Smart Trips Austin: 2019 Update

June 2019

Smart Trips Austin

A travel training program, in partnership with Capital Metro, that focuses on **long-term behavioral change**.

Smart Trips Austin Goals

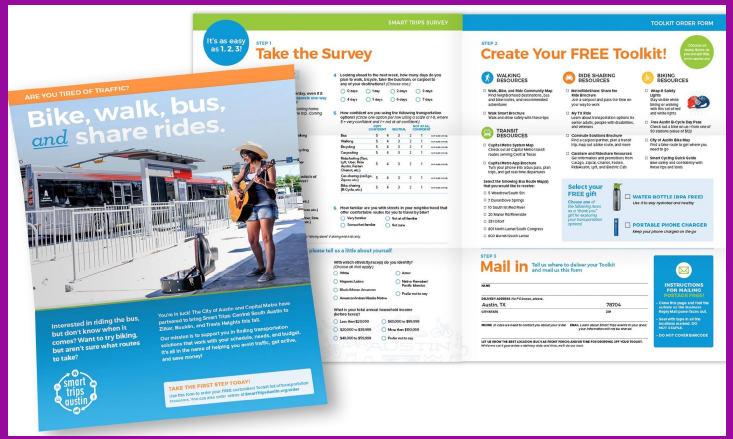
Manage Congestion by encouraging residents to explore the city in new ways

Reduce SOV Trips by 5-10%

Increase Active Transportation Trips by 5-10%

- Transit
- Bicycle
- Scooter
- Foot
- Rideshare

Components of the Program



Pre & Post Program Surveys + Transportation Toolkits

Local Ambassadors

Customized Events

Strengths of Program

1. Established financial and programmatic partnership with Capital Metro

2. Builds local capacity for participating communities to create similar health and education campaigns in the future

Results

Smart Trips Austin

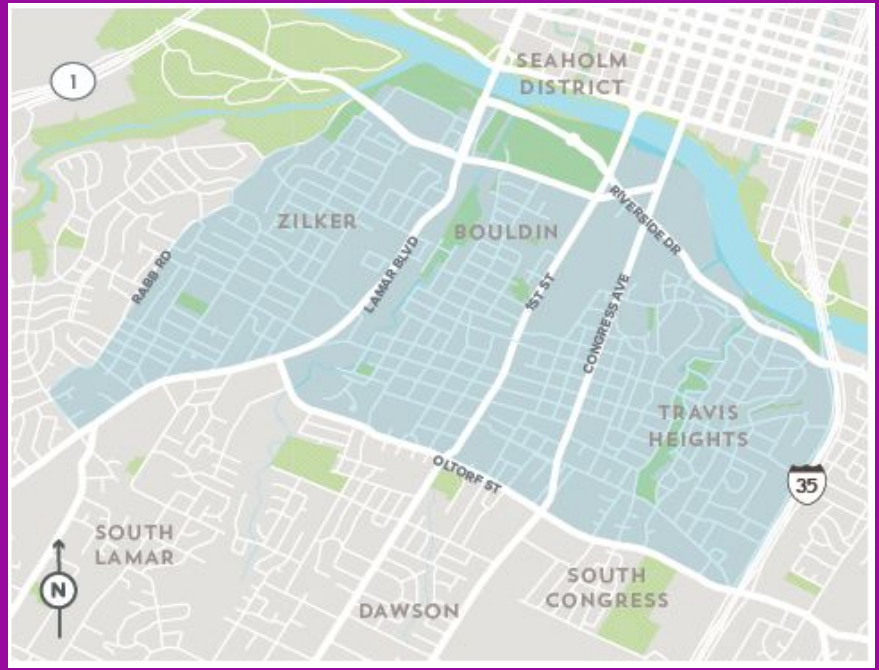
Participant Testimony

I really wanted to learn (to ride the bus) but felt intimidated…A Smart Trips group bus outing to the Central Library was just what I needed! …since then I have ridden the bus every time I've gone to the Central Library.

Smart Trips Austin was the motivation for me to cycle more and also learn more about bus routes.

Smart Trips Austin (3.0) Ctrl South

- **12,349** households
- **1,005** participants
- **22** walks, bike rides, & transit adventures
- Tabled at **25** community events
- **1,230** interactions over four months
- **36,000** social media impressions

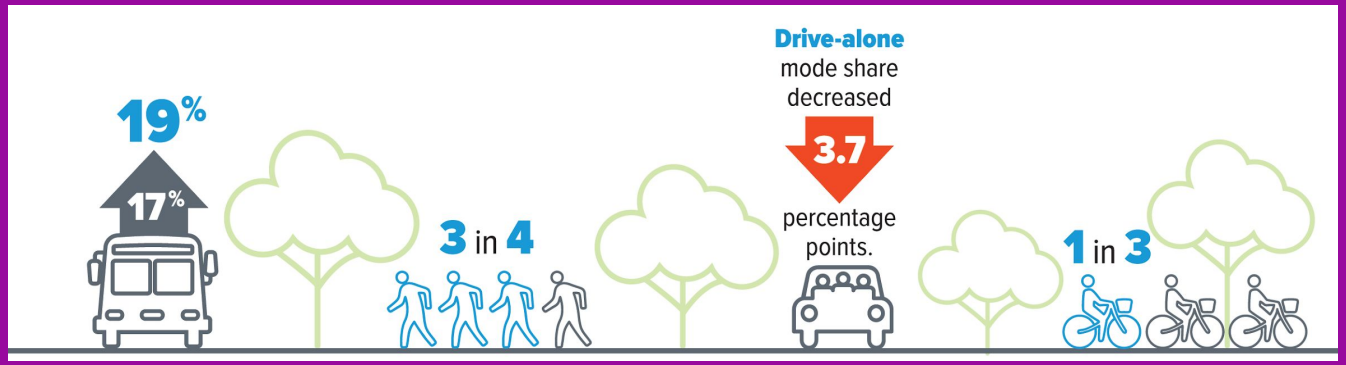


"I feel like I now have better resources to share with friends and family so we can use public transportation options together."

-Smart Trips participant

Smart Trips Austin (3.0) Ctrl South

A Smart Trips program of **12,349** households with a **8.1%** participant rate could see a reduction of approximately **73,000** vehicle trips a year.



Respondents using transit increased **2%** from previous survey results.

Feel more aware of transportation options because of the program.

Averaged of **1.4** fewer drive-alone trips per week after the program.

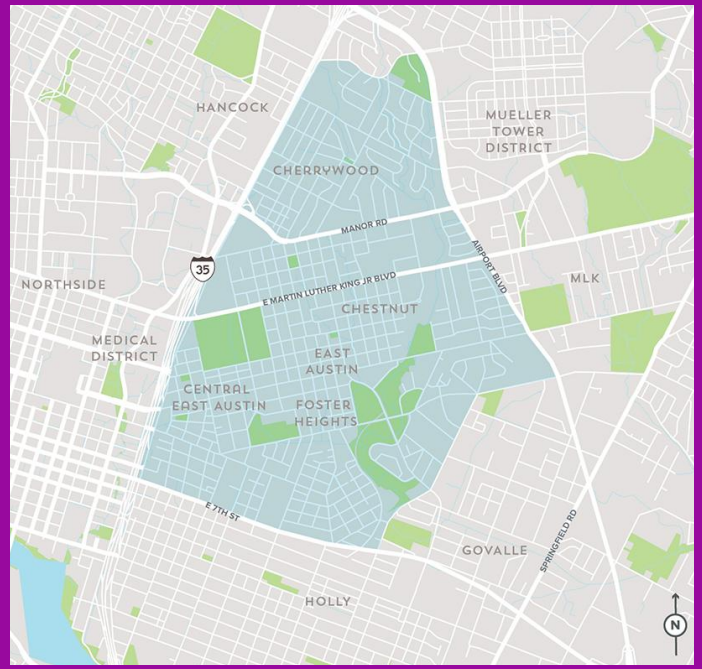
Respondents reported increasing their use of walking, biking, & taking public transit.

Smart Trips Austin (4.0) Ctrl East

"It was nice exploring the neighborhoods and discovering new routes that actually encouraged me to go biking more often!"

-Smart Trips participant

- **8,042** households
- **637** participants
- **34** events hosted/ tabled
- First scooter education event
- **~500** interactions over three and a half months
- **8,000** residents reached by direct mail



Smart Trips Austin (4.0) Ctrl East

A Smart Trips program of **8,000** households with a **7.9%** participant rate could see a reduction of approximately **41,000** vehicle trips a year.

52% of respondents increased their use of walking, biking, and transit.

80% of respondents feel more aware of transportation options.

Respondents very familiar with comfortable cycling routes increased **16** percentage points.

99% reported the value in continuing programs like Smart Trips Austin.

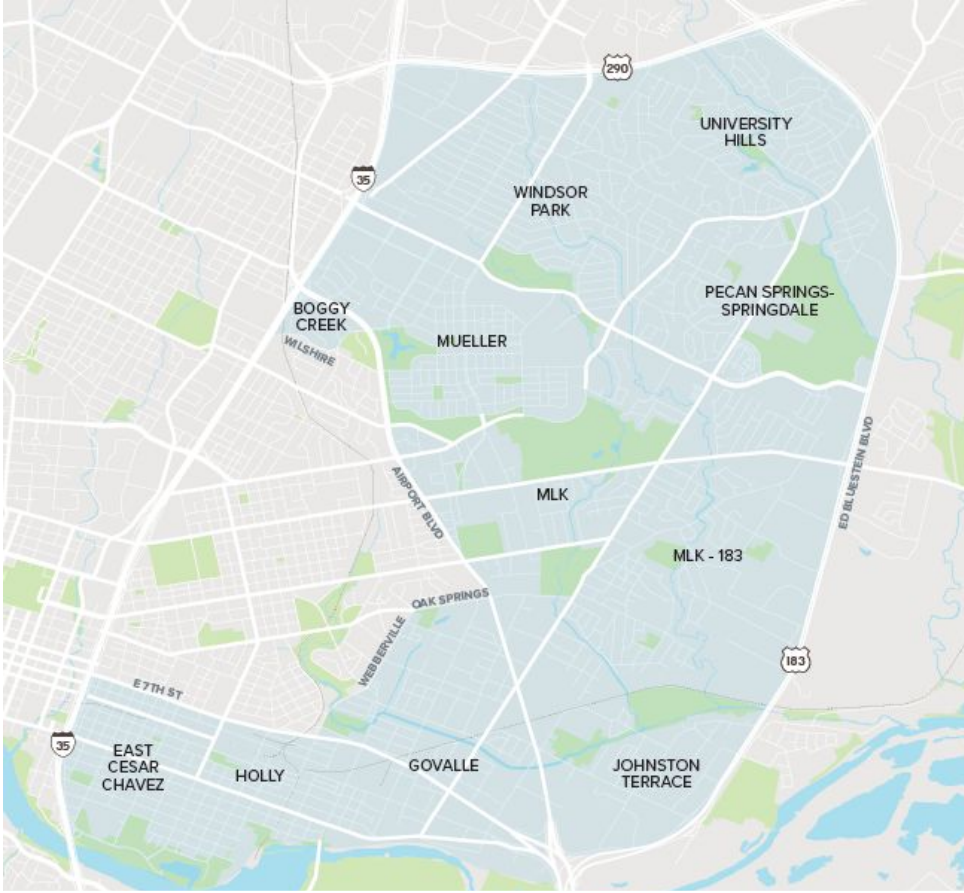
Full Program Snapshot

	2015 North (1.0)	2016 Central (2.0)	2017 South Ctrl (3.0)	2018 Eastside (4.0)
Participation	**6.3%** (5,000 target area households)	**4.2%** (12,600 target area households)	**8.1%** (12,349 target area households)	**7.9%** (8,042 target area households)
Modeshift	**2.2% decrease** in car mode share **11% increase** in active mode trips	**3.3% decrease** in drive-alone mode share **7.5% increase** in active mode trips	**3.7 % decrease** in drive-alone mode share	**9% increase** in carpooling **7% increase** in walking **6% increase** in transit
Qualitative	**75%** stated that the program increased their knowledge of transportation options	**1 in 3** respondents reported that they use transportation options more often because of the program	**81%** found the toolkits helpful	**23%** of respondents tried dockless mobility options, **15%** tried transit, & **10%** tried bicycling for the first time

Smart Trips Austin 2019

5.0 Program Updates

1. Increase the number of participants served each year with E-Toolkits
2. Increase the duration of each program from 3 to 6 months
3. Stage-Specific Emails, Action Planning, & Route Planning
4. Spanish-speaking Ambassadors



5.0 Program Area - 24,000 Households

Launches late spring 2019

Area Stakeholders (examples)

Mueller / Boggy Creek

Mueller Community Associations

Delwood II Neighborhood

Alamo Recreation Center

Our Lady's Maronite Church

HEB Mueller

The Thinkery

Wildflower Terrace

Pecan-Springs / University Hills

Lincoln Garden Association

University Hills Neighborhood

Senate Hills Neighborhood

Andrews Elementary

Boys & Girls Club

University Hills Library

St. Peter's United Methodist Church

Windsor Park

Windsor Park Neighborhood

Gaston Place

Reagan High School

Windsor Park Library

BookSpring

Hope Community Church

Art Alliance Austin

A full list can be viewed here: http://bit.ly/STA19SH

Area Stakeholders (continued)

E Cesar Chavez / Holly

Tejano Bilingual Community

East Town Lake Neighborhood

Metz Recreation Center

Martin Middle School

Juiceland

Festival Beach Community Garden

FUSEBOX Festival

MLK / MLK-183

Springdale-Airport Neighborhood

Eastfield Neighborhood

Hog Pen Neighborhood

Truman Heights Neighborhood

Willie Mae Kirk Library

Yellow Bike Project

Blue Starlite Drive-In Theatre

Govalle / Johnston- Terrace

Tillery Square Neighborhood

River Bluff Neighborhood

Buena Vista Neighborhood

Eastside Pedal Pushers

Big Medium / Canopy

Urban Roots

Lifeworks

A full list can be viewed here: http://bit.ly/STA19SH

Current & Potential Citywide Partners

Previous / Current

Ghisallo Cycling Association

Housing Authority of the City of Austin

Austin Public Libraries & Recreation Centers

Bike Austin

Souly Austin

Waller Creek Conservancy

Foundation Communities

Six Square

Potential

Walk Austin

Go Austin Vamos Austin

Movability

Office of Sustainability

Austin Public Health

Parks & Recreation

Austin Parks Foundation

Yellow Bike Project

Cultural Arts Division

Go Austin Vamos Austin

Movability

Latinitas

HEB

A full list can be viewed here: http://bit.ly/STA19SH

Questions?

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