



# Transit Resolution

Resolution No. 20181213-044

Austin Transportation Department

# Transit Resolution- What is it?



**when**

Passed by Council on  
December 13, 2018.

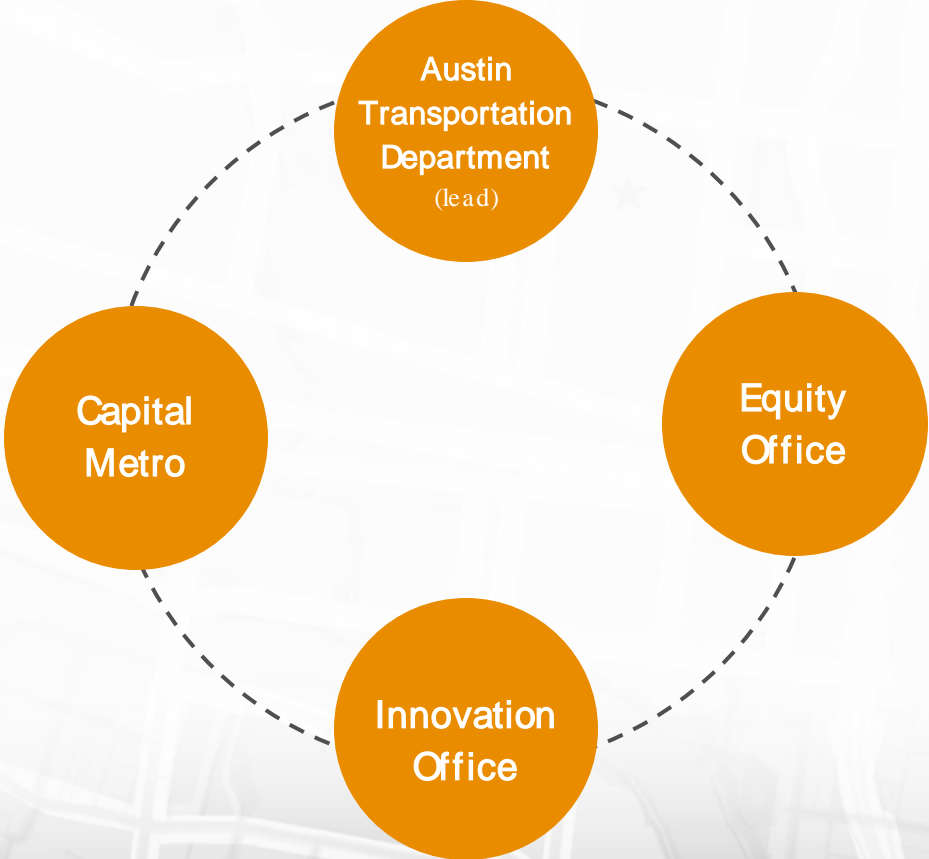
**what**

Resolution that aims to  
increase transit usage in our  
region through incentive  
programs.

**who**

Directs City Manager to convene a  
working group of key area  
stakeholders who will develop  
recommendations to create pilot  
incentive programs.

# Core Working Group



# Our Process to Date



## Utilizing internal resources:

Core working group expertise

### Innovation Office interviews:

- Strategically identify interview locations
  - downtown garages, farmers market
- Conduct interviews with potential riders
- Identify barriers
- Rank and react to suggested incentives

## Utilizing external resources:

### Bloomberg Climate Challenge Grant:

- Best practices research
- Evaluation / comparison of strategies
- Introduce new, innovative ideas

### Solicitation of Feedback/ Ideas from TDM experts:

- CAPCOG's Regional TDM Coordinating Committee
- Transportation Research Board - national / international transportation professionals

# What are the goals?



- Increase transit ridership overall
- Focus on areas that currently have high potential for transit ridership but low participation
- Enhance and expand existing TDM programs where applicable
- Strategies should be implementable, or at least piloted, in the near term
- Strategies should have the potential opportunity to be tailored towards equity outcomes in the future
- Do not provide recommendations that are infrastructure or service related

# Top Strategies



Strategy		Description	Cost
A	Transit passes for registered Movability members & focused marketing program	By establishing a program that provides Movability members with direct access to free (or significantly discounted) transit passes, this encourages companies to become members and gain access to resources to develop comprehensive commute programs for their employees, beyond the immediate benefit of free transit.	\$900,000  1 FTE (Movability)
B	Expand Movability to create sub-TMAs	To help address mobility challenges that are distinct to Austin's unique business districts, more direct awareness and participation in TDM programs in each business district is needed. This strategy would expand the reach of Movability, the region's only transportation management association (TMA), by developing sub-TMAs that are business district focused.	\$200,000-\$300,000  Additional Movability staff
C	Transit use rewards program	Implement a rewards program that provides donated coupons or discounts for use of a transit pass. This could be structured within Capital Metro's smartphone application. There are multiple integration options for this program depending on partnership feasibility.	\$335,000

# Top Strategies



Strategy		Description	Cost
D	Personalized “nudge” pilot	Pilot involving opt-in, tailored and personalized commute route maps, and incentives (such as credits for first/last mile options) for using non-driving modes. It can be set up at any scale or range of areas to test effectiveness. It is strategically designed to learn what is most beneficial to delivering improved options and boosting transit use.	\$240,000 - \$540,000  1 FTE
E	Gamification and frequent rider program	Building on the regional Commute Solutions platform (or Cap Metro’s app), implement a digital platform or mobile app that tracks commute trips and rewards non-drive-alone modes through gamification strategies. These strategies should encourage first time transit users, increase the frequency of transit ridership through competition, and create networks that promote positive social reinforcements.	\$585,000  0.5 FTE
F	Unbundle citywide parking	Require the cost to rent or buy a parking space be separated from the cost to rent or buy an apartment, condo, or office. This requirement could be expanded to include existing buildings, although this would be more challenging to implement. An additional element could be a requirement that new or existing developments offer and advertise access to a discounted transit program.	\$115,000  0.75 FTE

# Strategy A:

Transit passes for registered Movability members & focused marketing program



Impact ●●●●○

Level of difficulty ●●●●○

Cost ●●●●○

**Investment:** \$900,000 (FY20). Primary costs include oversight, distribution, marketing, and the bulk discount subsidy on an ongoing basis.

**Staff:** 1 FTE leading initiative (Movability), plus administration support, access to marketing expertise.

**As seen elsewhere**


Seattle's 10% drop in single-occupancy vehicle commutes into its downtown since 2010 is largely credited to large employers providing free transit passes, along with other programs, as a key feature of a broader commute trips reduction program.



# Strategy B: Expand Movability to create sub-TMAs



 Impact ●●●●●

 Level of difficulty ●●●●●

 Cost ●●○○○

**Investment:** \$200-300k (FY20). This would reflect an expansion/change to Movability's role, and require funds to create business-district-focused sub-TMAs (typical start-up costs for a new TMA range from around -\$200-300k). Funding could come from multiple sources, including the City, parking management operations, membership dues, and business operations.

**Staff:** Additional Movability staff dependent on the number of business district sub-TMAs.

 **As seen elsewhere**

MassCommute is a coalition of 15 TMAs in Massachusetts (11 of which are in the Boston region), serving 400,000 commuters in total. It was formed as a non-profit membership organization, and often serves as a liaison between individual TMAs and state or regional bodies - for example, by negotiating services and standardizing reporting.

# Strategy C: Transit use rewards program



Impact ●○○○○

Level of difficulty ●●●○○

Cost ●●○○○

**Investment:** \$335,000 (annual). Dependent on partnership arrangements. The nature of the partnership requires coordination with an executive and legal team to confirm its approach.

**Staff:** Likely requires some staffing, including executive support to negotiate partnerships. Implementation requires ongoing administrative support as well as on ongoing program manager, which could be government or private non-profit led.

As seen elsewhere

Aspen, Colorado is preparing a temporary program to reward transit riders with retail incentives through an app called Miles.

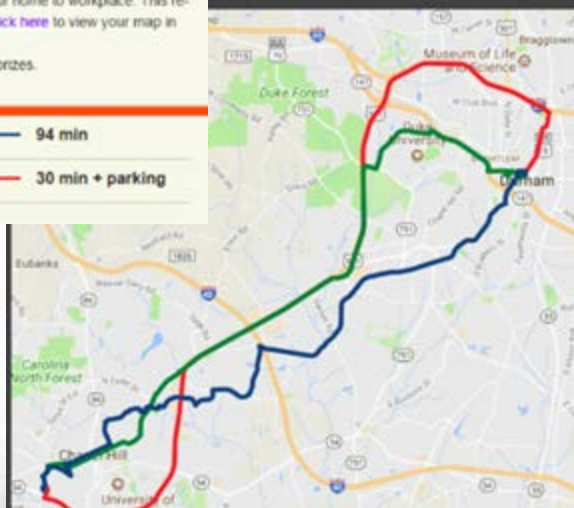
# Strategy D: Personalized “nudge” pilot

**Maureen,**  
Driving downtown Durham is so 2017.

**We have mapped your 2018 transit options!**  
Join others in the Mayors Challenge for weekly prizes

Look at your personalized options in the map below from your home to workplace. This re-route will help you make the most out of your commute. [Click here](#) to view your map in Google Maps.  
Take the Mayors Challenge and win prizes.

60 min	94 min
Not mapped	30 min + parking



Impact ●●●○

Level of difficulty ●●●●○

Cost ●●○○○

**Investment:** \$240,000-540,000 (annual budget).  
Durham began testing concepts with a \$100,000 grant followed by -\$1 million for a three-year program.

**Staff:** One dedicated FTE to oversee and implement programs over 3-year period.

**As seen elsewhere**

Durham’s Nudge program piloted this approach. Durham operated the program to include 1,500 commuters and measured which combinations of incentives and travel information achieved the biggest results.



# Strategy E: Gamification and frequent rider program



Impact ●●●○

Level of difficulty ●●●○

Cost ●●○○○

**Investment:** \$585,000 (annual budget). Variable depending on scale. These tools are typically leveraged in a contained setting and thus, further exploration is required to estimate how they can scale to larger, more porous geographies and users. Costs will include ongoing software subscriptions, and staff leadership and administration.

**Staff:** 0.5 FTE for program implementation and partnership coordination.

As seen elsewhere

Gamification platform are not common but growing. Examples include:

- Metropia: earn points for off-peak travel.
- Aspen: earn incentives for travel by non-driving mode.
- Love 2 Ride: groups compete for most miles and new participants.
- Hytch: earn points for riding transit and finding other users.

# Strategy F: Unbundle citywide parking



Impact ●●●●●



Level of difficulty ●●●●●



Cost ●○○○○

**Investment:** \$115,000 (FY20). Policy formation staff cost, plus monitoring program to ensure compliance.

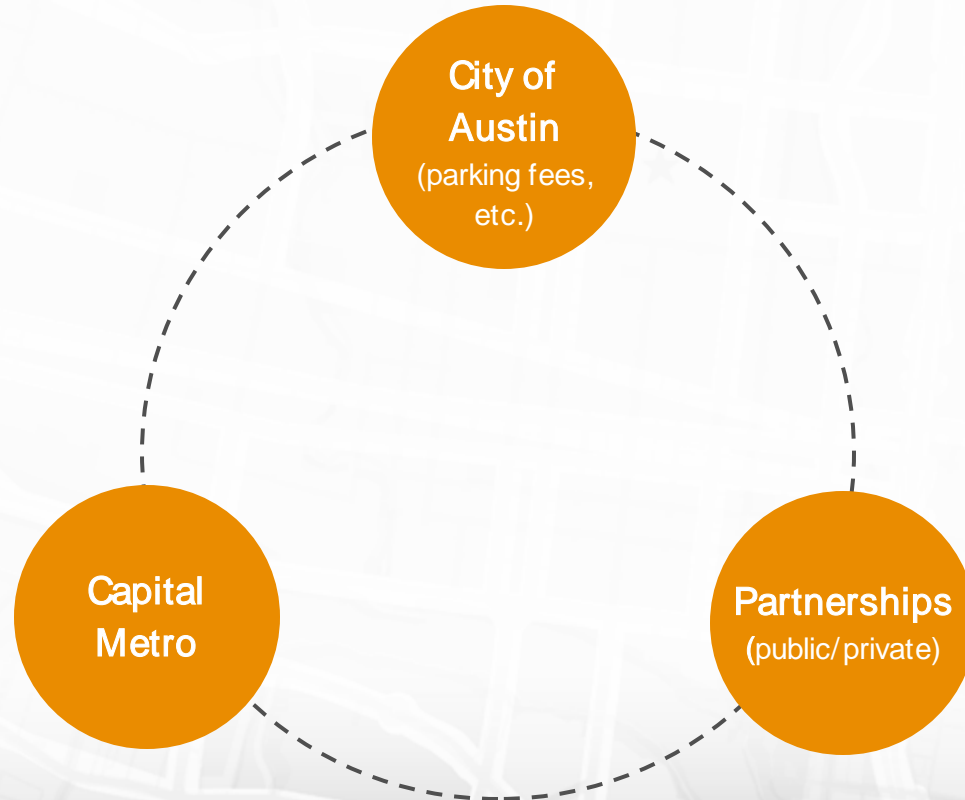
**Staff:** Planning department lead with ATD planning support. Policy change requires a .75 FTE during development, and then ongoing technical assistance and enforcement within Planning.



### As seen elsewhere

Several other American cities have unbundled parking. King County Metro has tracked the outcome of unbundled parking and related parking and TDM policies to better inform programming in new multifamily residential buildings.

# Implementation/funding



# Questions?



Top Strategies Summary		Cost
A	Transit passes for registered Movability members & focused marketing program	\$900,000 1 FTE (Movability)
B	Expand Movability to create sub-TMAs	\$200,000 - \$300,000 Additional Movability staff
C	Transit use rewards program	\$335,000
D	Personalized “nudge” pilot	\$240,000 - \$540,000 1 FTE
E	Gamification and frequent rider program	\$585,000 0.5 FTE
F	Unbundle citywide parking	\$115,000 0.75 FTE