

**RESOLUTION NO. 20181213-044**

**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; and

**WHEREAS**, Clean Air Force works with local employers in the 5-county Austin-Round Rock Metropolitan Area (Bastrop, Caldwell, Hays, Travis and Williamson Counties) to design company-specific emission reduction strategies that reduce single occupancy vehicle trips; **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.
- Discounted or free public transit passes such as those available in ongoing incentives programs such as the City's Smart Trips program or CapMetro's MetroWorks Program.

**BE IT FURTHER RESOLVED:**

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

**BE IT FURTHER RESOLVED:**

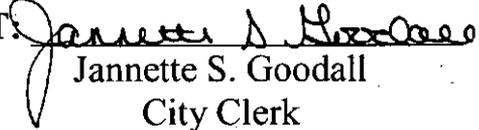
The City Manager is further directed to present preliminary findings for feedback to the Mobility Committee on June 13, 2019 and present a final report, including any funding recommendations that Council may want to consider during the Fiscal Year 2019-20 budget meetings, no later than June 20th, 2019.

**BE IT FURTHER RESOLVED:**

The City Manager should incorporate metrics of return on investment for the pilot in his report back to the Mobility Committee that clearly indicate whether the continuation of the program is feasible and beneficial and sustainable with

information on costs to relevant departments involved in administering the program or providing incentives for the program.

**ADOPTED:** December 13, 2018

**ATTEST:**   
Jannette S. Goodall  
City Clerk