

1 **RESOLUTION NO.**
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4 **WHEREAS**, transportation access is becoming a challenge as the City of Austin
5 experiences significant growth while focusing on equity issues; and

6 **WHEREAS**, the cost of transportation is the second highest cost in a family's
7 budget in the City of Austin, according to data from the U.S. Bureau of Labor
8 Statistics' Consumer Expenditure Surveys; and

9 **WHEREAS**, in order to address traffic congestion that largely occurs during
10 peak periods, planning agencies have deployed transportation demand (TDM)
11 strategies to reduce single-occupancy vehicle (SOV) trips, and make it easier to walk,
12 bike, share rides, use transit, or telecommute; and

13 **WHEREAS**, TDM strategies may take the form of congestion pricing,
14 incentives to shift travel to off-peak periods or alternative uncongested corridors,
15 flexible work hours, telecommuting, transit subsidies, and ride-sharing programs; and

16 **WHEREAS**, Austin's regional transportation agencies, including the City of
17 Austin, Capital Area Metropolitan Planning Organization (CAMPO), and the Capital
18 Metropolitan Transportation Authority (Capital Metro), support TDM policies and
19 initiatives:

- 20 ● Imagine Austin highlights TDM as a key strategy to reducing dependence on
21 driving and increasing transportation options;

- 22 ● The Austin Strategic Mobility Plan (ASMP) to be adopted at the end of 2018
23 will identify ways to improve the existing system, increase efficiency, manage
24 demand, and strategically add smart capacity in all modes of transportation;
- 25 ● TDM strategies play a key role in reducing greenhouse gas emissions, in line
26 with the City of Austin’s Community Climate Plan long-term goal of reaching
27 net zero community-wide greenhouse gas emissions by 2050;
- 28 ● The Community Health Improvement Plan uses TDM strategies to promote
29 health by encouraging active commutes;
- 30 ● CAMPO’s 2040 Plan highlights the importance of implementing TDM strategies
31 as a key component of the regional transportation solution;
- 32 ● CAMPO is leading the efforts to develop the first regional Transportation
33 Demand Management Plan;
- 34 ● “Capital Metro’s Project Connect and Connections 2025 Plan” addresses growth
35 by providing recommendations for connecting people to their jobs, homes, and
36 other destinations; and
- 37 ● An independent review of Austin’s transportation strategies by an internationally
38 renowned transportation firm (the “Tumlin Report”) highlighted the
39 development of a strategic plan for TDM has a recommended priority.

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41 **WHEREAS**, traffic congestion is an issue that metropolitan regions around the
42 world seek to address through a set of strategies that influence travel behavior in order
43 to reduce trips; many of these jurisdictions are implementing creative solutions like
44 offering discounts on transit fares for certain classes of riders, and creating incentive
45 programs that use monetary rewards or credit toward smartphone purchases; and

46 **WHEREAS**, according to research from the University of Texas at Austin, there
47 are a number of success stories of the use of incentives as interventions to influence
48 behavior, such as smoking cessation, adoption of safe driving habits, and increased
49 physical activity and exercise; **NOW, THEREFORE,**

50 **BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:**

51 The City Manager is directed to convene a collaborative working group with
52 representatives from Capital Metro, the Austin Transportation Department, the City of
53 Austin’s Equity and Innovation Offices, other City departments with a history of
54 successful implementation of incentive programs, transportation experts, and area
55 stakeholders to develop recommendations regarding the creation of a pilot program
56 that could increase transit use through an incentive program. Program examples that
57 should be considered include:

- 58 • A credit or discount on City services and fees upon showing that someone has
59 used public transit 15 out of 30 days a month.
- 60 • Discount at local retailers upon showing a monthly public transit pass.

61 **BE IT FURTHER RESOLVED:**

62 The City Manager is directed to consider and identify funding options, such as a
63 budget amendment, that would adequately fund the incentives pilot programs.

64 **BE IT FURTHER RESOLVED:**

65 The City Manager is further directed to present preliminary findings for
66 feedback to Mobility Committee on June 13, 2019 and present a final report, including
67 any funding recommendations that Council may want to consider during the Fiscal
68 Year 2019-20 budget meetings, no later than June 20th, 2019.

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ADOPTED: _____, 2018

ATTEST: _____

Jannette S. Goodall
City Clerk