



Recommendation for Action

File #: 22-1548, Agenda Item #: 25.

4/7/2022

Posting Language

Authorize negotiation and execution of a multi-term contract with Movability, Inc. to provide management of the City's Transportation Demand Management efforts, for a term of five years for a total contract amount not to exceed \$2,000,000.

(Note: This procurement was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9C Minority Owned and Women Owned Business Enterprise Procurement Program. For the services required for this procurement there were no subcontracting opportunities; therefore, no subcontracting goals were established).

Lead Department

Financial Services Department.

Client Department(s)

Austin Transportation Department.

Fiscal Note

Funding in the amount of \$550,000 is available from the Fiscal Year 2021-2022 Operating Budget of the Mobility Fund of the Austin Transportation Department. Funding for the remaining contract term is contingent upon available funding in future budgets.

Purchasing Language:

Professional Service.

For More Information:

Inquiries should be directed to Brenita Wilkison, at 512-974-3164 or brenita.selement@austintexas.gov [<mailto:brenita.selement@austintexas.gov>](mailto:brenita.selement@austintexas.gov).

Additional Backup Information:

The contract is for management services of the Transportation Demand Management (TDM) efforts for the City. The contractor shall provide specific guidance to City personnel on key policies, goals, and objectives that service the existing TDM initiatives, in compliance with the Austin Strategic Mobility Plan. The contract programs will include mobility assistance, research and analysis, regional trip reduction program, regional mobility data exchange, regional brand alignment and GetThereATXSM brand management and media support.

Currently the mode share between driving alone versus all other modes of transportation is 74/26. Per the Austin Strategic Mobility Plan, the city is committed to its mode of transportation share goal of a 50/50 mode share between driving alone versus all other modes of transportation by 2039. This contract serves to encourage sustainable commuting to better reach this 50/50 split.

This contract will supersede and greatly expands the movability challenge program, a part of the City's TDM

effort. The current contract for the movability challenge program will expire April 18, 2022. The recommended contractor is the current provider for these services.

The recommended contractor is the only Transportation Management Association in Central Texas and has performed multiple outreach/engagement/education projects with a focus on transportation sustainability with the Austin Transportation Department for over 10 years.

If a contract is not secured, baseline data and established relationships will be lost. Additional time and cost would be needed to restore the program to its current level.

Strategic Outcome(s):

Mobility, Health and Environment.