

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

**Virtual Meeting Minutes
 May 15, 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		
6.	Andrew Aylward	City of Austin	Y	
7.	John Nett	City of Buda		
8.	Trey Job	City of Bastrop		Keehran Baah
9.	Rose Lisska	Capital Metro	Y	

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

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

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

3. CAMPO Policy Board Updates.....Mr. Nirav Ved, CAMPO

Mr. Nirav Ved provided an update about the recent CAMPO Transportation Policy Board (TPB) meeting, where the board approved implementation funding for four years of the CAMPO regional TDM program. CAMPO staff has begun coordinating with TxDOT to make the funds available by October 1st. A TPB member asked about coordination with other regional TDM entities to ensure proper alignment and avoiding duplication of efforts; CAMPO will continue to make this a priority.

4. Schoolpool UpdateMr. Johann Weber, UrbanTrans

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

Mr. Collins said he would like to document the amount of effort to get a school on boarded to ensure that staff resources are being spent well. He said the tracking will help with budgeting and determining how much staffing is need along with levels of effort. Mr. Weber said resource utilization is being tracked, and that staffing resources are sufficient at this time. He noted that program efforts are currently focused on Schoolpool.

Mr. Hudder responded to comments from Mr. Weber regarding opportunities to recruit schools within Bastrop and Burnet based on bus driver shortages and efforts to update bus plans. Mr. Hudder said those issues are common throughout the region and that growth is pushing other districts to reevaluate bus routes.

With respect to liability issues associated with Schoolpool, Mr. Ved said that the liability language being integrated into the RideAmigos platform is coming from CAMPO's General Counsel and that the Schoolpool team is working closely with legal staff on how to best limit liability issues.

Mr. Collins asked how the Schoolpool program will coordinate with Movability. He said he would like to see the Schoolpool program take advantage of Movability's resources. Mr. Weber said the Schoolpool team is talking to Movability to ensure that coordination occurs when applicable and that there had not been communication with Movability regarding Schoolpool. Ms. Lisa Kay Pfannenstiel said Movability focuses on the work commute and is happy to connect CAMPO with relationships they have but does not see a direct role for Movability in school commuting. Ms. Pfannenstiel added that Movability is working with AISD and is happy to connect.

5. Program Implementation ActionsMr. Johann Weber, UrbanTrans

Mr. Weber provided an update on program implementation, first touching upon branding in alignment with regional stakeholder Movability. There were no questions on this topic.

The second update provided was regarding future construction mitigation work, including a meeting with consultants on the Construction Partnership Program. Ms. Pfannestiel noted that the Construction Partnership Program is a region-wide effort with many regional stakeholders including TxDOT and CAMPO. She encouraged any government agencies that are not involved in the program to contact her, and she would provide them with information to participate.

Mr. Collins said that in other areas of the state there have been lots of TDM efforts associated with major construction. He said that work should be happening now to secure resources to address mitigation efforts for I-35 construction. He noted that TxDOT might be in a situation to provide funding to help with programs that can have a regional impact on mitigating construction impacts. Mr. Collins suggested that CAMPO leadership could work to pursue further funding for mitigation work.

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

Ms. Abou-Zeid provided an update on the proposed program evaluation strategy, specifically focused on the measures to be used for evaluation and tools for collecting the measures.

Mr. Hudder noted that in his historic experience with the TPB there are many members who are going to be very interested in the success of this program. He said it is very important that we get this right for the

work of the subcommittee and for reporting back to the TPB to show that we are accomplishing things with this program. Mr. Collins added that he would recommend showing this information to key members of the board to get their input on the metrics. He also asked what percentage of an annual budget would go toward gathering data to understand the impacts of a program. Lately, he suggested setting aside funds for the program tracking. Mr. Weber replied that they are currently looking at 5% to 10% based on peer program work, a preliminary estimate.

Mr. Ved said the funding for the \$4 million is for four fiscal years. Mr. Collins added that with federal programs he knows there is some timeframe to carryover funding to additional years; the metrics will be important to secure funding for future program calls. Mr. Hudder noted that all funding is competitive and accurate data is important for securing funds.

Ms. Cathy Stevens asked about the on-site assessment element, and whether schools and large events would need to put carpoolers in a dedicated lot for this to be effective. She also asked if analysis would be annually, whether that would mean just one day a year. She wondered if there were options to collect data more frequently.

Ms. Abou-Zeid said that with respect to putting people in a different lot it would be great if the site was setup that way, but it would be more of a proxy measure. A tube counter could be put down to track how many cars are at a location versus how many people we would expect to see at the site. She also said we could use intercept surveys to gather data from people entering to see how they commuted. She said we would not need separate lots to do that. With respect to time frame, we could look at once a week analysis for a limited period of time. If we were using tube counters we could lay those out for a longer period of time to get better data. She said we could also look at other tools but we will need to see the frequency of those tools. She noted that there could be challenges with things like Google maps since the updates may not be frequent and it would not be able to handle parking garages. Ms. Stevens recommended looking at Nearmap, which uses satellite photography and updates frequently.

Ms. Pfannenstiel shared they are launching a region-wide survey to find out how people are commuting, getting to volunteer work, and some other information. She said they are happy to work with others on the survey. She said she would appreciate any support with distributing the survey. This is the first year and they will be conducting the survey annually.

Mr. Collins recommended checking to see if the CAMPO transportation model would be helpful. He also recommended the American Community Survey. He said TxDOT also does a travel survey to help with model validation.

Ms. Abou-Zeid said there are metrics on regional baselines that could come from these regional datasets. That will help us keep track of efforts in the region as a whole and how that compares to outcomes from our specific strategies. Mr. Ved asked Ms. Pfannenstiel how long the survey will run. Ms. Pfannenstiel said it will be open for about a month. Mr. Ved asked for a briefing once Movability has their results if possible. Ms. Pfannenstiel agreed.

Ms. Stevens asked to be shared a copy of the slides.

7. Announcements..... Mr. Gary Hudder, Chair
Mr. Hudder asked for any additional questions or comments; there were none. He also announced that the next TAC TDM Subcommittee meeting will be on July 17.

8. Adjournment

Mr. Hudder adjourned the meeting at 10:46 AM.