

Transportation Demand Management Program

Tien-Tien Chan, AICP
Austin Transportation Department

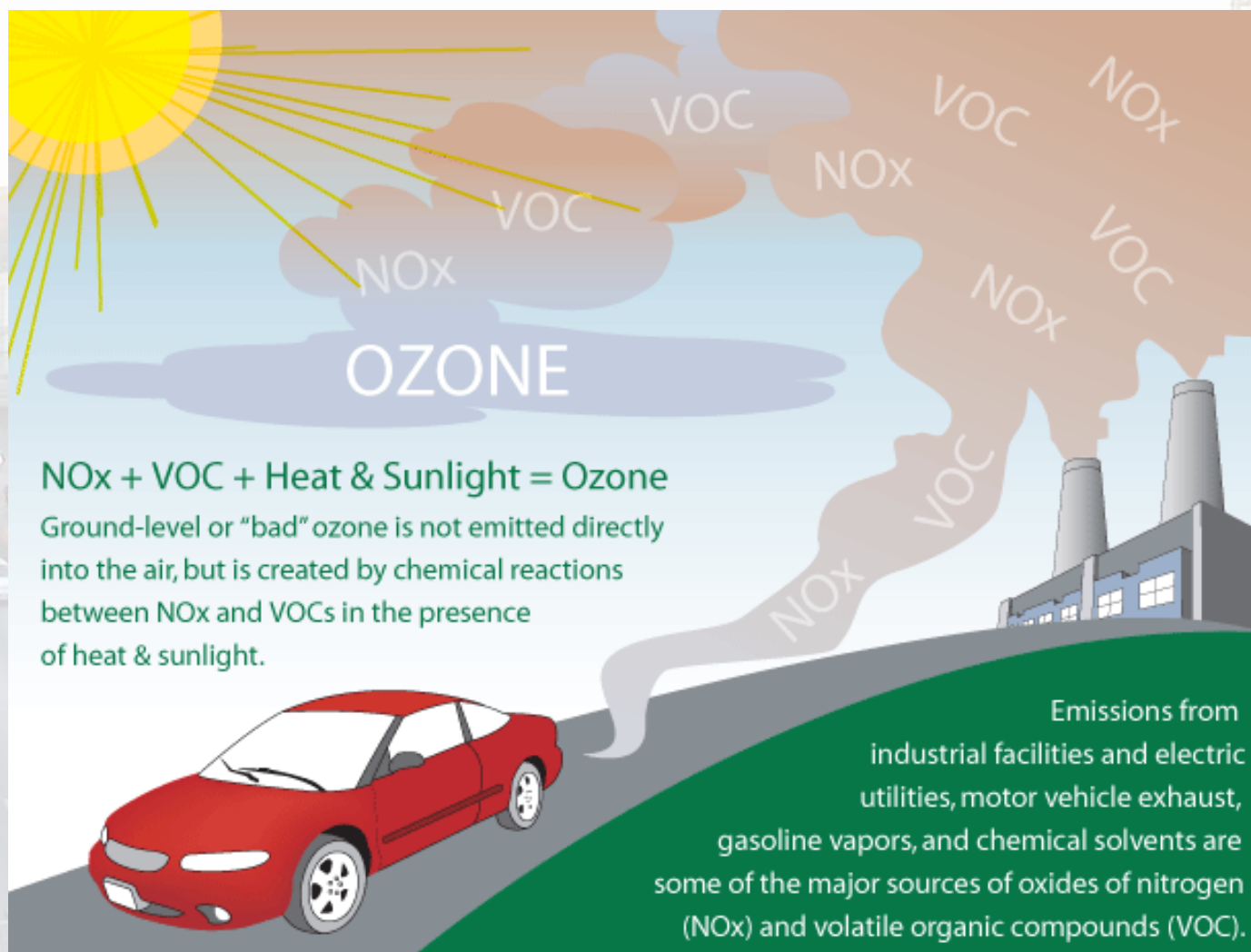


Environmental Commission: May 16, 2018

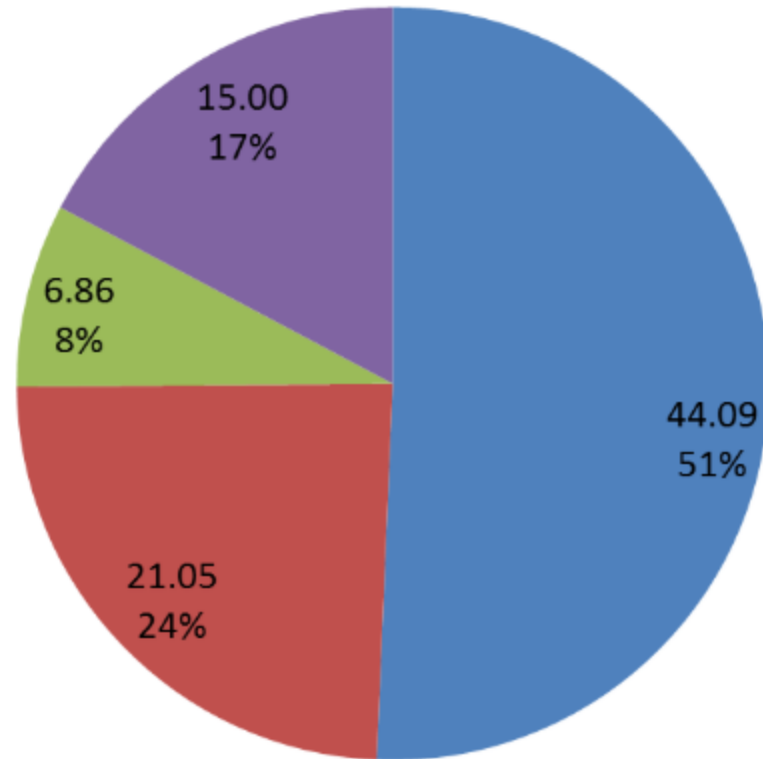


Ozone Pollution and Motor Vehicles





2014 Austin-Round Rock Metro Area
Ozone Season Weekday NO_x Emissions (tons per day)



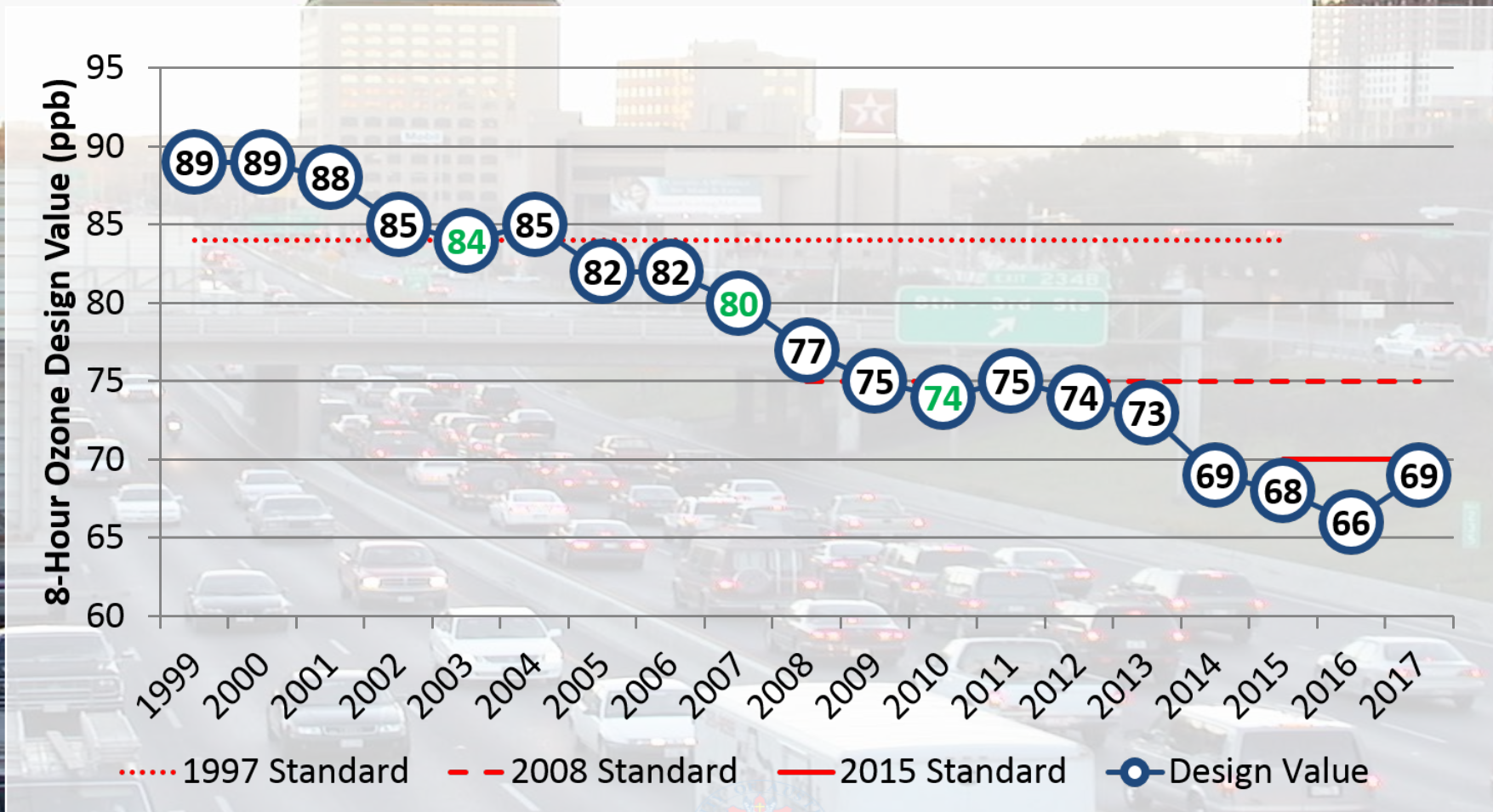
■ On-Road ■ Non-Road ■ Area ■ Point

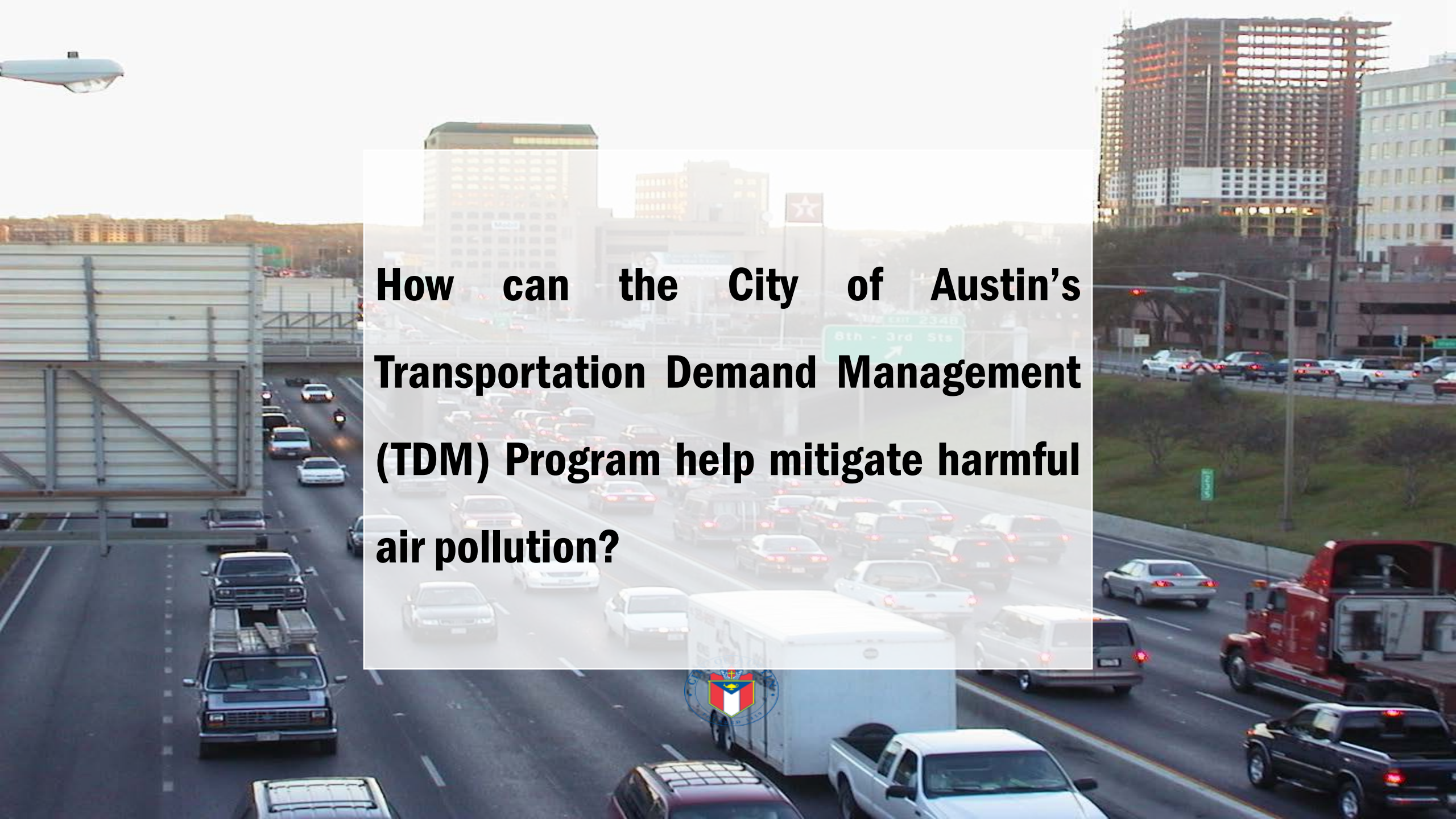


Why is Ozone Pollution a Health Problem for Austin?

Why is Ozone Pollution a Regulatory Problem for Austin?



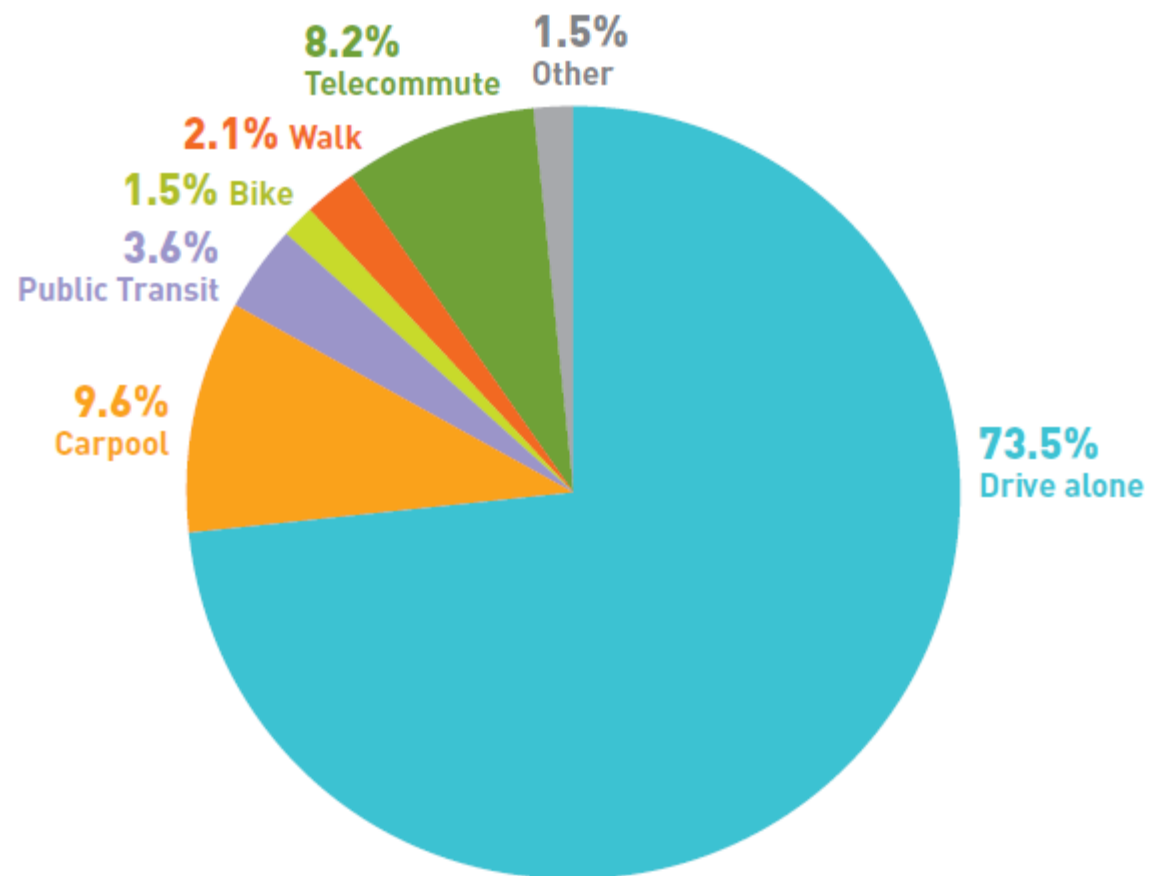




**How can the City of Austin's
Transportation Demand Management
(TDM) Program help mitigate harmful
air pollution?**



COMMUTE MODE SPLIT: AUSTIN, TX – 2016*



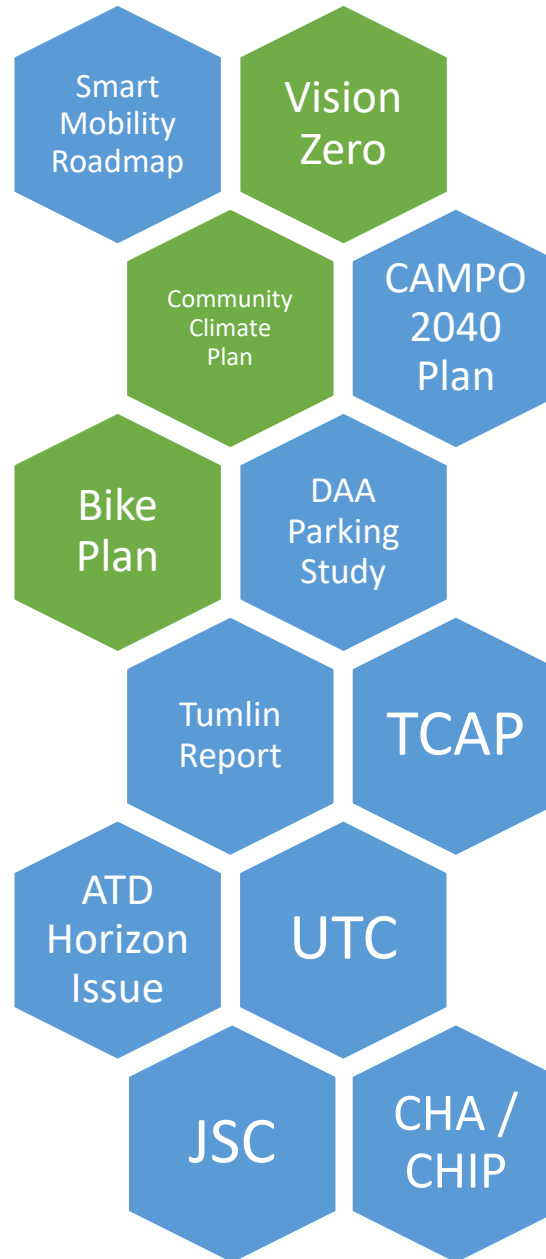
*Based on American Community Survey data.



**TDM is the idea that we can quickly
and cost-effectively
improve mobility by changing how
we get around rather than trying to
build our way out of
congestion.**



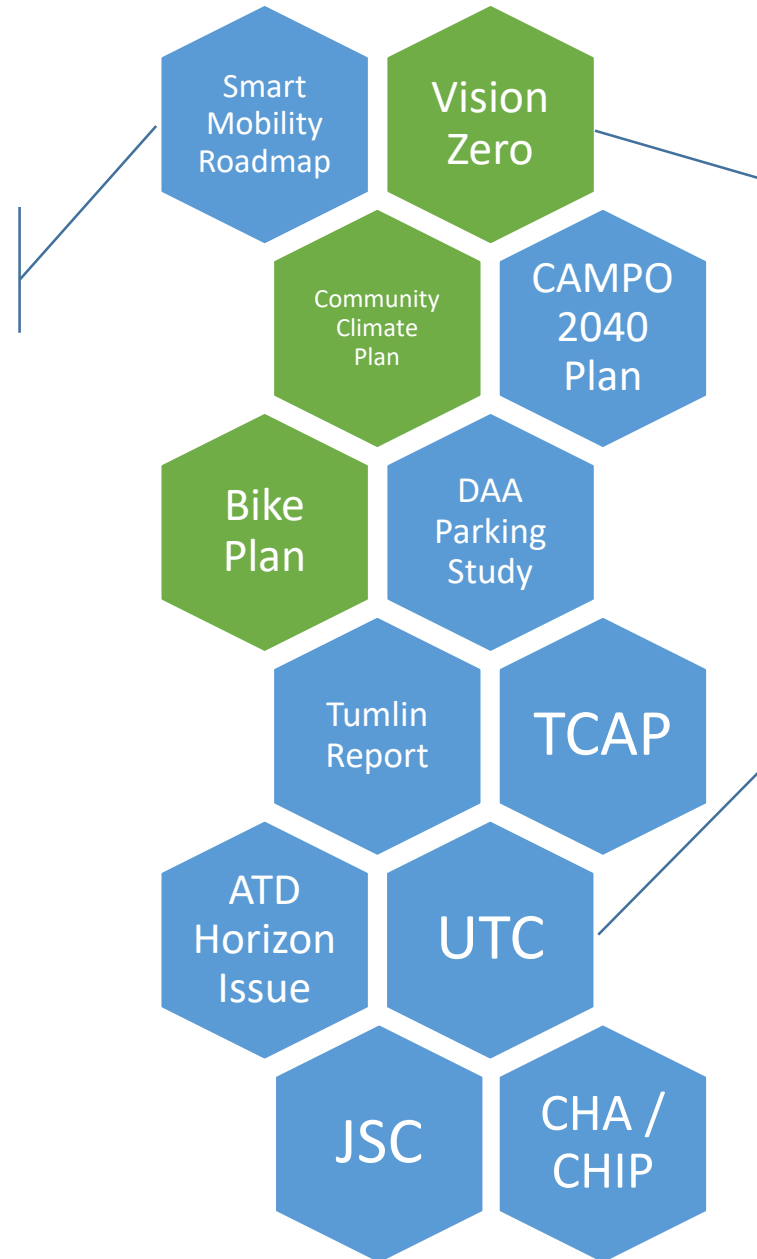
TDM Supporting Policies



Council Adopted

TDM Supporting Policies - Detail

“Cultivating shared mobility practices now is important to start the behavioral shift towards a shared, electric autonomous vehicle future.”

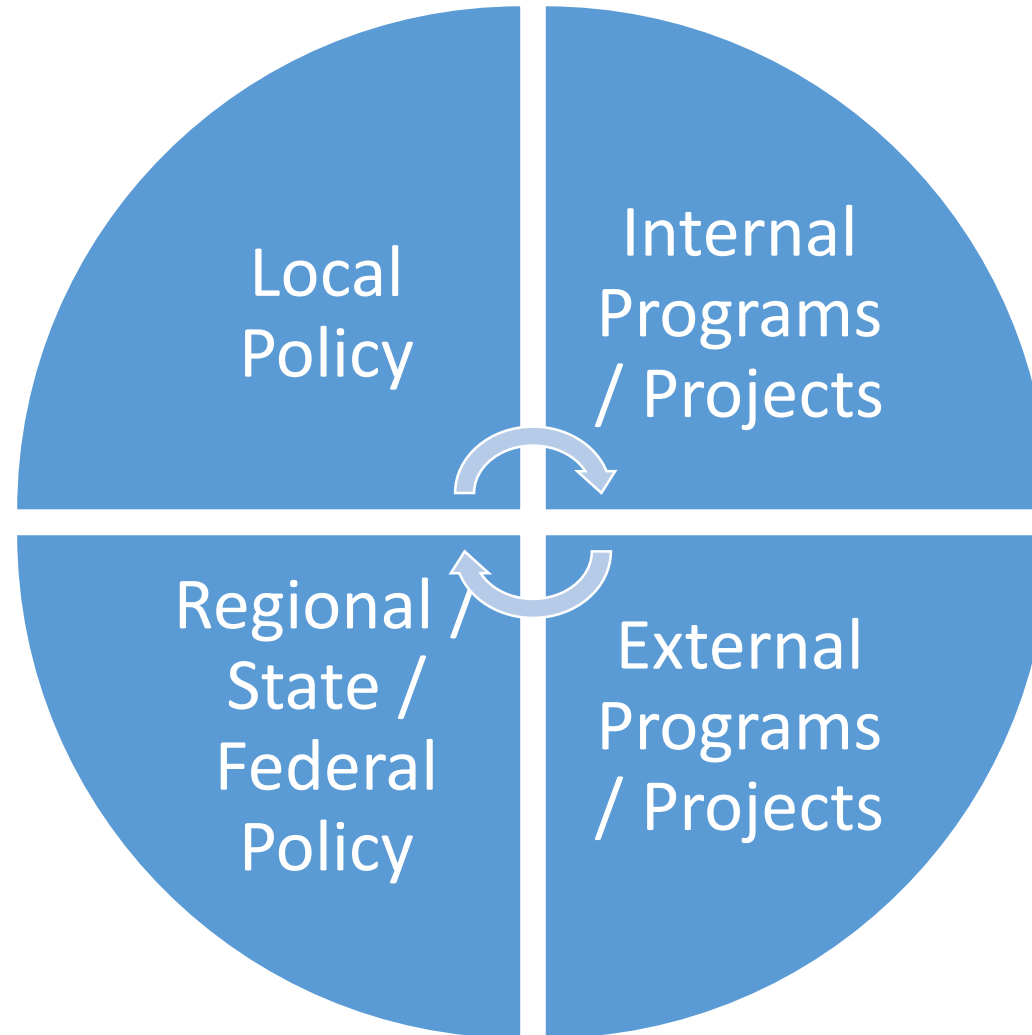


Key Action: Continue to build on Transportation Demand Management strategies

UTC Recommendation: update CCP to prioritize transportation recommendations, remove regulations that promote SOV use, have the City be a leader in commute programs.

Council Adopted

TDM Opportunities



Legend

 Active



 Needs Support

 Inactive





Local Policy


CodeNEXT

-  TDM language into code
-  Guidance on parking strategies


ASMP

-  Develop TDM chapter
-  Public Outreach


Transportation Criteria Manual

-  TDM implementation language



Downtown Parking

-  Parking Strategy Team participation

Education / Reporting

-  Develop TDM educational reports

Other Opportunities

-  Commuter Benefits Ordinance
-  Citywide Telework Policy

RECOMMENDATION	ALIGNMENT WITH PARKING GOALS					
	Supportive	Multimodal	Available	Cost-Effective	User-Friendly	Adaptable
Design and implement a performance-based parking management program.	✓	✓	✓	✓	✓	✓
Pilot a shared parking program in which City manages private parking as "public" parking. Provide technical assistance to better facilitate shared parking.	✓		✓	✓	✓	
Expand and diversify existing Affordable Parking Program.	✓		✓	✓	✓	
Enhance pedestrian access to parking facilities.		✓	✓		✓	
Explore opportunities to expand and clarify on-street supply.			✓	✓	✓	
Fully invest and implement comprehensive parking signage and wayfinding system.	✓		✓	✓	✓	✓
Define an overall strategy that ensures technology tools support broader parking and mobility goals.	✓		✓	✓	✓	✓
Continue to reinvest parking revenues into downtown and evaluate allocation of additional revenue to multimodal improvements.	✓	✓				✓
Evaluate and implement a park-n-ride or circulator shuttle to improve transit connections and access to remote parking.		✓	✓	✓	✓	
Support comprehensive and coordinated improvements in employee-focused mobility services and programs.	✓	✓	✓	✓	✓	
Revise the zoning code to better support walkable, mixed-use development within the downtown.	✓		✓	✓		✓
Require provision and enforcement of a TDM program for all new downtown development above a certain size.	✓	✓	✓	✓		✓
Revise the zoning code to incentivize sharing of parking.	✓		✓	✓	✓	✓
Create dynamic inventory and adjust on-street regulations to maximize flexibility at the curb.			✓		✓	✓
Define and implement enforcement strategy to support performance-based management. Allocate sufficient resources to parking enforcement.	✓		✓	✓	✓	✓
Establish a formal collaboration between the City, State, and other parking stakeholders.	✓		✓	✓		✓
Enhance event management practices to maximize parking system flexibility and predictability.	✓			✓	✓	✓
Plan for the future to nimbly respond to long-term trends in mobility and parking.	✓	✓		✓	✓	✓
Strategically invest in public and shared parking supply in key locations.	✓				✓	

KEEP IN MIND...

There is no silver bullet.

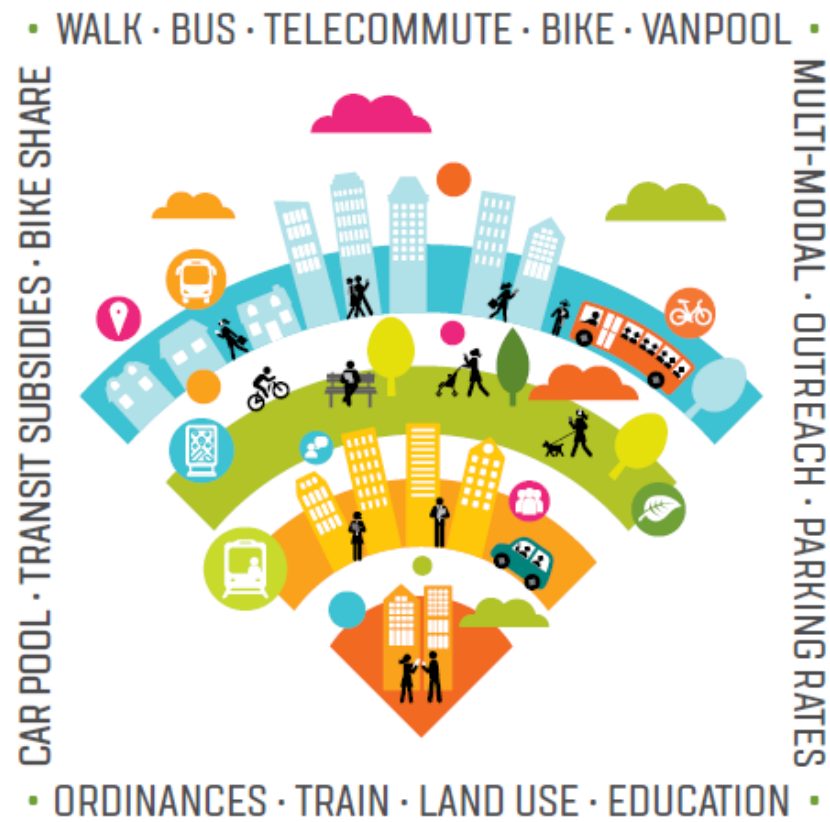
No strategy on its own will solve the parking problem.

This is a toolkit and package of recommendations that works towards the goals together.



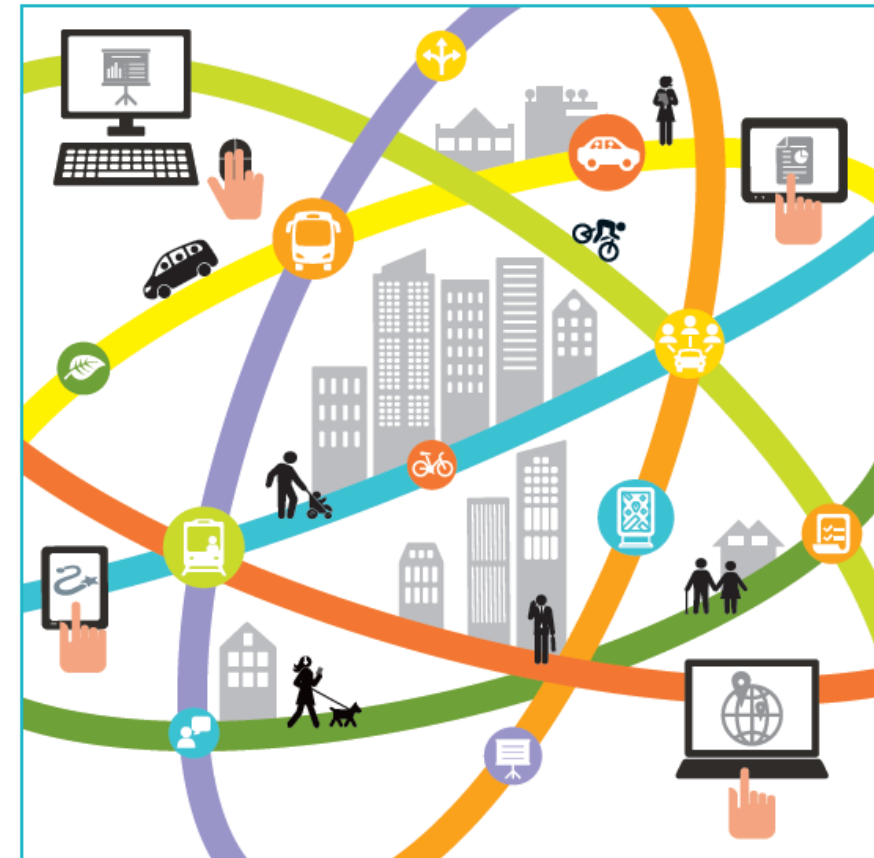
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Transportation Demand Management Program Explainer



CITY OF AUSTIN

Transportation Demand Management Successes and Progress — 2017





Regional / State / Federal Policy


CAMPO

-  TDM funding pursuits through STBG
-  TAC participation
-  FHWA sponsored workshop

Commute Solutions

-  Regional Steering Committee
-  Pursuit of regional efforts (e.g. Emergency Ride Home program)

Regional TDM Plan

-  Pursuit of funding for plan

Internal Programs / Projects

Commute Connections

- Maintain program information & updates
- B-cycle pass program
- Full inventory map (e.g. showers, racks, parking)

Commute Consulting

- Commute consulting for departments who move offices
- 1:1 consulting to employees

Smart Commute Rewards

- Manage administrative leave program & contests
- Coordinate platform upgrades
- Priority Parking pilot

Parking Management

- Gate majority of City garages

Commute Trip Reduction Plans

- Service area & department participation
- Development of plans

Outreach / Education

- New Employee Orientation
- Health Fair; Citysource newsletters;
- Targeted engagement by building and Department

New Year, New You! New YETI?

Travel Smart Contest

(FOR CITY OF AUSTIN EMPLOYEES)



TRAVEL SMART ON YOUR COMMUTE BETWEEN **JANUARY 8-21** TO START
2018 OFF RIGHT AND YOU COULD WIN A NEW YETI TO TAKE ALONG!*

External Programs / Projects

Development

- Consultation with pipeline projects
- Development focused engagement & outreach

Employer

- Transportation Management Association (Movability)
- Mobility Challenge
- Bike encouragement through Movability
- Mobility Week or Month (coordinated events with partners)
- Employer focused engagement & outreach catered to specific O/D hot spots; downtown; events; mode specific; etc.

General

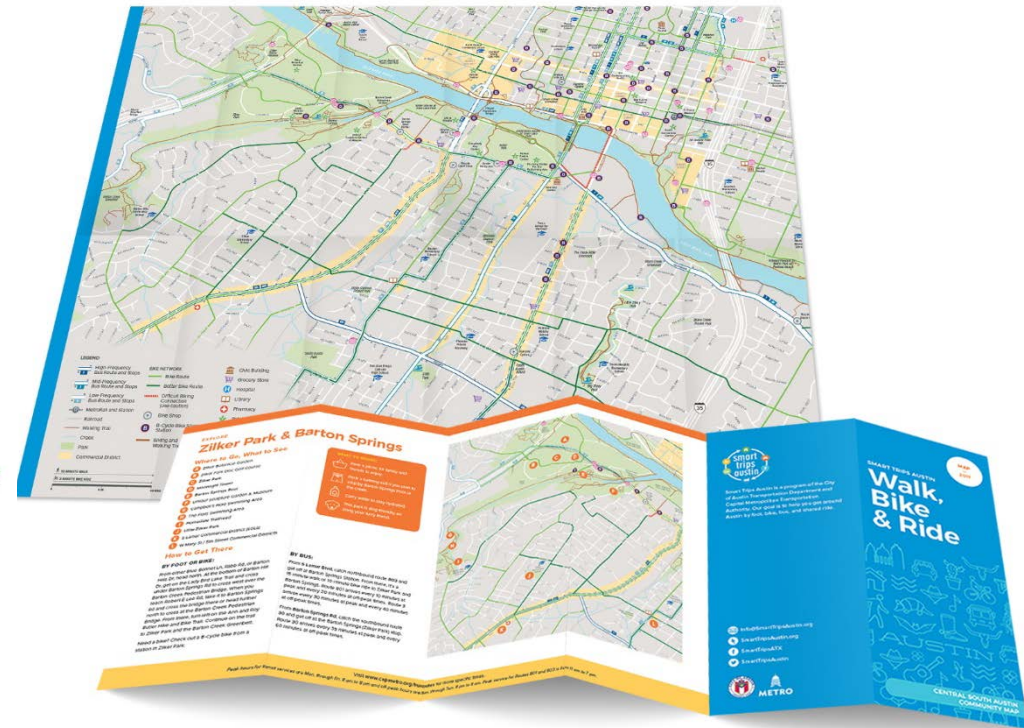
- Annual TDM Report (metrics reporting)
- ATX Detour Day
- Carpool program – City subsidized
- Community facing website / branding
- Year-round education coordinated w/ key events
- TDM basics collateral (e.g. one-pagers)
- Visitor TDM program
- Data Analysis: big data investment

Schools

- School focused engagement & outreach
- Site specific TDM planning

Residential

- Smart Trips Program







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Welcome to Movability

Movability is Central Texas' first and only Transportation Management Association solely dedicated to working hand in hand with employers to improve the region's economic vitality by connecting commuters with mobility options that save time and money.

Movability's members are employers from public and private sectors, and hail from all over the larger Austin region. We work closely with members to create mobility plans that in turn let them connect their employees with a wide range of mobility options. Our members leverage mobility programs to reach their business goals, including attracting and retaining top talent, reducing facilities costs, and leading in corporate stewardship. Members also benefit from exclusive events, networking, and educational opportunities.

Spotlight

See how everyday Commute Heroes get around using options!

DeCarlos

DeCarlos Roberson works at the University of Texas at Austin's Dell Medical School and in the mornings he takes the bus or carpools with his wife – depending on how early his kids get up and out the door! DeCarlos also walks his kids to school each morning, so he's a true commute hero. "My favorite [...]"

Welcome to our newest **member**

Samsung Austin Semiconductor!



SOUTH
CENTRAL Waterfront Districts



Thank you!

Tien-Tien Chan, AICP
Austin Transportation Department
tien-tien.chan@austintexas.gov
Austintexas.gov/TDM



A photograph of a suburban street scene. In the foreground, a man wearing a green shirt and a bicycle helmet is riding a bike towards the camera. To his right, a woman is pushing a pink stroller with a child inside. Further right, a woman in a blue shirt is walking away from the camera on the sidewalk, carrying a bag. The street has a white line marking and a white flexible post. In the background, there are parked cars, trees, and a house. A semi-transparent white box with black text is overlaid in the center of the image.

Why is TDM such a large piece of the solution?

Typical New Construction Costs

Infrastructure	Cost per Mile
Sidewalk (5' wide)	\$150K
Multi-Use Trail (along roadway)	\$320K
Off Road Trail – Improved (S. Walnut Creek)	\$1.2M
Residential Street (new subdivision w/ utilities)	\$1.0 – \$3.0M
Collector Street (2 Lane divided)	\$8.5M
Arterial – 4 Lane	\$11.9M
Add a Lane – Rural Hwy	\$1.6M - \$3.1M
Add a Lane – Urban Hwy	\$2.4M - \$6.9M
Add a Lane – Rural Sensitive	\$5.8M - \$9.9M
Add a Lane Urban Sensitive	\$7.3M to \$15.4 M
New Rural 4-Lane Highway	\$20M - \$40M
New Urban 4-Lane Highway	\$20M - \$300M
Urban Interchange	\$35M

Estimated TDM Effectiveness



MARKETING/EDUCATION
1% - 5%*



TRANSIT SUBSIDIES
3% - 10%*



RIDE SHARING
1% - 15%*



TELECOMMUTING
1% - 5%*



COMMUTE ORDINANCES
5% - 15%*



CAR SHARING
1% - 2%*



WORKPLACE PARKING PRICING
2% - 7%*



VAN POOLS/SHUTTLES
1% - 13%*