



**Capital Area Metropolitan Planning Organization  
 Technical Advisory Committee TDM Subcommittee Meeting**

**700 Lavaca Street  
 Austin, TX 78701**

**Meeting Minutes  
 August 15, 2022**

**Present:**

	<b>Member</b>	<b>Representing</b>	<b>Member Attending</b>	<b>Alternate Attending</b>
1.	Ed Collins	CARTS	Y	
2.	Emily Barron	City of Pflugerville		
3.	Cathy Stephens	Travis County	Y	
4.	Gary Hudder	City of Round Rock	Y	
5.	Akila Thamizharasan	TxDOT		
6.	Christina Willingham	City of Austin	Y	Shelby Smith
7.	John Nett	City of Buda	Y	
8.	Trey Job	City of Bastrop		
9.	Rose Lisska	Capital Metro	Y	

**1. Welcome and Introductions**.....Mr. Gary Hudder, Chair

Mr. Gary Hudder opened the meeting.

**2. Approval of April 18, 2022 Meeting Summary** ..... Mr. Gary Hudder, Chair

Mr. Hudder asked for a motion to approve the minutes. Mr. Ed Collins made a motion. The Subcommittee voted, and the motion prevailed unanimously.

**3. Project Updates** .....Mr. Matthew Kaufman, UrbanTrans

Mr. Matthew Kaufman provided information on the project pause between late April and early June. He also provided an overview of work that was completed between the last TAC TDM Subcommittee meeting and this meeting.

**4. Presentation of Draft Strategy Recommendations**.....Mr. Matthew Kaufman, UrbanTrans

Mr. Kaufman reviewed the focus areas that were previously developed in coordination with the TAC TDM Subcommittee to guide the identification and selection of TDM strategies. He then shared information on 14 TDM strategies that the consultant team identified based on previous data collection, feedback from stakeholders and the TAC TDM Subcommittee, and the focus areas. Information on the likely impact of each strategy on mobility and congestion was included.

In response to a recommendation to conduct targeted outreach along major corridors, Ms. Cathy Stephens said it is important to make improvements to transit service and ITS enhancements. Mr. Kaufman said that TDM could help enhance those types of investments.

There was a general discussion around how to track the impacts of TDM programs. Some of the recommendations identified included using cameras to measure vehicle trips, looking at impact estimates from traffic impact analyses, self-reporting by travelers, surveys of travelers, Bluetooth readers, and building occupancy and entry data from employers. Mr. Kaufman said an evaluation program will be developed once the TDM strategies are selected.

**5. Discussion of Strategy Recommendations**.....Mr. Matthew Kaufman, UrbanTrans

Mr. Kaufman led a prioritization exercise. The 14 TDM strategies were listed on posters placed in the room. Each attendee was provided with “\$100” in “\$10” increments and asked to prioritize the strategies by assigning money to them. This was done by having attendees place the “\$10” bills next to their preferred strategies. The results of the exercise are shown below.

	Total Funds
<b>Support and Expand Existing Programming</b>	
Provide grants funding to cities and counties	60
Implement regional GRH	60
Provide micogrants to employers	50
Program similar to Austin's Movers	30
Schoolpool	80
<b>Support Essential Workers</b>	
Grant funding and coordination with job access programs	30
Essential worker program targeted to a specific employment sector	60
Residential focused TDM effort to address gentrification	10
<b>Target Congested Corridors</b>	
Employer outreach along congested corridors	50
Residential outreach along congested corridors	30
<b>Implement Rural TDM Strategies</b>	
Park-and-ride focused marketing campaign	60
Transportation information distribution	30
Pilot program to facilitate carpools to faith-based organizations	20
<b>Increase Regional Coordination</b>	
Transit toolkit	30
<b>Wild Card: Carpool matching for events</b>	

Open discussion took place after the exercise. Below is a summary of comments by either strategy or strategy category.

#### *Provide Grant Funding to Cities and Counties*

- Any funding provided for physical improvements would yield tangible benefits.
- The rollout of the strategy could take a long time.
- Tracking and measuring program performance would be key. Grantees should show success when applying for additional funds.
- Measurement and reporting should be required as part of any grant program.

#### *Implement a Regional Ride Home Program*

- This would be an inexpensive way to assure travelers that they could get home.
- People who don't have a way to get home in an emergency can feel trapped.
- For people with children, there may not be an option for getting to and from daycare.
- It would be nice if people could request a ride through an app rather than having to make a request through an individual.

#### *Provide Microgrants to Employers*

- This program could be decentralized, and money could be distributed for many purposes.

#### *Provide a Regional Program Similar to Austin's Movers*

- The city of Austin has a similar program that was not very successful. They are experimenting to figure out how to make it more effective.
- The program should target UT students to help them avoid owning cars.
- Program could include children and help them learn to ride transit.

#### *Implement a Schoolpool Program*

- The program could be more than just carpooling; it could include walking and biking.
- The program could help educate school kids and get them to enjoy walking, biking, and carpooling, so that they share their excitement with their parents and encourage their parents to consider other travel modes.

#### *Programs to Support Essential Workers*

- Mr. Nirav Ved informed the group that CAMPO and the consultant team are still conducting research to identify the home and work locations of essential workers. Comparison of trip data between February and March 2020 shows where essential workers were traveling from and to.

#### *Employer and Residential Outreach Along Congested Corridors*

- Construction on I-35 will create significant disruptions, and TDM could help reduce impacts.
- Light rail construction and service is coming, and it will be important to determine how we can work with impacted employers.
- This strategy could include specific efforts to address construction.

*Implement Rural TDM Services*

- A park and ride strategy could identify capacity at stores and other locations that could serve as park and ride lots.

*Other Strategy Ideas*

- Work directly with employers and CapMetro to set up programs through which all employees at an employment site receive transit passes. This could apply to all employers with 100 or more employees.
- Work directly with employers to develop a suite of TDM strategies that can be made available to employees.
- Provide direct financial incentives to travelers who can prove sustained carpooling and transit ridership.
- Assist employers with maintaining or expanding telework options for employees.

**6. Announcements**..... Mr. Nirav Ved, CAMPO

Mr. Nirav Ved announced that the next meeting will likely take place on October 10, 2022.

**7. Adjournment**

Mr. Gary Hudder needed to leave the meeting before its conclusion. The remaining attendees unanimously agreed to adjourn the meeting.