

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

**Virtual Meeting Minutes
March 20, 2023**

Present:

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

1. Welcome and Introductions Mr. Gary Hudder, Chair
Mr. Gary Hudder opened the meeting.

2. Approval of January 20, 2023 Meeting SummaryMr. Gary Hudder, Chair

Mr. Hudder asked for a motion to approve the minutes from the January 20, 2023 meeting. Mr. Ed Collins made a motion. Ms. Emily Barron seconded the motion. The Subcommittee voted, and the motion prevailed unanimously.

3. Discussion and Possible Action on Approval of Implementation Strategy
.....Mr. Matthew Kaufman, UrbanTrans

Mr. Matthew Kaufman provided an overview of the program implementation strategy including key action items and the implementation timeline.

Ms. Cathy Stephens asked if the current ridematching site used by Commute Solutions will remain available. Mr. Kaufman said the tool will remain available. Mr. Nirav Ved said that TDM program brand will be updated with no impact to the ridematching service/tool.

Mr. Hudder asked that the TDM Program materials be updated to note that program evaluation will be a launch activity to emphasize that program impacts are being considered.

Mr. Collins asked if the program could reduce the use of the word “commute” in its branding. He said the program could have subcategories of branding to emphasize both commute and non-commute TDM efforts. Mr. Collins said that the implementation timeline makes it look like programs end. He said the timeline should show that programs continue. Mr. Hudder said that the timeline should show on-going evaluation and implementation to emphasize that input on the program strategies and outcomes will be sought.

Ms. Stephens said she would like to see the park-and-ride strategy integrated with the congested corridors strategy. Mr. Collins asked if the program could target more than one park-and-ride at a time. Mr. Kaufman said that each park-and-ride will require a significant amount of outreach and marketing efforts. He said that he would work with Mr. Johann Weber to determine if it was realistic to target more than one facility at a time. Mr. Collins asked if more money was going to be made available to the program. Mr. Ved said more money is likely to be allocated to the program, but CAMPO staff want to be sure that the implementation timeline for strategies is reasonable. Mr. Collins recommended identifying partners to help advance the program strategies.

Ms. Stephens asked if the park-and-ride strategy would focus on bus ridership only. She said it would be good to encourage carpooling as part of the strategy. Mr. Kaufman said that the park-and-ride strategy would have a multimodal focus.

Mr. Hudder asked for a motion to approve the recommended strategies and timeline. Ms. Barron made a motion. Mr. Collins seconded the motion. The Subcommittee voted, and the motion prevailed unanimously.

4. Schoolpool UpdateMr. Matthew Kaufman, UrbanTrans

Mr. Kaufman provided an update on outreach activities associated with the Schoolpool strategy.

Ms. Stephens asked if there is a Spanish version of the Schoolpool website. Ms. Becky Alper said the whole site can be translated to Spanish by clicking on a toggle button. She said the project team is also looking for options that will allow Spanish speakers to be automatically directed to the Spanish version of the website. She said the project team will also have Spanish marketing materials note the availability of a Spanish version of the website.

Mr. Collins asked if the Schoolpool program would seek champions at each participating school to help promote the program and increase awareness. Ms. Alper said the marketing will be on-going and include handouts for backpacks, handouts in the parent pick-up and drop-off lines, emails, newsletter content, and information in school registration materials and on back-to-school nights. She said that the program will work with the PTA, but it will not seek to make members of the PTA central to the program due to turnover.

Ms. Lisa Kay Pfannenstiel asked if Schoolpool participants will be encouraged to log their trips. Mr. Kaufman said not at this stage and that the program may expand to other modes in the future and may include a trip tracking element.

Mr. Hudder asked about liability issues and how those are being addressed. Ms. Alper said the website has been purposely built to make parents responsible for matching. Potential matches are shown on the website, but it is up to the parents to make those matches outside of the tool via email, text, or phone. She

also noted that schools are not approving matches, checking insurance, or checking backgrounds; things like insurance coverage and background checks can change day-to-day, so schools and CAMPO do not want to be involved in those activities. Mr. Hudder asked if the focus of the program is to have families make their own decisions. Ms. Alper said that was correct.

Ms. Stephens asked if the website could help parents find matches for after school activities. Ms. Alper said it could. She said the website has a spot where parents can add notes about after school activities or other special items impacting scheduling or needs.

Ms. Lisska asked if the website can support families that want to list multiple locations. Ms. Alper said she did not believe the website can do that due to it being built around schools and homes and the desire to keep the tool simple. Ms. Lisska said it would be interesting to see how trip patterns vary between Del Valle and other schools.

5. Program Evaluation Strategy.....Gabby Abou-Zeid, ICF

Ms. Abou-Zeid provided an overview of the evaluation strategy that will be used to monitor the success of the TDM program and sought input on the items that will be measured.

Mr. Collins asked if the evaluation strategy would include a metric for increased productivity. He said cited examples of improved productivity from working from home and not sharing school pick-ups and drop-offs. Ms. Abou-Zeid said things like productivity could be measured in a survey.

Mr. Andrew Aylward asked if the number of carpool trips taken could be an output of the evaluation strategy for Schoolpool. Ms. Abou-Zeid said it would be an output that would be tracked and used to calculate vehicle trips reduced. Mr. Aylward asked how the number of carpool trips taken would be tracked. Mr. Kaufman said that it would likely be estimated through surveys. Mr. Aylward said that trips reduced and mode share would be good metrics to track. He asked how to put trips reduced into the context of mode share and noted that Austin is working toward a 50/50 mode split goal. Mr. Kaufman said the general success of the program could help drive investment decisions that would help the city of Austin achieve its 50/50 mode split goal.

Ms. Stephens said the existing Commute Solutions tool already gathers program impact information specific to vehicle trips reduced and vehicle miles of travel reduced. She said that Travis County employees track trips and earn extra vacation days. Ms. Abou-Zeid said that there is a balance between getting precise information and minimizing barriers to program participation. Ms. Stephens said that when she was working on the Commute Solutions program people wanted to see more than just survey data when determining program success. Mr. Kaufman said that there is a trip-tracking tool associated with Commute Solutions that can be downloaded onto a smartphone that will then automatically track trips. He said the TDM program will seek appropriate opportunities to utilize those kinds of tools. Mr. Hudder said it will be important to look at opportunities to use tool to understand program impacts. Ms. Abou-Zeid said that once all the program metrics have been identified, the consultant team will look at the various options to measure the metrics and will consider the tradeoffs between the various options.

Ms. Lisska asked if there are metrics that should be considered to improve the TDM program's ability to obtain additional funds. Mr. Ved said the two main sources of funding for the program are Carbon Reduction Program (CRP) and Surface Transportation Block Grants (STBG). He said the program will focus on metrics approved by the TPB that are associated with project scoring for those funding sources. Ms. Lisska asked if incentives and the Schoolpool strategy will be funded with CRP and STBG funds. Mr. Ved said CAMPO is currently focused on CRP funds.

Mr. Collins said that there are likely to be contributions from transit agencies and other organizations. He said a metric could be what support the TDM program receives from other organizations.

Ms. Stephens said that CRP and STBG federal programs, and we need to check to see what activities and incentives are allowed. She said it may be necessary to target some non-federal funds for incentives to make sure we avoid issues with federal funding sources.

Ms. Lisska said many of the metrics that were presented focus on vehicles. She asked if metrics on the number of increased trips using modes like MetroBike, private bicycles, and walking could be added. Ms. Abou-Zeid said that the consulting team will include metrics around mode split. Ms. Lisska then asked how we will know if the change that is measured is caused by the implemented TDM strategies. Ms. Abou-Zeid said causation will likely be gathered through surveying and trip tracking. Mr. Hudder asked how the evaluation efforts would deal with something like a carpool starting and then breaking into two separate carpools. Ms. Abou-Zeid said there will be a lot of nuance to the evaluation efforts, and the consultant team will consider what data can be collected, what data can't be collected, and how to best measure program success.

6. Announcements..... Mr. Gary Hudder, Chair
Mr. Hudder announced that he will report results from this meeting to the TAC. He also announced that the next TAC TDM Subcommittee meeting will be on May 15.

7. Adjournment

Mr. Hudder adjourned the meeting at 11:10 AM.