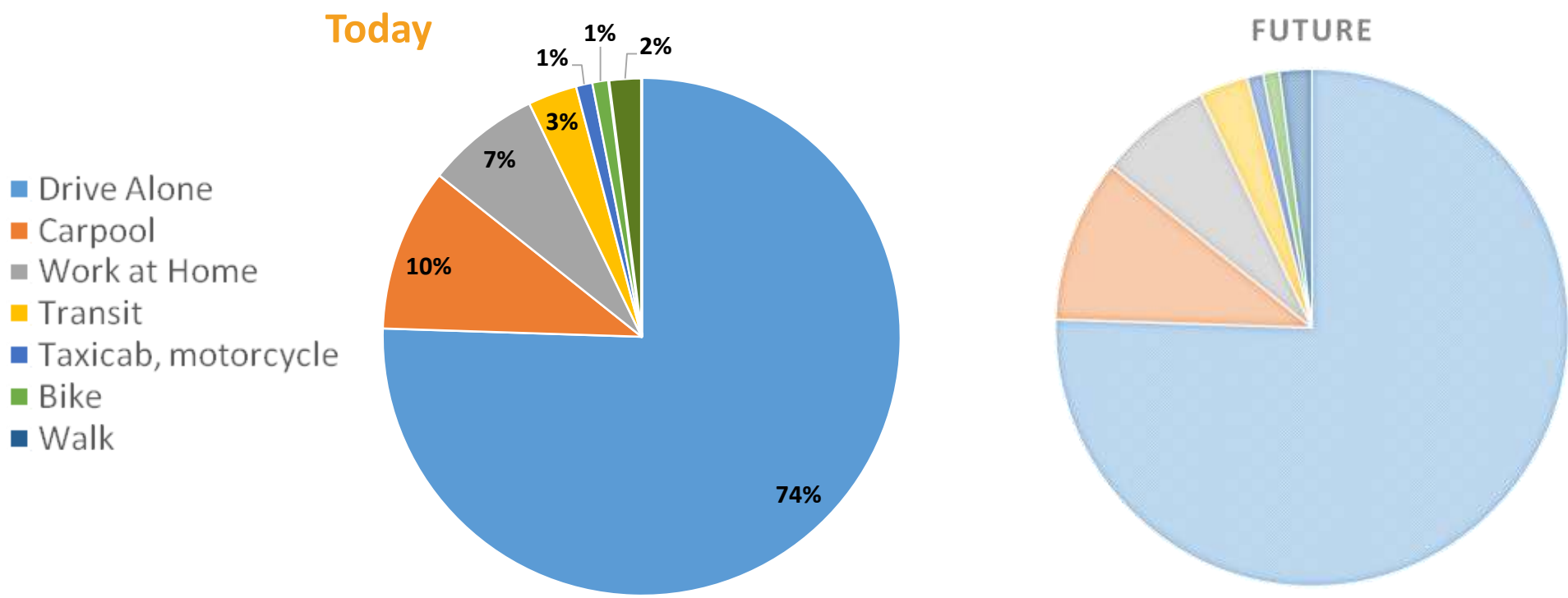
O v e r a l l	Ingredient	Percent of Comments Received
	Positive: Transit	35%
	Positive: Multimodal	23%
	Positive: Added Capacity	18%
	Positive: Bicycling	16%
	Negative: Cars	14%
	Positive: Sidewalks	12%
	Positive: Rail	12%
	Positive: Safety Projects	9%
	Positive: Bus Transit	7%
	Negative: Added Capacity	6%
	Negative: Bicycling	6%
	Positive: Cars	4%

F o c u s	Ingredient	Percent of Comments Received
	Positive: Transit	33%
	Positive: Added Capacity	19%
	Positive: Multimodal	17%
	Positive: Bicycling	13%
	Positive: Sidewalks	11%
	Positive: Rail	10%
	Negative: Cars	9%
	Positive: Safety Projects	8%
	Positive: Bus Transit	8%
	Negative: Bicycling	6%
	Negative: Added Capacity	5%
	Positive: Cars	4%


Next Steps

STRATEGY DEVELOPMENT

How Do we Achieve a More Balanced Mode Share?



Developing the Transportation Network

- 
- Influence of engagement
 - Starting Point – Scenario C
 - What do you like about the scenario and how would you change it?
 - What transportation strategies would best address your priorities?
 - Technical methodology
 - Evaluate model performance indicators
 - Adjust Ingredients based on what we heard
 - The Transportation Network will consist of the following:
 - Projects are identified by comparing Existing and Future Conditions in the **Street Network Table** (including the Street Impact Fee capital plan)
 - Priority Modal Networks and Highlighted Projects

Approach to Policy Development

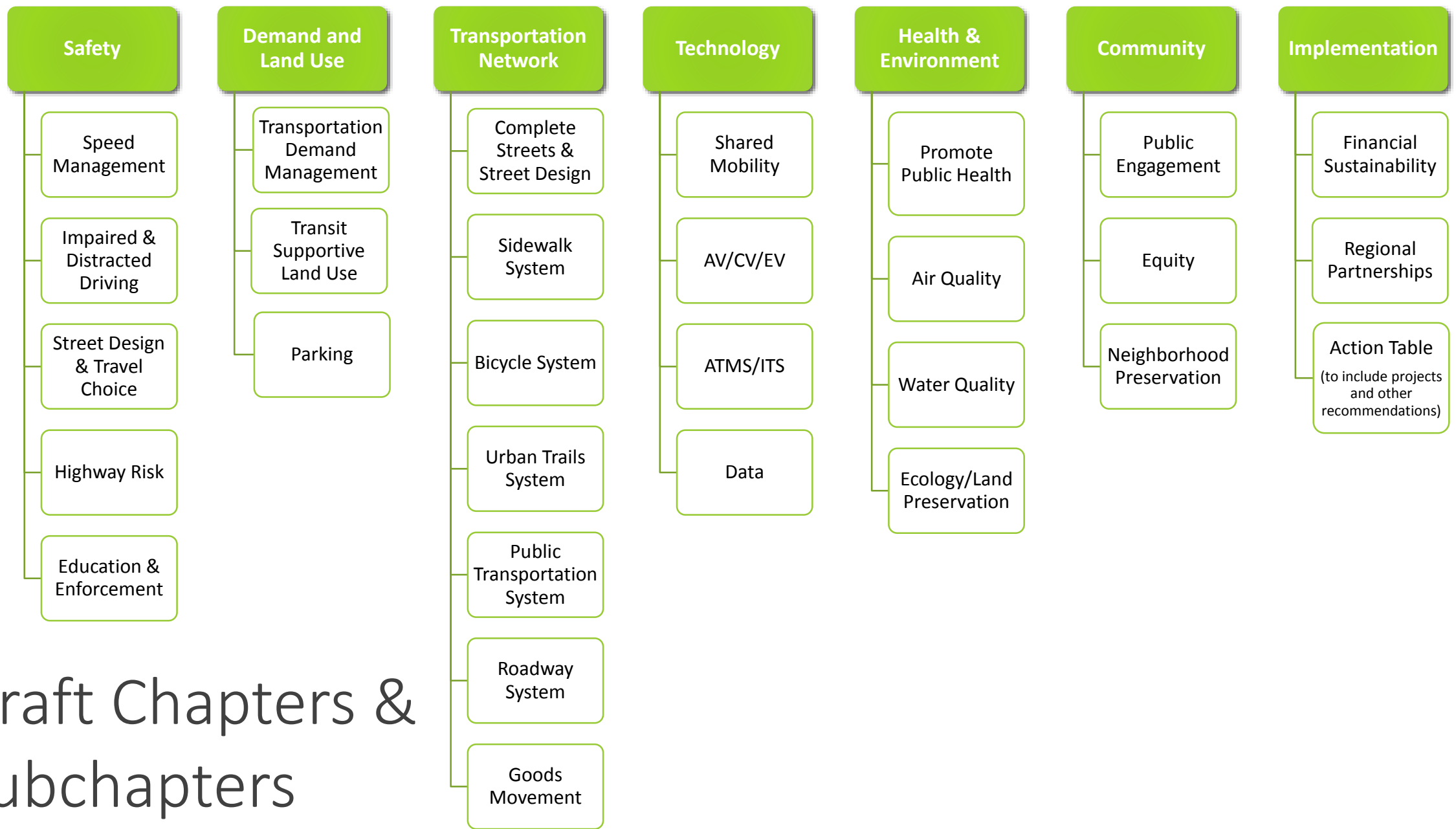
Develop policies and programs that support the implementation of the transportation network:

- ✓ Identify chapters of the ASMP to address all 8 Goals
- ✓ Review existing plans
- ✓ Inventory all plan objectives and recommendations
- ❑ Organize and make determinations of what items to keep, revise for ASMP
- ❑ Identify gaps in existing policy and needed future policy



Plans Reviewed

- ✓ AARO - Moving Forward
- ✓ Age Friendly Action Plan
- ✓ Austin Metropolitan Area Transportation Plan
- ✓ Austin Chamber Mobility Report: 2016
- ✓ Austin Community Climate Plan
- ✓ Bicycle Plan
- ✓ CAMPO 2040 Plan
- ✓ Capital Metro Connections 2025 Service Plan
- ✓ Capital Metro Service Guidelines
- ✓ COA Traffic Congestion Action Plan
- ✓ Complete Streets Policy
- ✓ Downtown Austin Alliance Parking Strategy
- ✓ Food Access Plan
- ✓ Imagine Austin
- ✓ Long-Range CIP Strategic Plan
- ✓ Pedestrian Safety Action Plan
- ✓ Project Connect 2014 System Plan
- ✓ Project Connect 2016 Purpose and Need
- ✓ Regional ITS Architecture Report
- ✓ Regional ITS Deployment Plan
- ✓ Sidewalk Plan/ADA Transition Plan
- ✓ Smart Mobility Roadmap
- ✓ Strategic Housing Blueprint
- ✓ Task Force on Community Engagement Report
- ✓ Urban Trails Plan
- ✓ Vision Zero Action Plan
- ✓ Watershed Plan

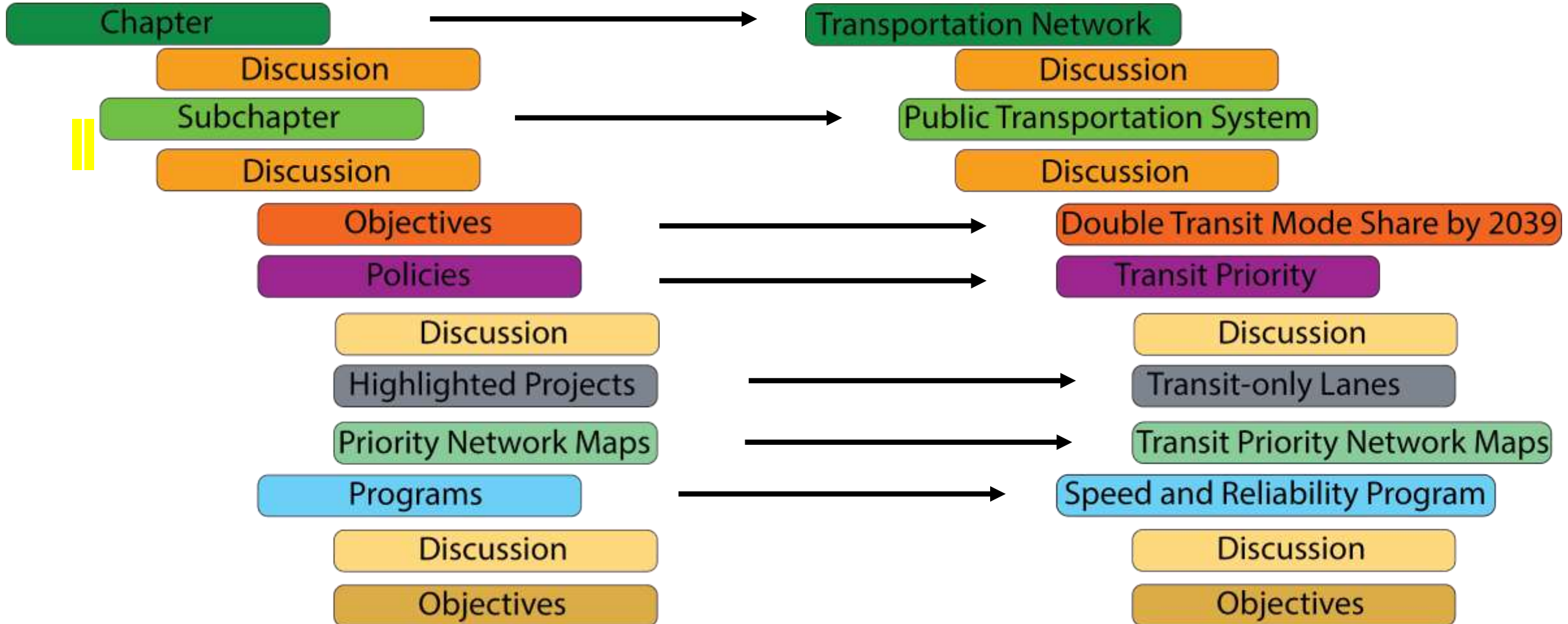


Draft Chapters & Subchapters

Policy Organization & Report Outline

General Outline

Chapter Example



Definitions

- Objectives:** Identification of targets necessary to make ambitious yet reasonable progress towards a goal within a specified timeline.
- Policies:** A definite course or method of action to guide and determine present and future decisions.
- Program:** Any set of organized activities supported by a set of resources to achieve a specific and intended result.

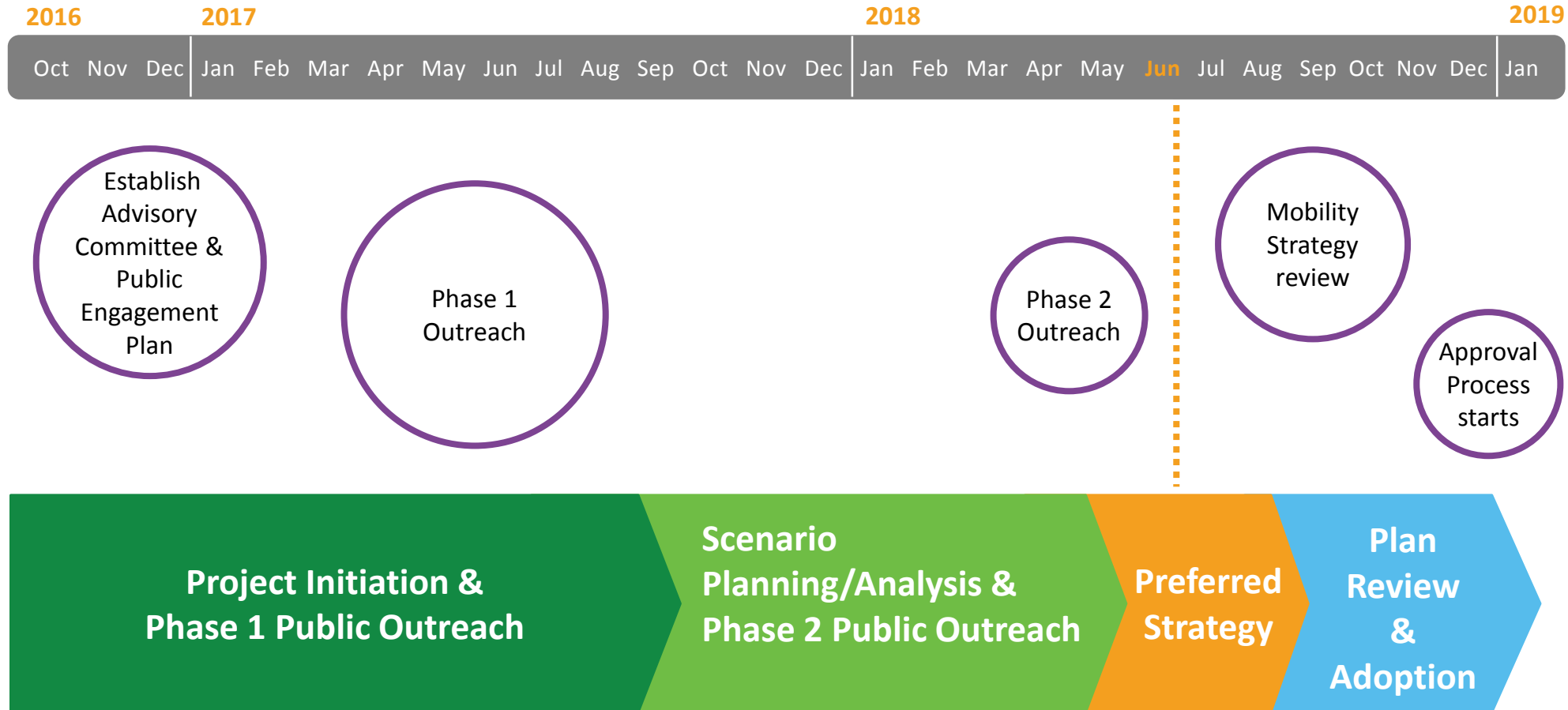
ASMP Preview

- Organized around Chapters and Subchapters of the ASMP
- Includes four focus areas
 - Why is it important?
 - What did we hear?
 - Strategies (Policies, Programs, Projects and Priority Modal Networks)
 - Metrics and Objectives
- Basis for finalizing the Plan
 - Phase 3 Public Engagement
 - Solicit feedback on how satisfied community is with the strategy
- Public roll-out in September at Traffic Jam

Schedule

CALENDAR OF UPCOMING ACTIVITIES

Where are we now?



Calendar of Activities

		Month	Action
Plan Writing		July	<ul style="list-style-type: none"> • Council Briefing Memo – Status Report • Department Policy workshops • Create ASMP Preview (think plan summary)
		September	<ul style="list-style-type: none"> • Public roll-out at Traffic Jam: “ASMP Preview” • Internal Alignment (staff review)
		October	<ul style="list-style-type: none"> • Directors– Metrics & Strategies Discussion of ASMP Preview/Austin Strategic Direction 2023
		November	<ul style="list-style-type: none"> • Council– Metrics & Strategies Workshop of ASMP Preview/Austin Strategic Direction 2023 • Finalize ASMP
Open Comment Portal		December	<ul style="list-style-type: none"> • Release Final Draft Plan • Begin Review and Approval Process (Boards and Commissions)
		February 2019	<ul style="list-style-type: none"> • Council adoption process begins