



TAC TDM Subcommittee Meeting

September 18, 2023

ITEM 1: CALL TO ORDER AND INTRODUCTIONS



ACTION



**ITEM 2: APPROVAL OF MAY 15, 2023
MEETING SUMMARY**



INFORMATION



ITEM 3: SCHOOLPOOL UPDATES





Schoolpool

- BASIS Pflugerville
 - ▶ Program launched – 125 families
 - ▶ Conducting survey of registered parents to assess activity and support needs
- Hays CISD
 - ▶ Seeking one to two schools
- Seeking one more pilot school (public or private)

ITEM 4: MOVABILITY PROGRAM UPDATE





movability

Movability Overview

Capital Area Metropolitan Planning Organization (CAMPO)
TAC TDM Subcommittee

September 18, 2023

AGENDA

1. What is Movability?
2. Programming Overview
3. Signature Events
4. Emerging Priorities
5. Save the Date





Movability is Central Texas' transportation management association (TMA) working with individuals and organizations to improve the region through commuter options that save time and money.

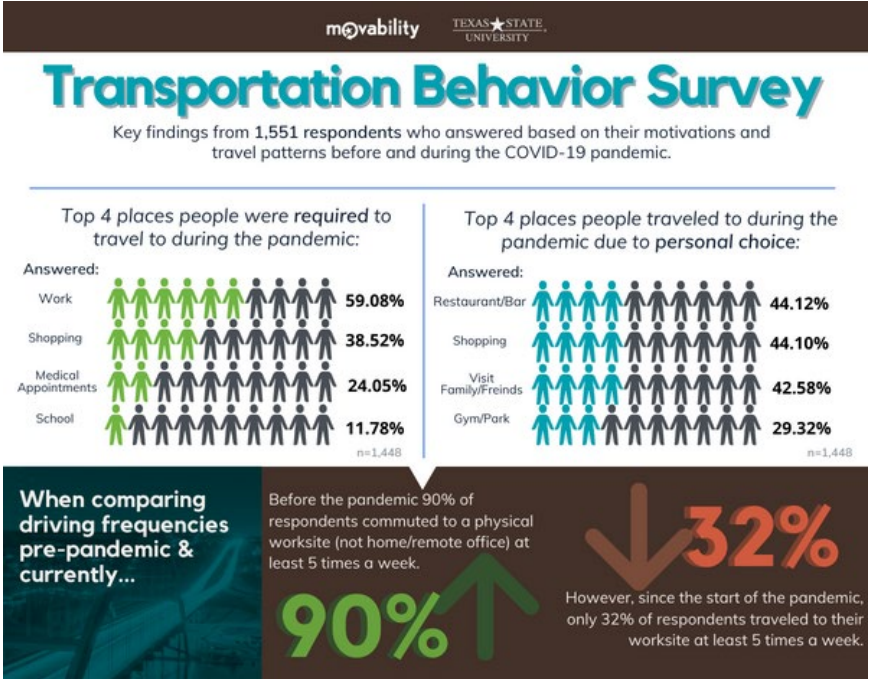
Our vision is to lead the culture shift toward stress-free, affordable commute options.

- **We focus on transportation demand management (TDM)** in Central Texas through programming and education that enhance mobility.
- **We collect relevant data and research** in transportation to better support the needs of the general public.
- **We educate our members about mobility options** that make commuting:
 - Affordable
 - Sustainable
 - Convenient
 - Equitable

PROGRAM OVERVIEW



RESEARCH INITIATIVES



- **Track commuter behavior trends**, in partnership with Texas State University
- **Host annual Commuter Survey** to better understand commuting behavior, with a survey mailer distributed to more than 10,000 Central Texas households
- *Recent research projects include:* COVID-19 Transportation Behavior Survey, COVID-19 Telework Survey, and the 2019 Commuter Research Study

PROFESSIONAL SERVICES



Active Transportation



Transit



Parking Management



Shared Mobility



Information & Communication



Delivery



Land Use



Employer Policies



Other Measures

- **Develop custom TDM, communications and marketing plans** to encourage active commuting
- **Generate and tailor internal programs** – such as employee training, one-on-one trip planning, transit pass discounts, commuter competitions, parking cash out
- **Conduct & analyze commuter surveys**
- **Assist in securing executive leadership buy-in**
- **Host Lunch & Learn programming** like presentations or “Go-to-Lunch-and-Learn” mobility camps
- **Organize tabling outreach events**
- **Evaluate program efficacy**

GET THERE CENTRAL TEXAS



commute
↓ SOLUTIONS
rideamigos

Uber Transit

- **Host an online platform to encourage active commuting** in partnership with City of Austin, CAMPO, CAPCOG & RideAmigos
- **Help users plan and log active commuting trips**
- **Support users trying to find, join or start a carpool or vanpool**
- **Develop commuter competitions** and offer incentives and drawing prizes each month
- **Create custom subnetworks for member organizations** to support tailored marketing, incentives, trip logging, carpool matching, and team competitions
- **Track commuting trips** in terms of money saved, calories burned and CO² reduced
- **Offer an emergency ride home** up to 7 times per year, up to \$75 per incident, thanks to a partnership with Uber Transit

MOBILITY CAMPS

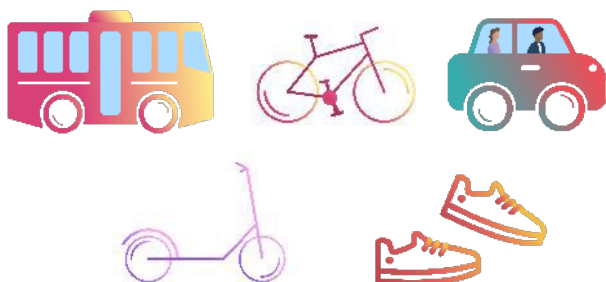


- **Host curated free, fun active commuting trips** to familiarize participants with walking, biking, scooting and transit in a low-stakes environment
- **Develop custom trips as team-builders or travel training**
- **Where would you go?** Groups have organized trips to:
 - coffee shops,
 - team lunches,
 - happy hours,
 - scavenger hunts,
 - field trips,
 - park outings,
 - film screenings, and
 - cultural events





- **Reduce the burden of participating in CapMetro's bulk discount purchasing program**
- **Oversee distribution of transit passes for your organization**
- **Track and report on usage**
- **Support outreach and marketing efforts to increase participation**
- **Alert administrators** when it's time to make a new bulk purchase
- **Available as a fee-for-service program** for small, large and non-profit organizations
- **Additional discounts available** to eligible organizations, thanks to support from Google and Bank of America



- **Provide financial assistance of up to \$7,500** to Central Texas for-profit and non-profit organizations of all sizes
- **Seek to promote active commuting & reduce drive-alone trips**
- **Support infrastructure, programmatic or mobility planning projects**
 - ***Infrastructure projects*** feature permanent structures (e.g., bike racks, lockers, etc.)
 - ***Programmatic projects*** offer incentives and policies to encourage active commuting (e.g., transit passes, vanpool programs, etc.)
 - ***Mobility planning projects*** develop, research or analyze mobility plans (e.g., TDM, Research & Auditing; Communications & Marketing planning)

BEST WORKPLACE FOR COMMUTERS



- **Professional support to help employers gain national recognition** for meeting the [National Standard for Excellence](#) in commuter benefits
- **Prepare the Best Workplaces for Commuter (BWC) application** on behalf of your organization
- **Cover the cost of the BWC application fee** to remove barriers to participation
- **Recognize organizations achieving this designation** at the annual Movability Breakfast



- **Members-only fast pitch series** that welcomes regional thought leaders for networking and conversations
- **Participants have 20 slides x 20 seconds** to present best practices, new research, product offerings, program updates, funding opportunities or emerging solutions in the mobility space



SIGNATURE EVENTS



Movability Breakfast & Awards | *Winter*

- **Celebrate organizations** leading the way toward better mobility in Central Texas
- **Recognize employers** earning the “Best Workplace for Commuters” designation
- **Host an annual keynote address** by the Austin mayor and a national TDM expert



Movability Summit | *Fall*

- **Offer networking and panel discussions** about mobility and transportation challenges
- **2023 focus: Central TX Construction Partnership Program (CPP)**, with panelists from Austin Transit Partnership, CapMetro, the City of Austin, TxDOT, and Texas State University

EMERGING PRIORITIES



- **2023 Commuter Survey**
- **Construction Partnership Program**
- **Return to Work**
- **TDM in Zoning / Parking Minimums**
- **Mobility Camps**

SAVE THE DATE



movability

2023 MOVABILITY SUMMIT

September 28th
4:30 - 6:30 P.M.

A photograph of a woman with glasses, wearing a light-colored sleeveless top and a skirt, sitting at a podium and speaking into a microphone. She is holding a white paper. To her left, the arm and hand of another person are visible, also holding a microphone.

- **JOIN US for a Panel Discussion about the Central Texas Construction Partnership Program (CPP)**
- *Panelists include:*
 - **Eric Bennett**, TxDOT
 - **Jim Dale**, City of Austin
 - **Manan Garg**, Austin Transit Partnership
 - **Sharmila Mukherjee**, CapMetro
- *Moderated by:*
 - **Dr. Rosie Ray**, Texas State University
- **TICKETS >> movabilitytx.org/events**

LET'S STAY IN TOUCH!



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@movability



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ITEM 5: CITY OF AUSTIN TDM PROGRAM UPDATE





TRANSPORTATION PUBLIC WORKS

Transportation Demand Management Program Update

Jacob Barrett | Transportation Demand Management Program Manager



TRANSPORTATION
PUBLIC WORKS



ASMP 2039 – 50/50 Commute Mode Share Goal

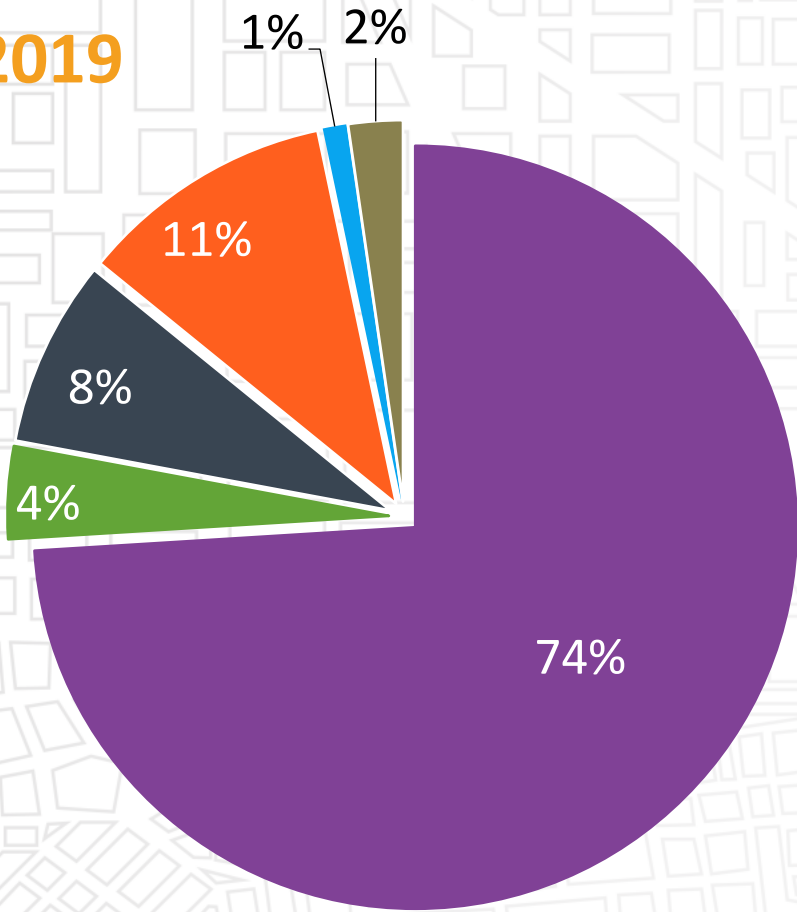
A multimodal scenario with a 50/50 mode share (50% drive-alone, 50% all other options combined) can manage congestion based on forecasted growth by 2039.

This means approximately the same number of cars as we have on the road today, while almost doubling in population.

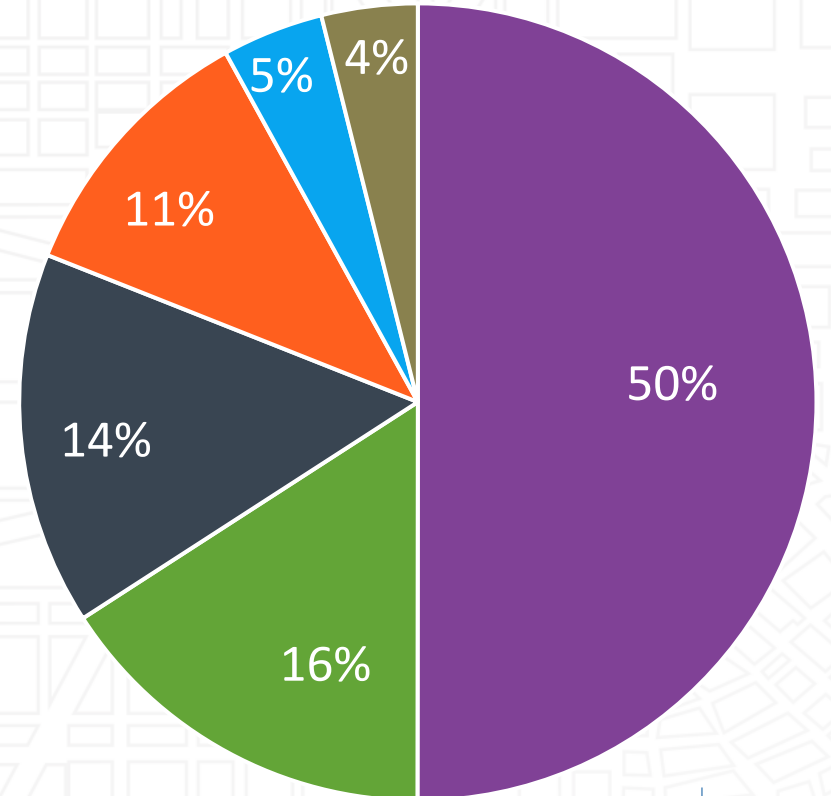
- Austin Strategic Mobility Plan (ASMP 2019)







Austin – Commute Mode-Share

2019



2039



-  BICYCLE
-  CARPOOL/RIDESHARE/OTHER
-  DRIVE ALONE
-  TELEWORK
-  TRANSIT
-  WALK





TDM Program Overview

Transportation Demand Management (TDM) is the combination of policies, programming and incentives that guide the community to make more sustainable transportation choices.

When our community makes these choices, it reduces the demand of single occupancy vehicles (SOVs) on our transportation network and increases quality of life for all in Austin.

Combined with infrastructure improvements, it helps us reach the Austin Strategic Mobility Plan's goal of 50-50 commute mode share.



Data reliability and tracking

Every effort begins and ends with good data and measurement. The ASMP goals are set and measured using ACS commute data which is released on regular intervals by the U.S. Census bureau.

The next data release for 5-year estimates is December 7, 2023.

- The City is expanding the Eco-counter network to supplement ACS data and provide more accurate mode-split data on trails and corridors.
- The City is working with Movability on an annual commute survey to be distributed in September on mode choice.



Contracts and partners

Movability is the regions Transportation Management Association (TMA) and has a contract with the City to provide TDM programming and services.

- GoGrant – an effort to providing programming and resources to applicants twice per year
- Employer planning and programming
- Area-specific and regional efforts to expand and implement TDM

Ghisallo Cycling Initiative provides bike education programming and holds roughly 20 events per year, from beginning bike clinics to the Golden Rollers program.

- They led Bike-to-Work Day planning citywide last year and did a great job. Largest event ever.



Get There ATX

Get There ATX is the City's TDM brand to educate, encourage and incentivize people to use sustainable transportation options.

- Tabling Events every month
 - Blues on the Green
 - ACL
 - UT Marketplace
 - Slow Fashion Week
 - Bike Story Night
- Social media content
- Monthly newsletter
- Swag
- Website

Future Efforts



TASA Grant Pending

The City has submitted a Grant to TxDOT to expand the MetroBike system including neighborhoods that have limited transit access today, fully electrify the bike share fleet.



Employee Programming

The City has 17,000 employees and can make a meaningful difference when those people choose sustainable commute modes. We work on internal programming to help people make those choices.



Behavior Change

Partnerships with Movability, Ghisallo Cycling, other community groups reach communities where they are to help encourage behavior changes

Any questions?

Thank you



ITEM 6: CHAIR ANNOUNCEMENTS





Announcements



- Next TAC TDM Subcommittee: November 20



Adjournment



C**MPO**

CAPITAL AREA METROPOLITAN
PLANNING ORGANIZATION