

**2019-2020 BUDGET QUESTION**  
***Response to Request for Information***

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**DEPARTMENT(S):** Austin Transportation

**REQUEST NO.:** 49

**REQUESTED BY:** Garza

**DATE REQUESTED:** 8/28/19

**DATE POSTED:** 9/6/19

**REQUEST:** Council [Resolution No. 20181213-044](#) provided a list of fifteen potential actions that represent a range of approaches and investment strategies that could boost transit ridership. Please provide a breakdown of funding for any programs and strategies in the proposed FY 2019-20 budget responsive to this resolution, including any additional FTEs funded for these programs or strategies and in which department(s) they will be housed.

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**RESPONSE:** In response to the resolution noted above, ATD took the following steps:

- Presented to the Mobility Committee on 6/13/19:  
<http://www.austintexas.gov/department/city-council/2019/20190613-mobc.htm> (this link includes agenda, presentation, and a draft report)
- Submitted a final memo (CIUR 2122) to Mayor and Council on 7/1/19:  
<https://www.austintexas.gov/edims/document.cfm?id=322893>
  - As part of that memo, a final report was attached:  
[http://austintexas.gov/sites/default/files/files/1Proposed\\_TDM\\_Strategies\\_To\\_Boost\\_Transit\\_Ridership\\_Final\\_062019.pdf](http://austintexas.gov/sites/default/files/files/1Proposed_TDM_Strategies_To_Boost_Transit_Ridership_Final_062019.pdf)

The FY2019-20 ATD proposed budget includes funding for the following items:

Transit passes for registered Movability Members	\$ 500,000
Focused Marketing Program	\$ 75,000
Bike Share of Austin Partnership	\$ 300,000
Smart Trips New Movers Program	\$ <u>300,000</u>
Total	\$ 1,175,000

The cost estimates for the transit passes are dependent on negotiations with Capital Metro and demand. As the partnership with Capital Metro evolves, ATD will continue to support growth in this and other Transportation Demand Management programs.