



CITY OF AUSTIN

Transportation Demand Management Successes and Progress — 2018



TDM—What Does That Stand For?

TDM stands for Transportation Demand Management. Transportation demand management promotes solutions that move trips out of peak congestion hours or shift drive-alone trips to other forms, such as public transit, active transportation, ride-sharing, and teleworking.

Why is This Important?

CAMPO predicts vehicle travel in the region could double by 2040, while road capacity will only increase by an estimated 15 percent.* By changing preferences and patterns, transportation demand management offers the fastest and most cost-effective way to manage congestion. This approach simultaneously helps to address the affordability crisis in Austin where transportation is the second highest household expenditure, just behind housing. These solutions also contribute to environmental benefits, such as maintaining air quality by reducing vehicle emissions.

Can TDM Really Work?

During rush hour, small changes in transportation behavior can make a big impact. National research shows that TDM strategies can reduce vehicle miles traveled by the following percentages:**

MARKETING/EDUCATION	1% - 5%
CARPOOLING	1% - 15%
ORDINANCES	5% - 15%
PARKING MANAGEMENT	2% - 7%
TRANSIT SUBSIDIES	3% - 10%
TELECOMMUTING	1% - 5%
CAR SHARING	1% - 2%
VANPOOLS/SHUTTLES	1% - 13%
LAND USE	5% - 20%

TDM has and does work for other cities. See how Austin compares to other similar cities on the chart to the right. These lower percentages are within Austin's reach, too, as our TDM strategies take hold.

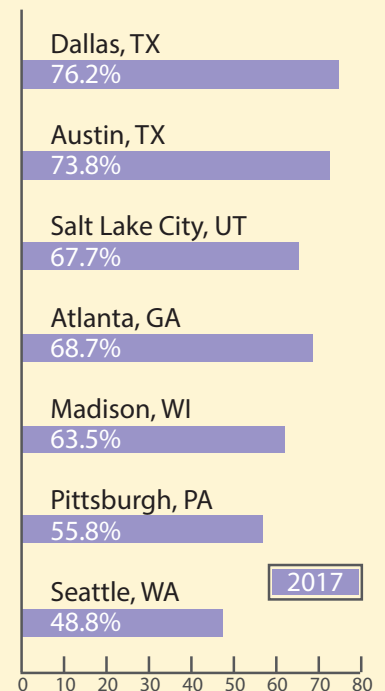
* CAMPO 2040 Regional Transportation Plan.

** Based on data from the research report, "Quantifying Greenhouse Gas Mitigation Measures," by the California Air Pollution Control Officers Association. August 2010.

† Based on American Community Survey 2017 5-year estimates.



Commute Drive-Along Rates Across the USA†



For additional background on TDM, visit AustinTexas.gov/TDM



2018 Highlights

TDM National Excellence Award

The City of Austin received the Transportation Demand Management Excellence Award for Large Government in October 2018 at the 2018 Association for Commuter Transportation Forum (pictured below). This award recognizes a government's efforts to support sustainable transportation options through policies, programs, and actions.



Cari Buetow represents the City of Austin as the City receives the TDM Excellence Award for Large Government at the ACT TDM Forum in November 2018.



Tien-Tien Chan represents the City of Austin as the Smart Commute Rewards program receives the National Award in Commuting Options - Carpool at the ACT International Conference in July 2018.

Other Accomplishments

- Expanded the Smart Trips Austin program to educate neighborhood residents on their transportation options.
- The City of Austin, in collaboration with regional stakeholders, worked with Capital Area Metropolitan Planning Organization (CAMPO) policy board members to recommend adding TDM as a new category to be included in Transportation Improvement Program (TIP) funding. The CAMPO Policy Board supported this idea and, for the first time, roughly \$800,000 of TIP funding was allocated to TDM.
- The City's Smart Commute Rewards program received the National Award in Commuting Options – Carpool by the Association of Commuter Transportation in 2018 (pictured above).
- Austin City Council passed two policies with TDM requirements built in: the Chapter 380 Business Expansion Incentive Program and the Special Events Ordinance.
- Air Central Texas selected Pharr Andrews from ATD (pictured right) to receive the 2018 Bill Gill Central Texas Air Quality Leadership Award for her significant and lasting impact on Central Texas air quality. Pharr received the award for a career at the City of Austin as the Air Quality Program Coordinator.



Looking Forward to 2019

City Council Transit Resolution

In December 2018, Austin City Council passed a resolution calling for the City Manager to form a working group that will “develop recommendations regarding the creation of a pilot program that could increase transit use through an incentive program.” The findings will be presented to the Mobility Committee in June, 2019.

TDM Website Re-brand

The City’s TDM program is currently undergoing a website and program re-brand, planned to launch in summer 2019. The program will officially be called “Get There ATX”. The website will act as a one-stop shop for residents, employers, schools, and visitors to access information about how to get around Austin using sustainable modes of transportation.



Bloomberg American Cities Climate Challenge

Austin was announced as one of 25 winning cities in the American Cities Climate Challenge. Austin will use the support from the Climate Challenge to cut emissions in the transportation sector by advancing innovative incentive programs to encourage sustainable commuting, implementing new parking management and pricing programs to reduce vehicle emissions, and scale the implementation of dockless mobility using a Mobility as a Service approach.



Pictured above: Austin Mayor Steve Adler, Michael Bloomberg, and Assistant Director of the Austin Transportation Department Annick Beaudet.

TDM Initiatives at Work for Austin

This table highlights the key TDM initiatives that the City of Austin is leading or supporting. To better understand each initiative, its key accomplishments to date and plans for the future, see pages 6-16. Supporting TDM initiatives are also summarized on pages 17-18. Reporting for measuring success can be found on page 19.



MARKETING/EDUCATION

Motivating people with information and incentives to modify travel behavior.



Movability & Mayor's Mobility Challenge
Smart Trips Austin
Commute Connections
Smart Commute Rewards
City of Austin Air Quality Program

REGIONAL

Collaborating on TDM initiatives across the Central Texas region.



Commute Solutions
Regional TDM Coordinating Committee
CAMPO Grant
Regional TDM Plan

PARKING MANAGEMENT

Managing parking supply and demand, and encouraging turnover of parking spaces and use of other modes of travel.



Downtown Parking Strategy
City of Austin Parking Program

LAND USE

Reducing the need to travel by vehicle through land use.



Large Development Projects + TDM

IMPROVING OPTIONS

Increasing availability of transit, bicycle, and pedestrian infrastructure to increase travel by these modes.



Bike-share
Bicycle & Pedestrian Improvements
Dockless Mobility

PLANS & POLICIES

Planning for and encouraging, requiring, and/or adopting TDM strategies.



Austin Strategic Mobility Plan
Community Climate Plan
Special Events Ordinance
Economic Development - Business Expansion Incentive Program
Downtown Construction
Workers Parking Policy

Initiatives Status Report

The City of Austin is leading or supporting many key TDM initiatives. This section describes each initiative, its key accomplishments to date, and plans for the future.



LEGEND:

Completion Date



2019 TARGET COMPLETION



ONGOING



PLAN COMPLETE – IMPLEMENTATION IN PROCESS



NEW TO 2018 REPORT

Strategies



MARKETING/ EDUCATION



PARKING MANAGEMENT



IMPROVING OPTIONS



REGIONAL



LAND USE



PLANS & POLICIES

MARKETING/EDUCATION

Movability & The Mobility Challenge

MovabilityAustin.org



Movability is Central Texas' first and only organization solely dedicated to working with employers to improve Austin's economic vitality by implementing sustainable mobility options. Regional public and private employers join to create employee mobility programs that they can then leverage to reach their business goals, including attracting and retaining top talent, reducing facilities costs, and leading in corporate stewardship.

Key Accomplishments in 2018: For the fifth year, Movability implemented the Mayor's Mobility Challenge which, to date, has helped more than 60 Central Texas employers create TDM plans to help their employees shift away from drive-alone commutes. In 2018, Movability recruited 20 employers to participate in the Mobility Challenge, and also welcomed a new Mobility Challenge Program Manager to its team.

Movability continued to grow its membership in 2018, with a total of 54 members at the end of the year, and offered a variety of educational webinars and networking events. Movability partnered with Best Workplaces for Commuters (BWC) to help Central Texas employers earn a spot on the coveted BWC list. Movability was also rewarded funding to develop, in partnership with CAMPO, a TDM study that will help identify projects and strategies to shift travel away from peak travel times and increase the use of options that reduce demand for road space to help manage congestion into the future.

Next Steps: Movability will oversee a shift to a new format of the Mobility Challenge, which will include implementation of mobility plans for past participants and the recruitment of new Mobility Challenge participants. Movability will also participate in the steering committee that will inform and guide the regional TDM study.

Smart Trips Austin

SmartTripsAustin.org



The Smart Trips program engages communities to try multi-modal transportation options and shift away from driving alone. The program focuses on personal interactions, educating individuals on their transportation options and overcoming barriers to multi-modal travel. This new information and incentives are solidified through community-based multi-modal programs such as learn to ride classes, transit instruction, and group walking activities. Travel choices are measured before and after implementation to evaluate program effectiveness.

Key Accomplishments in 2018: Phase 3 wrapped up in Zilker, Bouldin, and Travis Heights neighborhoods in 2017 with a 3.7% decrease in driving trips. Phase 4 wrapped up in the Central East Austin neighborhood in 2018.



Next Steps: Phase 5 will launch Spring 2019. The program is expanding the number of households reached and the program duration in order to increase long-term impact. Smart Trips also received CAMPO Transportation Improvement Program (TIP) grant funding to develop and expand programming.

Commute Connections

AustinTexas.gov/CommuteConnections



The Commute Connections program helps City of Austin employees understand their sustainable commute options and take action to reduce their drive-alone work trips, especially during peak travel times. The ultimate goal is to minimize the impact these commutes have on traffic congestion and air quality in our region. The City strives to continually improve its commuter programming by offering and encouraging employees to take a sustainable commute to work by using active transportation, rideshare, or transit.

Key Accomplishments in 2018: Commute Connections launched Commute Consulting, an outreach campaign to departments that may be moving locations and seeking

advice on new commutes. The team also attended employee events to distribute commuter information, with nearly 500 individuals reached. Commute Connections continued to gather important commuter information through questions in the Listening to Workforce Survey. The Bike-share Benefit Program distributed a total of 221 memberships to City employees. The MetroRideShare vanpool program had 155 City employees participate, and 3,254 total transit passes were distributed.

Next Steps: Commute Connections will continue to grow by further developing and finalizing a TDM Plan. Additionally, the program will enhance its interactions with Mobility Coordinators so that they may be more effective in communications with coworkers regarding commuter options. The program will offer new and expanded commuter trainings to employees.

Smart Commute Rewards

AustinTexas.gov/SmartCommute



The Smart Commute Rewards program is the incentive arm of the City's Commute Connections Program. Smart Commute Rewards offers City of Austin employees various incentives to adopt a commuting habit that incorporates sustainable transportation, even just one day a week.

Key Accomplishments in 2018: More than 1,500 City employees are enrolled in Smart Commute Rewards. Six contests were held throughout the year to encourage participation. In 2018, Smart Commute Rewards was awarded with the National Award in Commuting Options – Carpool by the Association of Commuter Transportation. This award recognized the significant impact that providing incentives had on commuters' decisions to significantly increase carpool trips in 2017.

Next Steps: The program plans to pursue approval and implementation of a new City policy that would make Smart Commute Rewards a permanent, ongoing incentive program. The program plans to continue to offer contests in 2019, and possibly other best practice example incentives.

City of Austin Air Quality Program

AustinTexas.gov/AirQuality



The Air Quality Program focuses on motivating residents and visitors to take pollution reducing actions that benefit regional air quality and help in the management of traffic congestion. The program promotes using sustainable transportation options, driving less, and reducing vehicle idling, among others.

Key Accomplishments in 2018:

The Air Quality Awareness Week media event was held at City Hall in May 2018. In September, the Austin Independent School District (AISD) joined the City of Austin and CLEAN AIR Force of Central Texas to host a media event that kicked-off a vehicle anti-idling campaign at Highland Park Elementary. The campaign was derived by students at the campus who care for the air. In December 2018, the 2019-2023 Austin-Round Rock-Georgetown MSA Regional Air Quality Plan was created. Under the plan, the City of Austin has committed to over 30 measures with the goal of reducing air pollution. Throughout 2018, the Air Quality Program participated in several outreach events, and the air quality educational messaging via radio, digital ads, and social media resulted in over 5.5 million gross impressions. Finally, program manager Pharr Andrews received the 2018 Bill Gill Central Texas Air Quality Leadership Award.



Next Steps: In coordination with regional partners, the program will implement the new Central Texas Air Quality Plan. Two key objectives of the new plan are to keep our region in compliance with the National Ambient Air Quality Standards (NAAQS) and to minimize the health and environmental impacts of regional air pollution.

REGIONAL

Commute Solutions

CommuteSolutions.com



Commute Solutions is a “one-stop” transportation resource in Central Texas, promoting sustainable options that reduce traffic and improve mobility. Through the myCommuteSolutions regional website, individuals can search for a carpool buddy, plan a transit trip, map out a bike route, and more. Users can log their commutes to see fuel saved, calories burned, and pollution reduced.



Key Accomplishments in 2018: Commute Solutions launched a regional Emergency Ride Home program in 2018. A Regional TDM Coordinating Committee was created in 2018. Commute Solutions received \$250,000 in funding from Federal Highway Administration, which is expected to be spent in 2019.

Next Steps: Commute Solutions is currently working on updating their ride tracking/trip planning platform - myCommuteSolutions. Alongside this platform update will be an overhaul of program branding, expected to launch in Spring 2019.

Regional TDM Coordinating Committee



The Committee coordinates TDM activities and initiatives within the Capital Area Council of Governments (CAPCOG) ten-county region. Through its diverse regional representation, the Committee seeks opportunities to support, advise, and collaborate on TDM activities with regional significance. The committee seeks to improve transportation outcomes in the region by educating individuals on ways to reduce unnecessary vehicle trips and miles traveled, especially during drive-alone trips. The Committee also works to expand the awareness of, and access to, mobility options other than driving alone, particularly for individuals in under-served areas.

Key Accomplishments in 2018: The Committee formed in June 2018, and provided input on regional TDM issues like Commute Solutions program re-branding, launch of a regional Emergency Ride Home pilot for sustainable commuters, CAMPO’s TDM policies, CAMPO’s TDM plan, and the City of Austin’s Strategic Mobility Plan. The Committee has active participation from the following agencies: The City of Austin (chair), Capital Metropolitan Transportation Authority (CMTA), CAPCOG, CAMPO, Capital Area Rural Transportation System (CARTS), Central Texas Regional Mobility Authority (CTRMA), the Texas Department of Transportation (TxDOT), Movability, the cities of Georgetown, Marble Falls, Pflugerville, Round Rock, and San Marcos, and the counties of Bastrop, Burnet, Caldwell, Hays, and Travis.

Next Steps: In 2019, the Committee will continue to look to coordinate TDM activities on a regional level by sharing knowledge, ideas, and best practices, providing input on transportation plans that can affect TDM, and supporting the Commute Solutions program.

CAMPO Grant

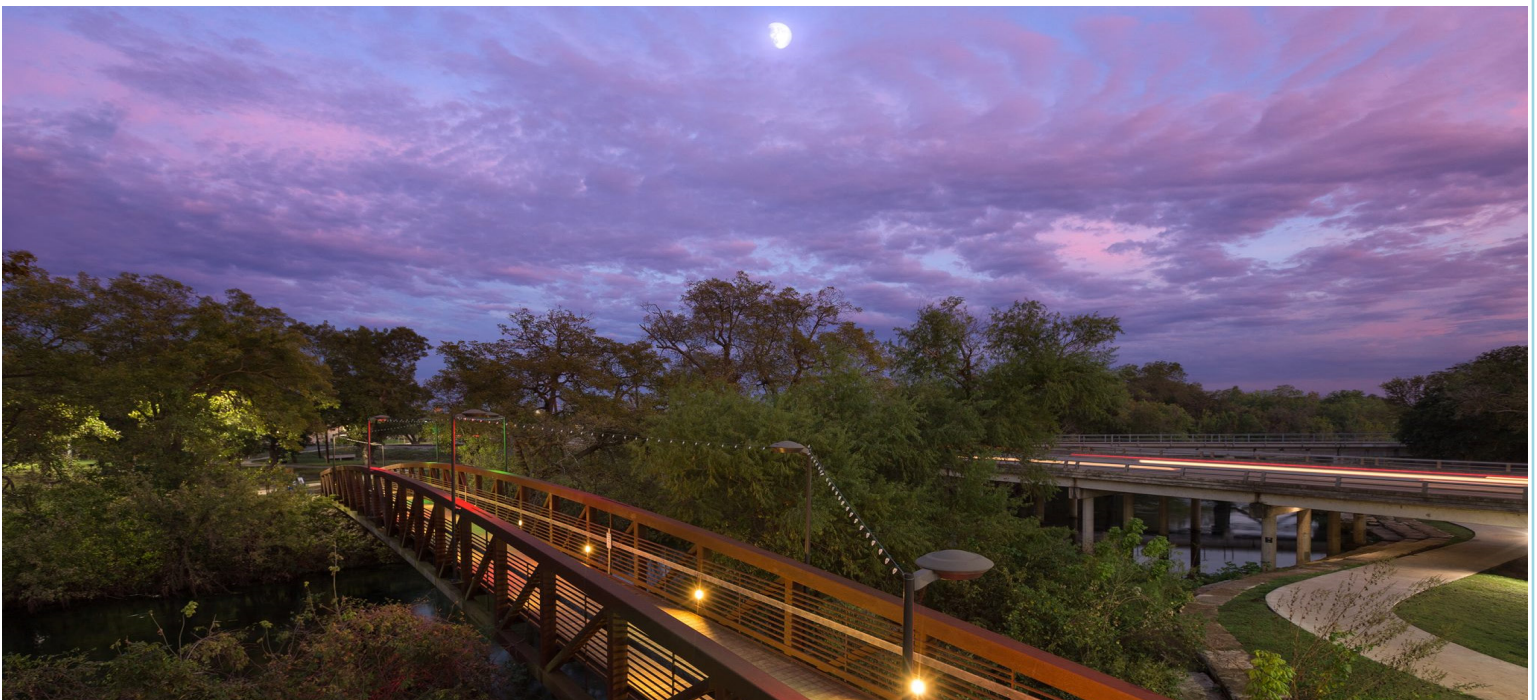
CAMPOTexas.org/TIP/



The Capital Area Metropolitan Planning Organization (CAMPO) had \$400 million in funding available for its 2019 Transportation Improvement Program (TIP). Historically, TIP funding was allocated only to infrastructure. The City, in collaboration with regional stakeholders, worked with CAMPO policy board members to recommend adding TDM as a new category to be included in TIP funding.

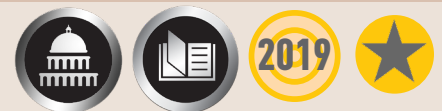
Key Accomplishments in 2018: CAMPO Policy Board voted to include the TDM category in the TIP funding. In total, three projects and one study were submitted under the new TDM category. To present united support for the submitted TDM projects, CAPCOG, the City of Austin, Travis County, and Capital Metropolitan Transportation Authority submitted a joint letter recommending that all TDM project submissions be partially funded to gather one year of program effectiveness data. The CAMPO Policy Board supported this idea and, for the first time, roughly \$800,000 of TIP funding was allocated to TDM.

Next Steps: CAMPO will continue to include TDM as a category to be included in the TIP funding in 2019.



Regional TDM Plan

CAMPOTexas.org/Regional-Transportation-Plans/



CAMPO's Regional TDM Plan will look at alleviating congestion during peak travel times using a variety of strategies. These strategies focus on commuter behavior choices, technology, and options provided by employers or government entities, rather than solely focusing on infrastructure changes, to relieve congested transportation networks.

Key Accomplishments in 2018: The steering committee for our region's first ever TDM plan was assembled in 2018. The steering committee includes the City of Austin, Movability, CAPCOG, CAMPO, Travis County, TxDOT, Bastrop County, CMTA, City of San Marcos, CTRMA, and CARTS.

Next Steps: CAMPO plans to approve and adopt the regional TDM plan in 2019.

PARKING MANAGEMENT



Downtown Parking Strategy

DowntownAustin.com/ParkingStrategy



Led by the Downtown Austin Alliance (DAA), this study is a comprehensive, forward-thinking effort to improve parking in the downtown area. Community input helped define the challenges for all users including office tenants, businesses, retailers, residents, and visitors.

Key Accomplishments in 2018: Presented to the public in June 2017, several of the 19 recommendations have a TDM focus. In June 2018, City Council passed a resolution instructing staff to develop recommendations regarding the availability of on-street parking in the downtown area. Council also approved an agreement with DAA, allowing it to extend the Downtown Parking Strategy to South Congress Avenue.

Next Steps: In 2019, DAA, Movability, City staff, and others will partner to pilot a parking solution for specific large downtown construction projects, providing construction workers with transit passes and other last-mile solutions so that they can avoid parking downtown. They will develop new parking regulations for development projects in the downtown area. DAA will also work with the City to expand the Affordable Parking Program.

City of Austin Parking Program

AustinTexas.gov/Parking



The City's Parking Enterprise Division balances the needs of residents, businesses, and visitors for convenient and user-friendly parking. This includes parking meters, garages, enforcement, loading/unloading zones, residential permits, car-share, valet, benefit districts, and more.

Key Accomplishments in 2018: The City established formal collaboration methods with regional parking stakeholders. The program also adjusted enforcement policies to target key issues related to parking, and implemented initial upgrades to existing technology and data processes, including establishing a \$9 million Parkeon Pay Station and Parking Technologies contract. The Affordable Parking Program expanded to include One Texas Center, City Hall, and 20 other privately-owned garages with over 200 individual participants in the program. Also, the City created a GIS shape file with all of the varied parking spaces and their regulatory time frames.

Next Steps: The Parking Program plans to move a progressive parking model to City Council in Spring 2019. Utilizing the Parkeon contract, the program upgraded to a new parking payment application, ParkATX, in February 2019, and plans to complete the garage reservation system, and implement three additional license plate reader systems.

IMPROVING OPTIONS

Bike-share

AustinBcycle.com



Austin B-cycle is the City-owned bike-share system providing a network of 24 hour/day, on demand bicycle stations, with 76 stations operating in Austin.

Key Accomplishments in 2018: Austin B-cycle received an award at the B-cycle World Conference for most checkouts per bike per day of any system. They increased the total station count from 54 to 76, growing the fleet from 390 bikes to 525 bikes. The total system ridership increased from 192,000 trips in 2017 to 387,100 trips in 2018, a 102% increase. Also, sponsorship revenue increased by 4.5 times from 2017.

Austin B-cycle started an 18-month pilot with University of Texas with stations on campus. Over 15,000 students enrolled in no-charge membership, riding over 250,000 trips.

Next Steps: Partnering with an equipment vendor, B-cycle will test 10 prototype e-bikes for stations, and they are exploring the use of remaining TAP grant funds, Austin Energy fleet rebate, and sponsor funds to add at least 100 production e-bikes to the fleet by fall 2019. B-cycle is also testing single trip pricing more aligned with the dockless pricing to keep the system competitive. They plan to begin charging \$1 per month per student for UT memberships to offset operational costs of operating at UT.

Austin B-cycle operator Bike Share of Austin is launching Domain B-cycle as a 100-bike satellite system to test B-cycle's Dash smart bike with the potential merging of systems after a 2-year pilot. Bike Share of Austin is also partnering with dockless scooter provider, Ojo Electric, to operate a seated scooter system to generate additional income for the Austin B-cycle system through a management and revenue share agreement.

Austin B-cycle is exploring ways to have B-cycle stations act as micro-mobility hubs.

AUSTIN **B** cycle™



Bicycle & Pedestrian Improvements

AustinTexas.gov/ActiveTransportation • AustinTexas.gov/Public-Works



More information about bicycle and pedestrian improvements can be found with the Active Transportation and Street Design Division of ATD and the City of Austin Public Works Department.

Key Accomplishments in 2018: The City is building out a citywide “all ages and abilities” connected bikeway network. The City of Austin completed 28.9 miles of new and improved bicycle and trail facilities in 2018, including 8.4 miles of protected bike lanes and 2.4 miles of shared use pathways, and 71,627 linear feet of new sidewalks. In 2018, the Big Jump Project hosted new biking engagement, education, and encouragement programs, and supported new biking equity, safety, and outreach initiatives by partnering with the City, nonprofit organizations, and the private sector.

Next Steps: The Austin Transportation Department currently has over 48 active transportation projects in development. The Public Works Department plans to complete nearly 40,000 more linear feet of sidewalks in 2019.

Dockless Mobility

AustinTexas.gov/DocklessMobility



Dockless mobility systems consist of devices, such as bicycles or scooters, that do not require fixed docking stations for users to receive or return units. In May 2018, dockless mobility options were made available in Austin.

Key Accomplishments in 2018: In March and April 2018, Austin Transportation held a series of public meetings related to dockless mobility. The Dockless Mobility Community Survey was available throughout the month of August 2018. ATD filed the Director Rules for Deployment and Operation of Shared Small Vehicle Mobility Systems with the City Clerk in November 2018.

Austin Transportation also created an open data portal and reporting tools on dockless mobility, available for public use and analysis. This data, summarized below, is anonymous and streamlined using data standards shared by leading American cities.



2018 Dockless Data:

Dockless Bicycles 2018 Data:

- Total Number of Trips: 70,840
- Total Miles Traveled: 139,078
- Average Duration in Min: 20.51
- Average Trip Miles: 1.75
- Unique Devices: 492

Dockless Scooter Data 2018:

- Total Number of Trips: 1,790,851
- Total Miles Traveled: 1,816,371
- Average Duration in Min: 13.56
- Average Trip Miles: 1.14
- Unique Devices: 10,527

Next Steps: By utilizing the data collected, ATD will develop a location-specific active transportation ordinance, including safe riding speeds and locations, Dismount Zones, and other safety requirements for all riders. This will be used to develop a Safe Riding Ordinance that will go to Council in early 2019.



Large Development Projects + TDM

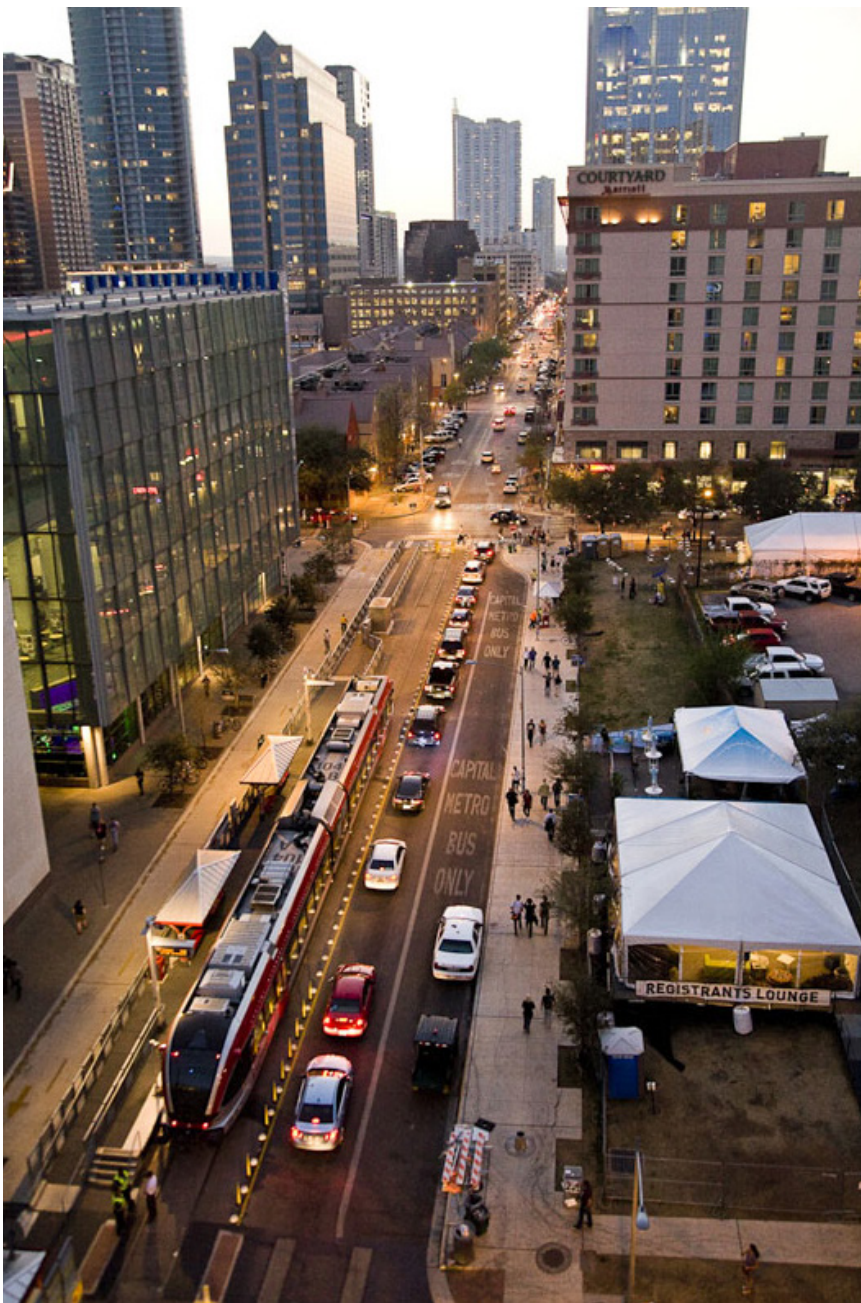
The City collaborates with large development projects to encourage the incorporation of TDM strategies into their plans.

Key Accomplishments in 2018: The South Central Waterfront (SCW) Vision Framework Plan recommends that all multi-family and mixed-use developments be required to participate in a TDM program. The SCW plan will include an innovative and context-sensitive TDM plan which will be required of all developments within the regulating area. This plan may include parking reductions, a transportation management association membership requirement, shared and off-site parking options, and more.

Next Steps: The City will continue to collaborate with developers to incorporate TDM strategies into their developments. The City is currently creating TDM guidelines in conjunction with its updated Transportation Impact Analysis Guidelines. This will allow for developments to utilize a TDM plan to reduce drive-alone trip rates to/from their sites in an effort to ease congestion rates. These guidelines will ultimately serve as a guideline to include within the ongoing Transportation Criteria Manual (TCM) rewrite and any future land development code updates.

The TCM is currently being rewritten and is anticipated to go through a public review process in late 2019. This rewrite process will modernize the criteria manual and will enable the City to promote multi-modal transportation infrastructure during the development review process.

In 2019, the City also plans to hold trainings related to parking elements of TDM with various City departments and offices, including the Development Assistance Center in the Development Services Department and Code Compliance. This training will inform City employees of the importance of parking management and how excessive parking can correlate to an increase in single occupancy vehicle trip rates. In addition, the City will be evaluating and revising code language related to parking calculations in conjunction with an anticipated rewrite of the land development code in late 2019.



Austin Strategic Mobility Plan

AustinTexas.gov/ASMP



Expanding Imagine Austin into actionable mobility-related goals and objectives, the new Austin Strategic Mobility Plan will pull multiple concurrent mobility programs and plans into one comprehensive vision and apply an integrated approach to planning for all modes of our transportation network. The ASMP will provide the framework for citywide TDM and emphasize investments in demand-side strategies.

Key Accomplishments in 2018: In summer 2018, engagement occurred around different scenarios for our transportation future, resulting in over 5,700 survey responses. In fall 2018, another round of engagement kicked off with the release of draft policies and transportation network maps. This phase of engagement ended in January 2019.

Next Steps: Comments from community members gathered on the draft policies and maps, and from previous phases, have been incorporated into the final draft of the ASMP. In April 2019, the final ASMP was presented to City Council for adoption, and passed. Work will begin to implement the action items identified in the plan.

Community Climate Plan

AustinTexas.gov/page/Climate-Change-Policies-and-Plans



The Community Climate Plan has a long-term goal of reaching net zero community-wide greenhouse gas emissions (GHG) by 2050 or earlier. Transportation Demand Management strategies included in the adopted plan will play a critical role in reducing drive-alone trips powered by fossil fuels.

Austin COMMUNITY CLIMATE PLAN 2015

Key Accomplishments in 2018: The past year's activity includes: cost-reduction analysis for actions in the plan, completion of a 2017 Travis County GHG inventory, and winning participation in the American Cities Climate Challenge.



Next Steps: The Office of Sustainability plans to complete and analyze the impact of the Carbon Impact Statement pilot for planned unit developments. They also plan to coordinate TDM, electric vehicle, new parking strategies, and dockless mobility efforts as part of the American Cities Climate

Challenge, and review lessons learned from four years of implementation of the original Community Climate Plan. They will begin the process to revise the plan for a second version to be adopted by City Council in 2020.

Special Events Ordinance

AustinTexas.gov/Department/Special-Events-Ordinance



The Special Events Ordinance is a City Ordinance that requires and encourages special events to incorporate transportation demand management strategies into event planning.

Key Accomplishments in 2018: The Green Events Guidebook was published in October 2017. This guide has information about general requirements and green event principles, as well as checklists for different types of events. The Special Events Ordinance, Chapter 4-20, was adopted on May 10, 2018. Rules for the Ordinance were posted December 27, 2018.

Next Steps: The comment period for the Rules closed on January 18, 2019. The Special Event Ordinance went into effect on April 1, 2019. City Council will appoint a Special Event Task Force to monitor the first year of the SEO and provide feedback for potential changes.



Economic Development Business Expansion Incentive Program

www.austintexas.gov/economic-development-compliance



In 2017, Austin City Council directed the Economic Development Department to develop recommendations for revising the City of Austin's current Chapter 380 Performance-Based Contracts Policy. The new vision for the policy included a focus on reflecting economic conditions and addressing current community challenges. This meant expanding the policy to include support for small businesses, incentives for employers seeking to hire economically and socio-economically disadvantaged individuals, and recruiting external businesses that provide community benefits beyond jobs, including transportation.

Key Accomplishments in 2018: City Council approved and adopted this policy in August 2018. The recommended strategies of this policy include: locating the company in a high-frequency transit corridor; incentivizing

employees' use of alternative transportation modes through strategies such as carpooling, flexible work schedules, and subsidizing transit costs for employees; participating in the City of Austin's Mobility Plan; and encouraging employees of the company to participate in sustainability measures.

Downtown Construction Workers Parking Policy



In an effort to reduce congestion and demand for on street parking spaces downtown, and at the direction of City Council, the City and Movability are partnering with downtown construction projects to incentivize workers to park outside of the downtown area.

Key Accomplishments in 2018: Austin City Council passed a resolution directing the City Manager to propose ordinance changes or recommendations that would establish off-street parking requirements for workers at a construction site, as well as provide incentives to workers to reduce their parking impact at no cost to the workers.

Next Steps: ATD anticipates bringing forward two separate ordinance revisions to the Mobility Committee and to Council in early 2019. Movability aims to obtain a contract to act as a facilitator of parking as well as a sub-consultant for the shuttle service that may be implemented in this project.

SUPPORTING TDM INITIATIVES

Connections 2025

Connections2025.org



Capital Metro's board approved the Connections 2025 plan, a five-year service plan, in 2017 and began implementation of its initial recommendations that year.

Key Accomplishments in 2018: The agency implemented Cap Remap, a new bus network that grew out of Connections 2025. The new system invests resources into Cap Metro's High-Frequency Network, more than doubling the number of routes that operate every 15 minutes or better, 7 days a week from 6 to 14; greatly improving east-west service; and providing greater connectivity between routes. Cap Remap's launch was a great success, aided by more than 850 community outreach shifts by Cap Metro staff members and a week of free fares that allowed customers to learn the new system at no charge. Ridership gains afterward have been strong as well, with year-over-year improvements in 6 of the year's final 7 months.

Next Steps: Connections 2025 will continue to guide Capital Metro's service planning, and 2019 will see adjustments to the new bus network to improve efficiency and ensure customers continue to be well served. The plan recommended the creation of Innovation Zones for areas of the region that are not best served by fixed-route buses, and Capital Metro plans to further pilot programs that test what works best for different neighborhoods.

Project Connect

CapMetro.org/ProjectConnect



Project Connect is a multi-generational investment in Central Texas that will deliver a truly regional transit system. The system will be designed to create transportation options for a Central Texas population expected to reach 4 million by 2040. It will be built on the frequent, reliable bus system delivered by Connections 2025.

Key Accomplishments in 2018: Two years of planning and community engagement resulted in a Project Connect vision approved by the Capital Metro board of directors in December 2018. Project Connect's regional system will offer a connected network of high-capacity transit options integrated with local bus service. High-capacity transit provides frequent service operating in dedicated pathways, away from mixed traffic.

Next Steps: The Project Connect vote allows the agency and its regional partners to move forward with preliminary engineering and environmental work, as well as further community engagement that includes opening a Project Connect community office downtown that will be open to the public.

Other Supporting TDM Initiatives

These initiatives, not led by the City of Austin, are also key components of the TDM solution for the region.

Rideshare:

- Commute Solutions: [CommuteSolutions.com](https://www.commutesolutions.com)
- Metropia: [Metropia.com](https://www.metropia.com)
- MetroRideShare: [CapMetro.org/Rideshare](https://www.capmetro.org/rideshare)
- MetroWorks: [CapMetro.org/MetroWorks](https://www.capmetro.org/metroworks)
- Waze Carpool: [Waze.com/Carpool](https://www.waze.com/carpool)

Guaranteed Ride Home:

- [CommuteSolutions.com/Emergency-Ride-Home](https://www.commutesolutions.com/emergency-ride-home)
- [CapMetro.org/Guaranteed](https://www.capmetro.org/guaranteed)

Carshare:

- [car2go.com](https://www.car2go.com)
- [Zipcar.com](https://www.zipcar.com)

Public Transit:

- [CapMetro.org](https://www.capmetro.org)
- [RideCarts.com](https://www.ridecarts.com)

My Texas Ride: [MyTXRide.com](https://www.mytxride.com)

Taxis and Transportation Network Companies:
[AustinTexas.gov/Department/Ground-Transportation](https://www.austintexas.gov/department/ground-transportation)

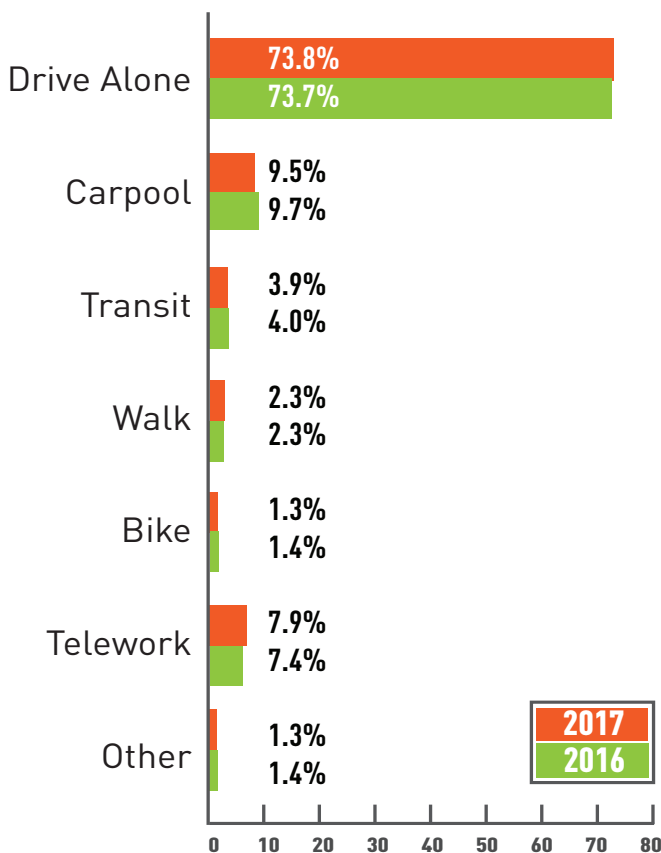
Air Central Texas: [AirCentralTexas.org](https://www.aircentraltexas.org)

Measuring Success

Measurable outcomes are an important component to ensure the success of the TDM program as a whole, as well as each individual program. One way that we will continue to measure the success of TDM initiatives is through monitoring statistics gathered from annual surveys, like the American Community Survey, the Listening to the Workforce survey, and the Citizen Satisfaction Survey.



Austin Commute Mode Split*



American Community Survey data is collected annually, shown above.

City of Austin Employee Commute Mode Split**

Mode	2018	2017
Drive Alone (Peak)	55%	55%
Drive Alone (Off Peak)	30%	29%
Sustainable Modes (Non-SOV)	15%	16%

30% of employees responded that they currently drive alone and are considering making changes but either do not know how or have not started yet.

Listening to the Workforce data is collected annually, shown above.



Importance of Mobility Options

The 2018 Austin Citizen Satisfaction Survey revealed that “transportation options (aside from personal vehicle) to get around Austin (e.g. ride share, bus/train, bike, walk)” is the **second most** important transportation related item that the City should improve.

*Based on American Community Survey 2017 & 2016 5-year estimates.

**Based on Listening to the Workforce 2018 & 2017 data.



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