

## A G E N D A



## Recommendation for Council Action

Austin City Council	Item ID	10246	Agenda Number	31.
Meeting Date:	11/3/2011	Department:	Transportation	
Subject				
<p>Authorize negotiation and execution of a 36-month Interlocal Agreement between the City of Austin and the Downtown Austin Transportation Management Association (DATMA), to provide funding to DATMA in support of its accessibility, mobility and sustainable growth programs, and to extend the City's involvement in clean air programs in the amount of \$37,500 for 12 months, with two 12-month renewal options, for a total agreement amount not to exceed \$112,500.</p>				
Amount and Source of Funding				
<p>Funding in the amount of \$37,500 is available in the Fiscal Year 2011-2012 Parking Management Fund Operating Budget of the Austin Transportation Department. Funding for the remaining months of the contract period is contingent upon available funding in future budgets.</p>				
Fiscal Note				
<p>There is no unanticipated fiscal impact. A fiscal note is not required.</p>				
Purchasing Language:				
Prior Council Action:				
For More Information:	Robert Spillar, 974-2488; Pharr Andrews, 974-6476; Gilda Powers, 974-7092.			
Boards and Commission Action:	Recommended by the Urban Transportation Commission.			
MBE / WBE:				
Related Items:				
Additional Backup Information				

The Downtown Austin Transportation Management Association (DATMA) is a new organization working with Downtown employers to improve access and mobility by helping employees and visitors find and use viable travel options to reduce driving alone at rush hour and make Downtown even better. The mission of the DATMA is to support sustainable growth in Downtown Austin by promoting transportation programs and services designed to enhance access, parking and mobility as well as improve the quality of life for employees and residents.

If approved, the agreement would provide funding for DATMA programs that:

- Improve accessibility and mobility of employees, residents and visitors (collectively “Riders”) to, within, and from the central Texas (Austin) area by researching and understanding the current travel behaviors and challenges for Riders. This research will aid transportation agencies by providing information to maximize the efficiency and usability of current services and programs; thereby, potentially initiating new programs or services to improve accessibility and mobility within the area.
- Improve knowledge and awareness of mobility programs and services available for travel within Austin. DATMA will work to provide information regarding the range of transportation options available including individualized marketing to match employee needs with residential interests and needs with specific information, incentive programs, and supportive training.
- Develop an employer/employee focused marketing campaign to educate and promote employer-based Transportation Demand management strategies. The marketing campaign will include, but not be limited to the following: carpool parking, parking cash out, and transit pass programs, employee/commuter rewards and incentives, alternative work arrangements (e.g. telecommuting, flex-time, and compressed work schedules), and working with area employers to promote and populate existing rideshare databases.

This request authorizes a new Interlocal Agreement to secure funding for DATMA programs in an amount not to exceed \$37,500 annually for a period of no more than three years. Approval of this agreement does not obligate or prohibit the City from funding the program beyond the three-year term.