

RESOLUTION NO.

WHEREAS, transportation access is becoming a challenge as the City of Austin experiences significant growth while focusing on equity issues; and

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

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

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

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

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

- The Austin Strategic Mobility Plan (ASMP) to be adopted at the end of 2018
will identify ways to improve the existing system, increase efficiency, manage
demand, and strategically add smart capacity in all modes of transportation;
- The City of Austin’s Community Climate Plan, a long-term goal to reach
a net zero community-wide greenhouse gas by 2050, has listed TDM strategies
as playing a key role in reducing greenhouse gas emissions;
- The Community Health Improvement Plan uses TDM strategies to promote
health by encouraging active commutes;
- CAMPO’s 2040 Plan highlights the importance of implementing TDM strategies
as a key component of the regional transportation solution and as a result CAMPO
is leading the efforts to develop the first regional TDM Plan;
- “Capital Metro’s Project Connect and Connections 2025 Plan” addresses growth
by providing recommendations for connecting people to their jobs, homes, and
other destinations; and
- The Tumlin Report, a report that reviewed Austin’s transportation strategies
developed by an internationally renowned transportation firm, highlighted the
development of a strategic plan for TDM as one of the recommended priorities.

WHEREAS, traffic congestion is an issue that metropolitan regions around the
world seek to address through strategies that influence travel behavior to reduce trips;
many are implementing creative solutions like discounts on transit fares for certain
classes of riders and incentives that use monetary rewards or credit toward smartphone

purchases; and

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

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

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

- A credit or discount on City services and fees upon showing that someone has used public transit 15 out of 30 days a month.
- A credit or rebate on transit passes for employers, who provide transit passes to their employees, upon showing that those transit passes are significantly utilized.
- Discount at local retailers upon showing a monthly public transit pass.

BE IT FURTHER RESOLVED:

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 the 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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71 **ADOPTED:** _____, 2018

ATTEST: _____
Jannette S. Goodall
City Clerk