CENTRAL TEXAS

CAMPO
CAPITAL AREA METROPOLITAN
PLANNING ORGANIZATION

TAC TDM Subcommittee Meeting

May 15, 2023

ITEM 1: CALL TO ORDER AND INTRODUCTIONS

ACTION

ITEM 2: APPROVAL OF MARCH 20, 2023 MEETING SUMMARY

INFORMATION

Item 3: TPB Updates

Item 4: SchoolPool Updates

SchoolPool

- Del Valle
  - ▸ Working through risk management concerns
  - ▸ Securing introduction to parent group through local official
- BASIS Pflugerville
  - ▸ Staff interest; advancing internally
- Identifying other school leads
  - ▸ Bastrop (bus driver shortages)
  - ▸ Burnet (reevaluating bus routes and service)
  - ▸ Hays (massive audience)

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Navigating Concerns

- Decision-maker FAQ prepared
- Peer conversations nationally to understand school liability concerns and successful approaches
- May request updates to RideAmigos Terms & Conditions for maximum comfort for CAMPO & school partners

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ITEM 5: PROGRAM IMPLEMENTATION ACTIONS

Rebranding

1. Conducted deep dive conversation on Get There Central Texas brand
   - Managed by Movability
   - Seeking to align on brand usage and details
2. Will be proposing a brand alignment workshop with TDM implementation stakeholders for Get There Central Texas
   - Movability
   - CAMPO
   - UrbanTrans

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Construction Mitigation

- Meeting with construction management and communications teams to understand current projects, teams, and needs in region.
  - ▸ Corridor improvements in design (BGE)
  - ▸ Construction Partnership Program (AECOM)
- Reviewing construction projects for potential mitigation programming – identifying via TIP, TxDOT program
  Ex: US-183, US-290

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ITEM 6: PROGRAM EVALUATION STRATEGY

	SchoolPool	Essential Worker Outreach	Congested Corridors	Guaranteed Ride Home	Park-and-Ride Campaigns	Construction Mitigation	Large-event Carpools	Reporting Frequency	Trend (T) or General Monitoring (GM)?	(Potential) Data Source
Inputs										
# of people signed up for emails	X	X	X	X	X	X	X	Quarterly / Event	T	Tracked internally / CRM database
# of unique web page views	X	X	X	X	X	X	X	Monthly / Event	T	Tracked internally
Average time spent on web page(s)	X	X	X	X	X	X	X	Monthly / Event	GM	Tracked internally
# of campaign click-throughs	X	X	X	X	X	X	X	Event	T	Tracked internally
# and types of community partners (employers, schools, event centers, etc.) reached out to	X	X	X	X	X	X	X	Quarterly	T	Tracked internally / CRM database
# of incentives distributed	X	X	X	X	X	X	X	Quarterly	T	Tracked internally / CRM database
Number of park-and-rides targeted for campaigns					X			Annually	T	Tracked internally

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Outputs										
# of participants/members	X	X	X	X	X	X	X	Quarterly / Event	T	RideAmigos / CRM database
# of non-SOV trips logged	X	X	X	X	X	X	X	Quarterly *or* Annually / Event	T	RideAmigos / Surveys
Conversion rate (campaign-specific)	X	X	X	X	X	X	X	Event	T	Tracked internally / RideAmigos / CRM databse
Incomplete registrations	X	X	X	X	X	X	X	Quarterly	T	Tracked internally / RideAmigos
# of community partners, employers, jurisdictions, or public agencies onboarded by type	X	X	X	X	X	X	X	Quarterly	T	Tracked internally / CRM database

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Outputs										
# of ridepools formed	X						X	Quarterly	T	RideAmigos
# of employer-sponsored transportation services implemented/offered to employees		X	X					Annually	T	Employer Surveys
# and percent of employees with access to transportation programs or benefits		X	X					Annually	T	Employer Surveys
# of GRH requests received				X				Quarterly	GM	RideAmigos
# Average time to GRH reimbursement				X				Quarterly	GM	Tracked internally

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Outputs										
Park-and-ride lot utilization (% change)					X			Annually	T	Field counts; Transactions
Carpool parking utilization	X	X	X				X	Annually / Event	T	On-site assessment
Incentive utilization	X	X	X	X	X	X	X	Quarterly	T	Tracked internally / CRM database
Change in program reach by demographic group	X	X	X	X	X	X	X	Annually	GM	Surveys / Census / LEHD LODES

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Outcomes										
Total SOV trips reduced	X	X	X	X	X	X	X	Annually	T	Surveys / On-site assessment / Third-party data
Total VMT reduced	X	X	X	X	X	X	X	Annually	T	Surveys / Derived Measure
Total GHG emissions reduced	X	X	X	X	X	X	X	Annually	T	Surveys / Derived Measure
Program satisfaction	X	X	X	X	X	X	X	Annually	T	Surveys
Travel cost savings	X	X	X	X	X	X	X	Annually	GM	Surveys / Derived measure

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Outcomes										
Recurring use of services offered	X	X	X	X	X	X	X	Annually	T	RideAmigos / CRM database
Non-SOV mode share change (for members/participants or at employer worksites/events)[3]	X	X	X	X	X	X	X	Annually	T	Surveys / On-site assessment
Change in queue length / drop-off times	X						X	Event	T	On-site assessment
Changes in reported commute-related stress and/or productivity		X	X		X			Annually	GM	Surveys
Preferred partner measures	X	X	X	X	X	X	X	*Varies*	*Varies*	*Varies*

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Cost-Effectiveness Measures										
$ spent on new members/employer partners/participants following a campaign	X	X	X	X	X	X	X	Event	GM	Tracked internally / RideAmigos / CRM database
$ spent per SOV trip reduced	X	X	X	X	X	X	X	Annually	GM	Tracked internally / Derived measure
$ spent per VMT reduced	X	X	X	X	X	X	X	Annually	GM	Tracked internally / Derived measure

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ITEM 6: CHAIR ANNOUNCEMENTS

Announcements

- Next TAC TDM Subcommittee: July 17

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Adjournment