



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

**700 Lavaca Street
 Austin, TX 78701**

**Meeting Minutes
 January 20, 2023**

Present:

	Member	Representing	Member Attending	Alternate Attending
1.	Ed Collins	CARTS	Y	
2.	Emily Barron	City of Pflugerville	Y	
3.	Cathy Stephens	Travis County	Y	
4.	Gary Hudder	City of Round Rock	Y	
5.	Akila Thamizharasan	TxDOT		
6.	Christina Willingham	City of Austin		Andrew Aylward
7.	John Nett	City of Buda		
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 October 12, 2022, Meeting SummaryMr. Gary Hudder, Chair

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

3. Presentation on Summary of Selected Strategies.....Mr. Matthew Kaufman, UrbanTrans

Matthew Kaufman provided a presentation of the selected TDM strategies (Schoolpool, Essential Worker Outreach, and Congested Corridors Outreach).

Mr. Ed Collins inquired on the schedule of work and when CAMPO would move to implementation. Mr. Nirav Ved said that some work is happening and noted that the TAC TDM subcommittee is a standing committee and will guide work into the future. It was also highlighted that the policy board meeting on February 13th will include a TDM presentation of work completed to date and notify the policy board members that a formal funding request will be coming.

Mr. Collins also expressed concern about timeliness of implementation and an eagerness to get started and get information out. Mr. Collins expressed how upcoming political office appointments could bring about the need to start from scratch on initiatives. Mr. Ved said the team is working to move as quickly as they can. Mr. Hudder said that things will continue to progress toward implementation.

On the Schoolpool strategy, Mr. Hudder asked if the target is to roll out services this summer, and Mr. Kaufman confirmed that a bigger push will occur in summer and run into fall. Mr. Collins noted that the city of Austin is looking at reconstruction of Ross Road, which goes past some key schools, and how this could be a good opportunity.

4. Outcome Mapping Exercise.....Mr. Chris Cannon, UrbanTrans

Mr. Chris Cannon led a group discussion that asked subcommittee members to define what success would look like one year after strategies are implemented. The activity was facilitated using Miro.

Schoolpool

Mr. Collins expressed how this strategy could be reworded to focus on reducing vehicle trips to schools, and that the program must be replicable/scalable easily year-after-year. Mr. Hudder agreed that as school districts limit bus trips this becomes more important, as the program fills the gap for reduced school district bus trips. Ms. Stephens also recommended changing the goal to be to/from school and after school (or activities) as well. Ms. Barron expressed the need for realistic approaches with variety of options for neighborhood needs; can't be a one-size-fits-all.

Mr. Aylward expressed that it would be good to have benchmarks, such as number of schools with a program, numbers of families participating, etc. Mr. Aylward also asked if it is realistic that by Jan 2024 this would be up and running at any schools. Mr. Kaufman explained that it does take time to build up, and resources will limit how many schools are targeted each year. Mr. Aylward asked if there are incentives, free lease on rental, or something else to help families that need more support and expressed that it is good to have an equity approach, but only if there are ways to help those families.

Mr. Collins suggested starting with one school district. Mr. Kaufman said the typical Schoolpool approach happens at the school level, but with bus shortages, it might be fruitful to work with districts, though more complicated. Ms. Stephens raised a need for materials in multiple languages (bilingual and trilingual schools – Spanish, Vietnamese, etc.).

Mr. Collins raised the need for clear goals so results can be reported to policy makers, and Mr. Hudder agreed to this, because the team will be asked to validate program success. Ms. Rose Lisska added that the main way we get people to change trips is by paying them to do so, and how kids can be a way to advance that too with incentives for kids like pizza party, art, etc.

Ms. Stephens asked about the inclusion of charter schools, and Mr. Kaufman expressed that charter schools can be a viable audience since they often lack buses. Mr. Hudder added how this is possibly an opportunity for a quick win, and Ms. Stephens expressed concern about potentially negative perceptions if the program

seems to favor charter schools; it could be seen as taking a stand in a political debate. Mr. Kaufman asked the group to clarify if they would like to see a mix of public and charter. Mr. Hudder responded that a mix is desired, and the focus should be on public and charter over private schools.

Essential Worker Outreach

Mr. Collins asked if there is a comprehensive package ready to bring to employers – something that can lay out the options and all the components of a good program. Ms. Stephens added that there is need to have a comprehensive package of options available to employees.

Ms. Lisa Kay Pfannenstiel added that it is about what folks are trying to solve for and meeting the business where it is. Ms. Pfannenstiel is keen to avoid duplication of efforts between Movability and CAMPO. Mr. Hudder added that we will be working to have a proper agenda item for Movability to present on what they're doing, also keen to avoid duplication and keep things efficient. Mr. Collins asked what the service area is of Movability. Ms. Pfannenstiel answered that there are no current boundaries, but focusing on Hays, Williamson, and Travis counties – and openness to seize on other opportunities.

Ms. Stephens asked if we should work with local stakeholders to reach employers. Mr. Hudder also suggested working with the regional chambers of commerce that already do outreach to employers in the region. He asked why service sector employees are not being targeted as part of essential worker outreach efforts. Mr. Kaufman said they are not being excluded but other sectors are currently being prioritized and the program can expand to other essential workers in the future.

Congested Corridor Outreach

Mr. Collins said it would be good to target trips at origins that may not be along the corridor but are generating many trips along the corridor. He also added that the team might be able to learn from businesses along the corridor to help understand what sort of factors they consider in choosing their locations. Ms. Stephens suggested using a traffic model to understand where those trips are coming from and going to, and Mr. Kaufman said the team had used Replica to do that type of analysis and would expand the analysis when the strategy launches.

Ms. Pfannenstiel said her organization is conducting a survey in Q4, and the results may support this strategy. Ms. Stephens suggested bringing in implementers like TxDOT to work on this, and Mr. Cannon asked if a goal could be to have clear relationships and conversations with regional partners about these issues. Mr. Collins added that there might be some things we could learn from other TxDOT districts as well.

Mr. Hudder asked that as specific corridors are chosen, if it would be valuable to look at zoning or other plans for what might be coming, as there might be imminent shifts. Mr. Kaufman said the team would look into the suggestion and how they could gather the data. Ms. Barron added how that was a good idea for the reverse, targeting future employers or people who might be moving to the corridor.

Ms. Barron said there are opportunities to work with municipalities on policies that could align with this strategy. Mr. Cannon added that there may be opportunities to work with economic development authorities. Mr. Collins said early involvement with employers moving to a new location is valuable, and Mr. Hudder expressed how large employers have teams when opening a new office that work on exactly this.

5. Announcements.....Mr. Gary Hudder, Chair

Mr. Hudder thanked everyone for a very productive meeting, and Mr. Collins encouraged other members' participation in these discussions. Mr. Hudder announced that the next meeting will likely take place on March 20, 2023.

6. Adjournment

The meeting was adjourned at 10:13 a.m.