

Late Backup

Austin Strategic Mobility Plan

Finalist Presentations to Council

October 22, 2009

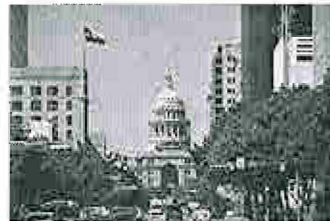


Background

- June 2009 - Council directed the City Manager to procure a team with experience in the development of local and regional multi-modal, build-able strategic mobility plans that are :
 - Coordinated with other local agencies
 - Inclusive of the entire community
 - Includes both short term and long term projects
- Budget authorized for Plan in 2009-2010
- RFQ process to hire consultant initiated in August 2009

What is a Strategic Mobility Plan?

- A document that looks at current system problems or gaps, develops projects to address the gaps, which can be low cost, and quick, or expensive and longer term.
- The plan will produce a ranking system to compare projects throughout the community and a variety of modes. Goal to ensure that each investment produces the maximum benefit to the citizens.



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Key RFQ Requirements

- Create a plan to provide the most efficient, cost-effective and sustainable roadway, bikeway, walkway and transit systems for our community and surrounding community
- Go beyond public involvement into strategic messaging, coordinated with parallel efforts

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Key RFQ Requirements

- Address current mobility issues facing Austin including gaps in:
 - Roadways
 - Sidewalks
 - Bike facilities
 - Development approval policy and process
 - Bus and Rail transit facilities
 - Sustainability / climate change
- Focus on plan implementation
- Achieve the above in a timely fashion

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Anticipated Plan Components

- Phase 1 – Gap Analysis
 - Identify current system problems
 - Develop solutions
 - Develop process to rank projects
 - Provide for Council a prioritized list
- Phase 2 – Corridor Planning
 - Multi-modal analysis of arterials and parallel routes
 - Initial effort will be pilots to develop process

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Additional Efforts Related to Strategic Mobility Plan

- Three additional efforts have been identified as part of the Urban Rail Program:
 - Austin Urban Rail Preliminary Engineering Study (RFQ - issued September 11, 2009; due October 15, 2009)
 - Urban Rail Environmental Study (assigned to the PW Environmental RL)
 - Alternative Analysis (assigned to the PW Environmental RL)

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RFQ Process Results to Date

- **RFQ Issued:** August 21, 2009
 - Briefings held with Urban Transportation Commission and Council Comprehensive Planning and Transportation Subcommittee prior to RFQ issue
 - Feedback obtained and incorporated
- **Submittals Received:** Sept. 18, 2009
 - 4 firms submitted responses
 - All submittals responsive and compliant

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RFQ Process Results to Date

- **PHASE I**: Submittals reviewed and scored by evaluation panel
- **PHASE II**: Panel interviews with firms
 - All firms (4) interviewed due to accelerated schedule
 - Resulted in two (2) finalists
- **Phase III**: Finalist presentation to Council
- **Phase IV**: Council Award (November 5th)
 - Staff recommendation based on Phase I & II results

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Finalists Presentations

○ Firms to Present:

- Kimley-Horn and Associates, Inc.
- Fehr and Peers

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About the Finalists

- Vast experience providing transportation services as outlined in the RFQ
- Nationally recognized firms with substantial experience in sustainable roadway, bikeway, walkway, and transit systems for communities
- Firms' sub-consultants fully complement and have expertise to provide the breadth of technical knowledge that is required for this plan


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Finalist Presentations - Format

- Presentations to cover:
 - Organization
 - Work plan
 - Communication plan
 - Similar project experience
- 10 minute presentations for each firm
- Q&A session with Council following presentations
 - 3 minutes per answer from firm, order rotates

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Public Input for the RFQ

- Boards/Commissions and other interested stakeholders invited to attend finalists presentations to Council and review displays in the Atrium
- Finalist teams and displays will be available in City Hall Atrium following Council presentations
- Finalist presentations to Council and Council Q&A will be published on the following website:
<http://www.ci.austin.tx.us/transportation>
- Deadline for citizen input: Thursday, October 29, 2009
- Public comments will be compiled and provided to Council by Friday, October 30

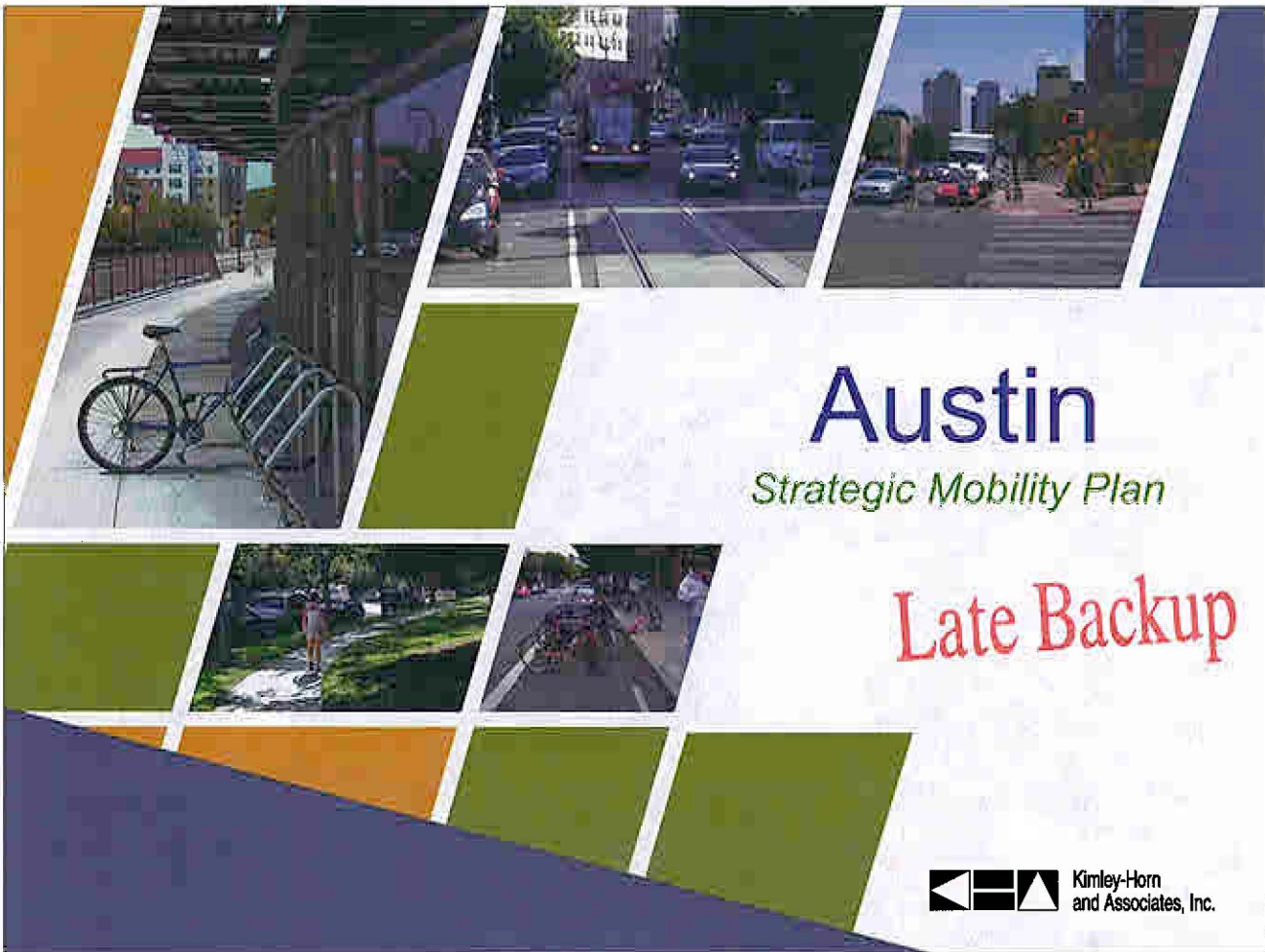
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Strategic Mobility Plan - Next Steps

- Consultant selection/award
 - Nov 5, 2009
- PSA Kick-off meeting
 - November 9, 2009
- Contract execution
 - December 07, 2009

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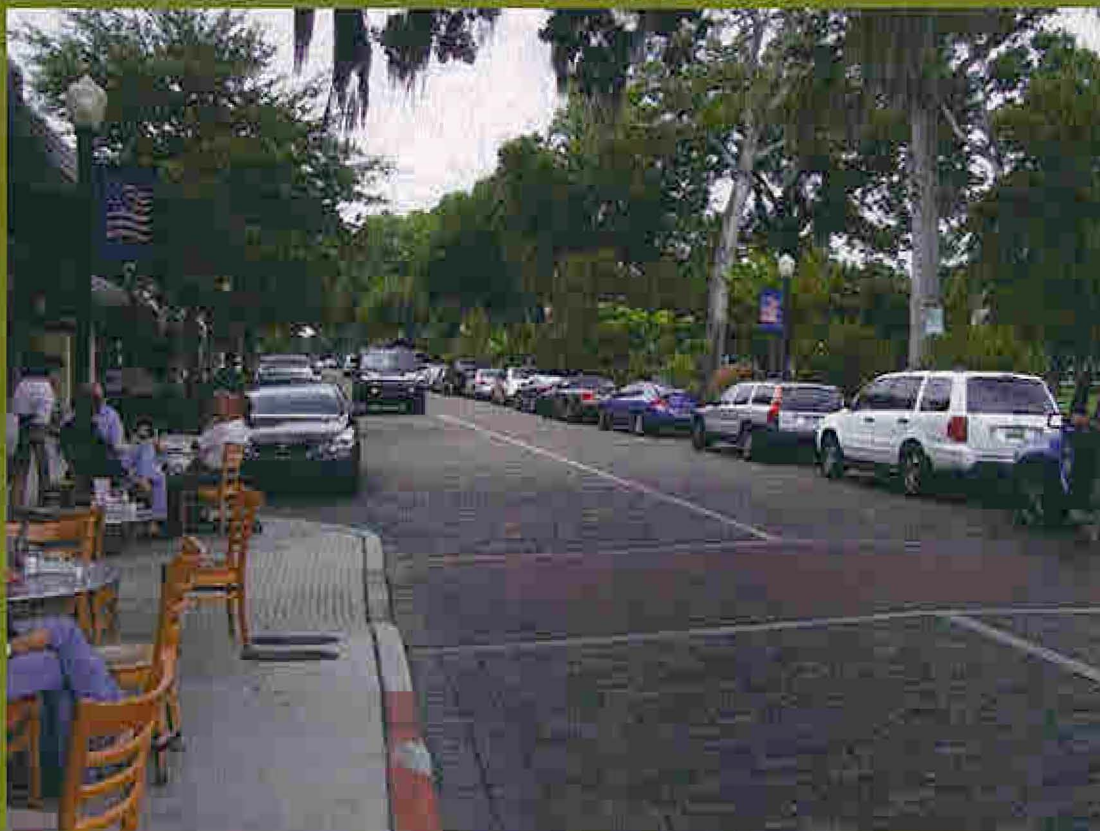
Outline

- Team Philosophy
- Work Plan
- Multi-Modal Examples
- Experience

Community Driven



Creative Ideas



Team Philosophy



Sets in motion a sustainable process that mines the collective intelligence in Austin leading to a World-Class Sustainable Transportation System

The Team

Kimley-Horn and Associates

Lead Consultant

***Estilo Communications**

Public Outreach

TateAustinHahn

Media Relations and Messaging

***Carter Design Group**

Public Outreach/Local Coordination

***Urban Design Group**

Priority Corridors/Implementation

Gateway Planning

Financing and Urban Planning

Kittelson Associates

Measures of Effectiveness

***Alan Taniguchi Architect & Assoc**

Gap Analysis and Urban Design

***MBE/WBE Partners**

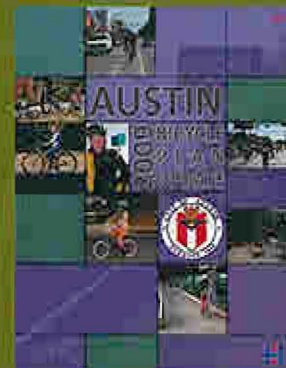
Empowering the Community



Uncovering Gaps in the Transportation System Identify Potential Projects



Staff/Agency Interviews



Adopted Plans and Policies

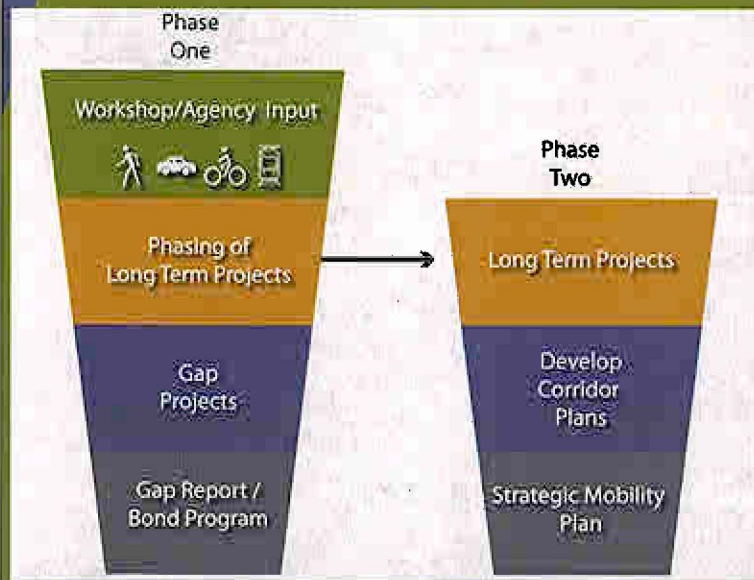


Community Workshops



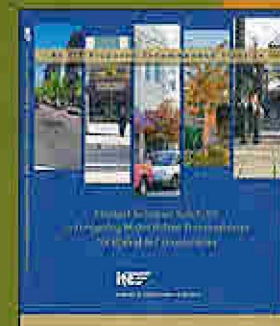
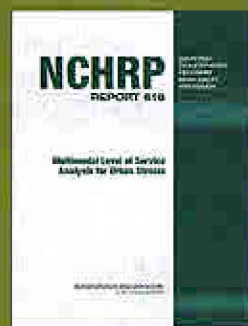
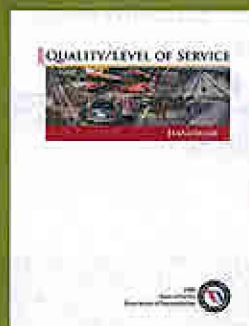
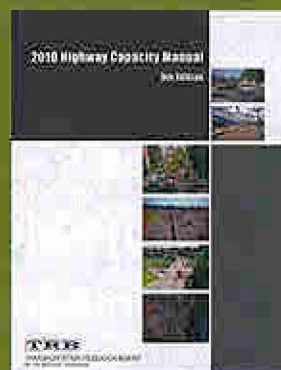
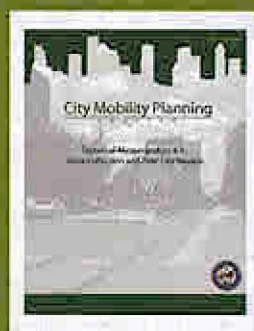
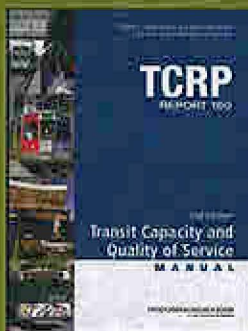
Parallel Planning Projects

Identifying Projects to Fill the Gaps

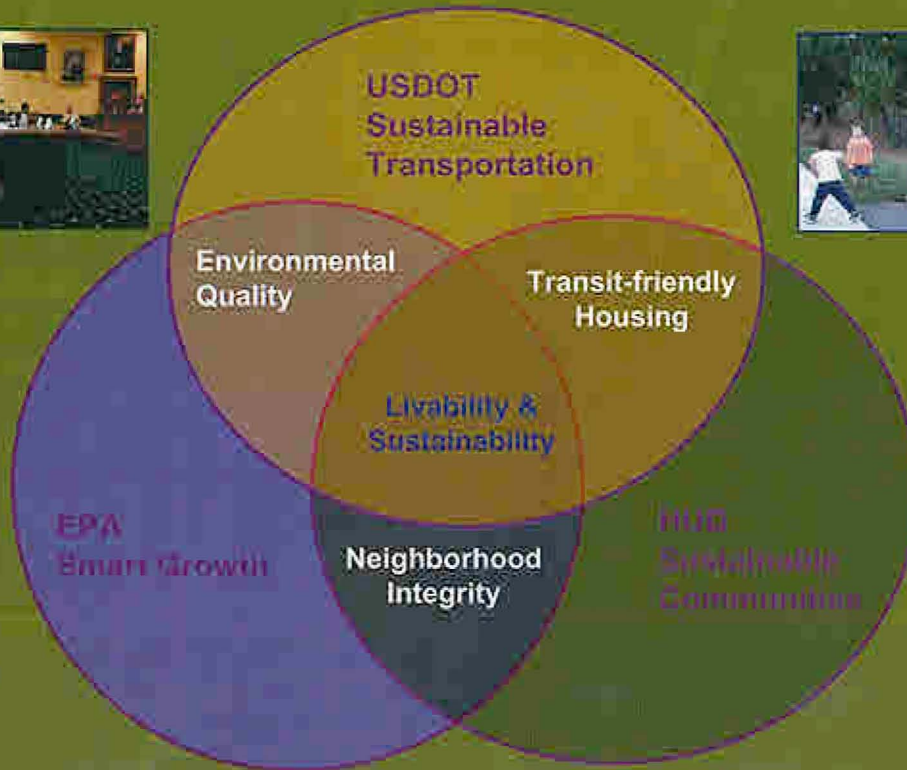


- 9-Month Phase 1
 - Fall '09-Summer '10
- 10-Month Phase 2
 - Summer '10-Spring '11

Evaluation of Projects

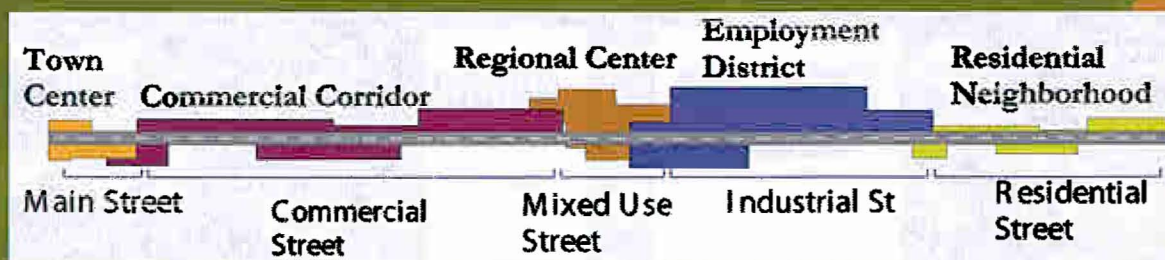


Taking Advantage of The Federal Livability Initiative



Corridor /Area Planning

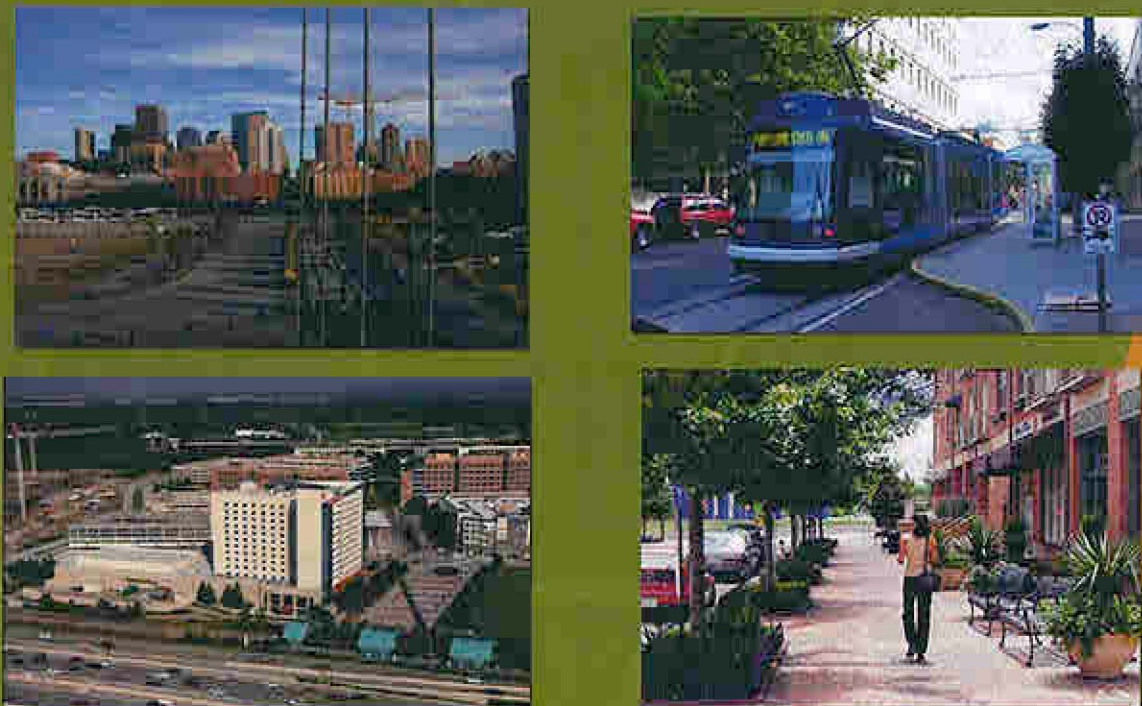
- Context Sensitive Design (CSD) Approach
 - Corridor goals - Comprehensive Plan
 - Priority of the elements
 - Land Use integration



Strategic Mobility Plan Experience

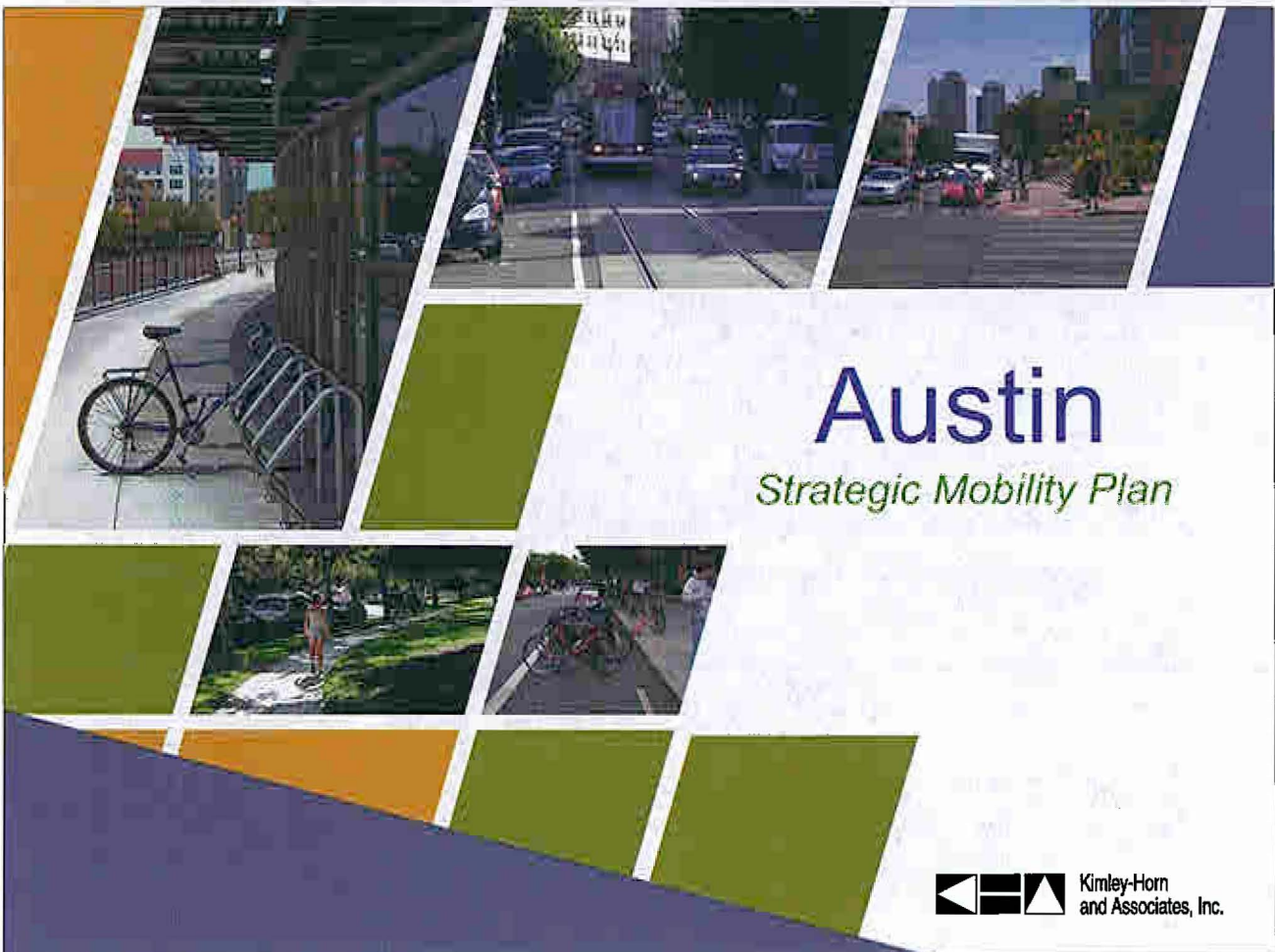


Developing a World-Class Sustainable Transportation System



Closing

- Facilitate a Community-Driven Process
 - Broad consensus
- Strategic Messaging
 - Creating unified vision
- Develop a World-Class Transportation System
 - Make Austin a model for others to follow



Austin

Strategic Mobility Plan

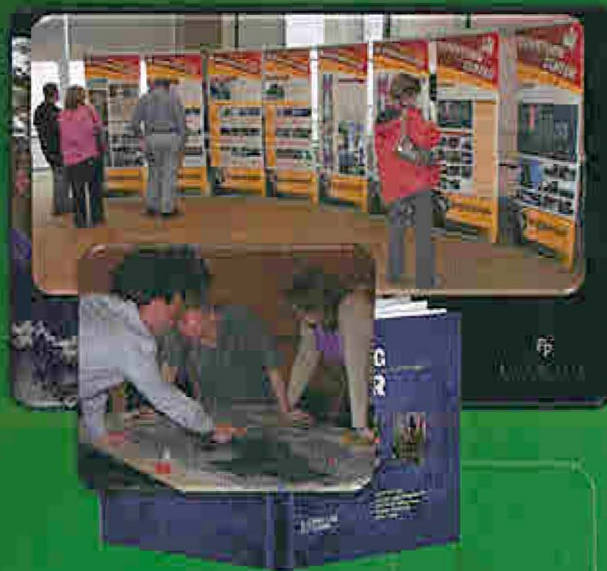
Austin Strategic Mobility Plan

Interview Presentation
Fehr & Peers
Oct. 22, 2009



Team Distinctions

- National Transportation Planning Specialists
- Passion for Engaging People
- Depth of Austin Experience



late Backdrop

Lessons from other SMPs

DON'T LOSE THE FOREST FOR THE TREES...LISTEN WELL



Set the vision early

Look at quality of life, not just LOS

Public wants a meaningful role

Define "Mobility" for each user

Multi-modal is now mainstream



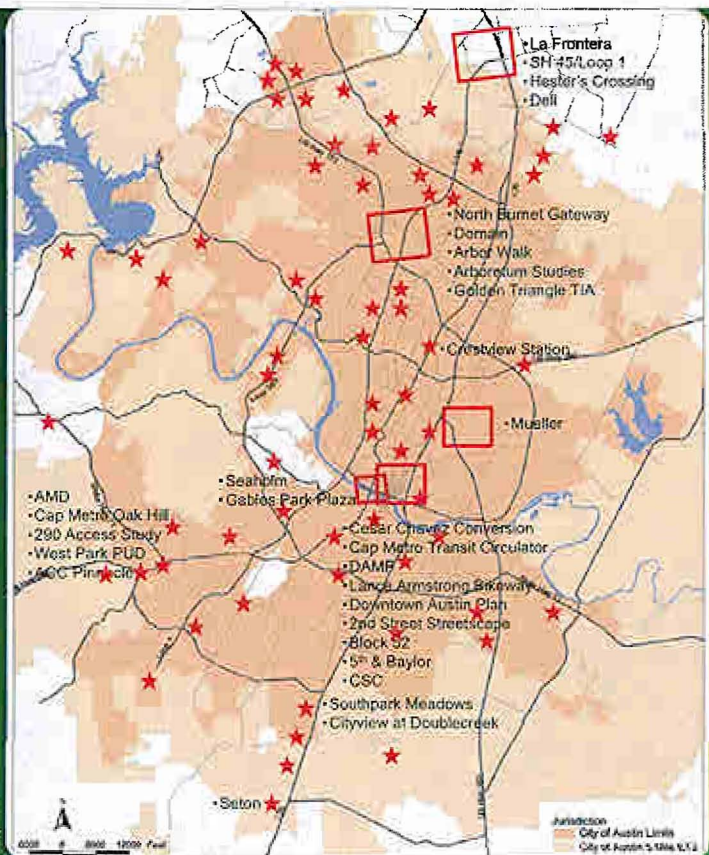
Austin Experience

We've completed work for:

- City of Austin
- TxDOT
- Travis County
- Capitol Metro
- Chamber of Commerce Take on Traffic
- RECA
- ASA Commuter Rail
- CTRMA

We routinely work with:

- CAMPO
- Local developers

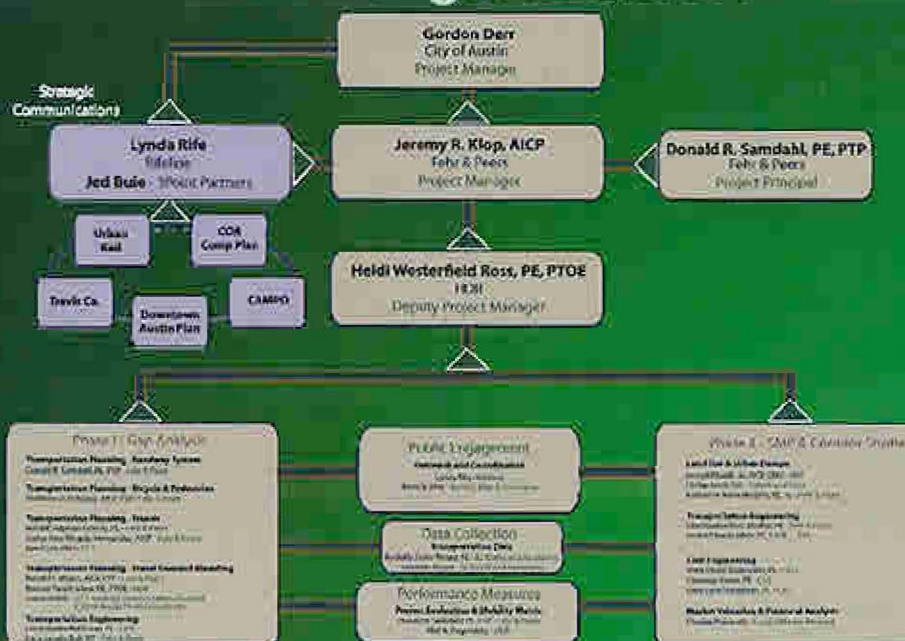


Lessons from Austin Experience



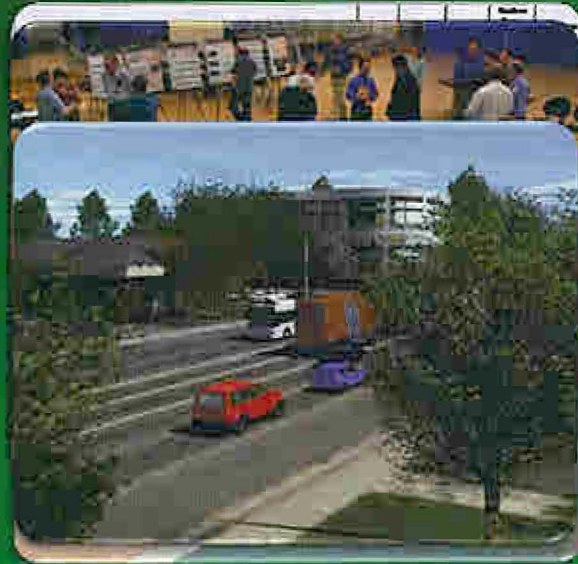
- Historical knowledge of issues is essential
- Limited east/west capacity
- Historically no tie between modes
- Sound traffic engineering is a must
- Inclusion of all stakeholders is needed

Team Organization

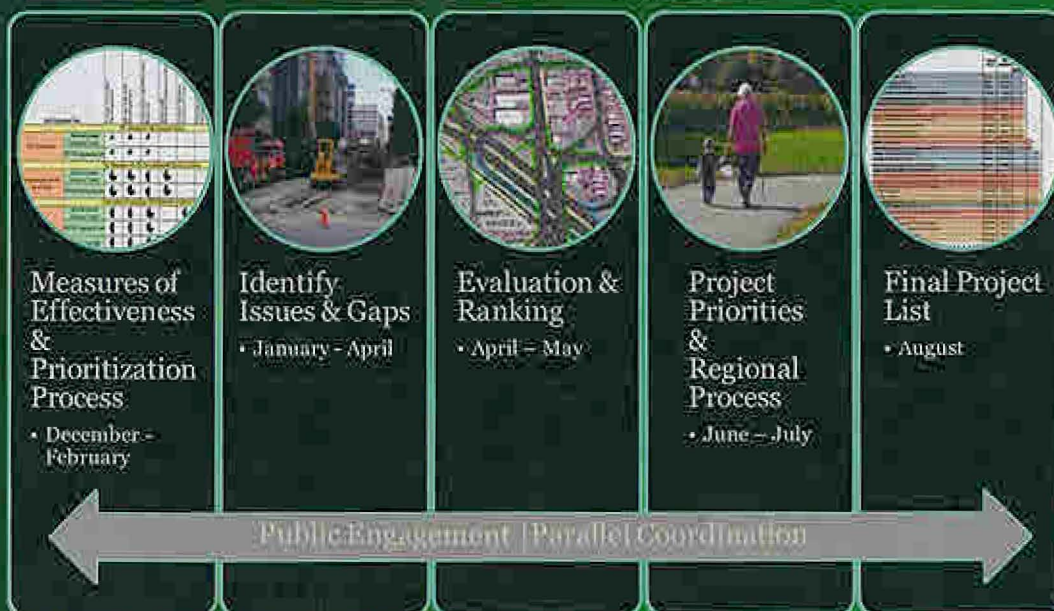


Team Approach

- Early input on Project List
- Multimodal Prioritization Process
- Focused on Mobility for People
- Technical Analysis integrated with Strategic Communications

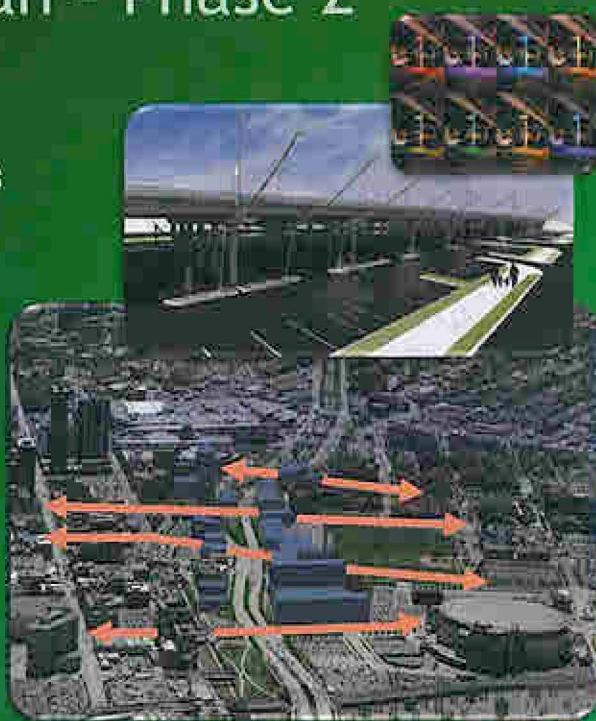


Work Plan - Phase 1



Work Plan - Phase 2

- Phase 2 - SMP
 - Define Mobility Tools and Policies
 - Evaluate Corridors
 - Public Involvement
 - Decision Point



Strategic Communications

- Goals
 - Create an umbrella message platform
 - Engage stakeholders
 - Keep the public well informed
 - Position the City of Austin
 - Balance responsibility with responsiveness



Strategic Communications

- Brand the City's transportation initiatives
- Traditional Outreach
- Non-Traditional - Engaging the "unusual suspects"



Every week, there are 500 new cars on Central Texas roads. That's one every 20 minutes.

Central Texas needs a transportation strategy that makes sense, eases stress, uses resources wisely and gets us where we need to go. We need transportation plans and policies that use all the tools in our toolbox and are accountable to the citizens and taxpayers.

click here



to learn more about what you can do.



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Strategic Communications

- Why This Team for Communication?
 - Worked with the "Alphabet Soup" of transportation for years
 - We manage campaigns that must stay on time and on budget
 - We do more than communicate - We build trust
 - Our team is about substance over style



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Perfect Fit for Austin

- Innovative yet practical solutions that improve quality of life
- Mobility choices for all people
- Specialists with relevant lessons for Austin
- Commitment to the City

