

AUSTIN TRANSPORTATION AND PUBLIC WORKS

# Transportation Demand Management Strategic Plan 2025-2029









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# Executive Summary



In 2019, Austin City Council adopted the **Austin Strategic Mobility Plan (ASMP)**, a comprehensive multimodal transportation plan for the city's transportation network. The primary objective outlined in the plan is to reach 50/50 mode share (50% drive-alone trips, 50% all other options combined) by 2039. This objective, along with the ASMP's goals, policies, and targets, was developed in direct response to recurring themes raised by Austin residents, highlighting the most important issues to address as we build, maintain, and operate Austin's transportation system. These themes include commuter delay, travel choice, health and safety, affordability, sustainability, placemaking,

economic prosperity, and innovation. One of the ASMP's top strategies to address these issues and reach 50/50 mode share is to "manage congestion by managing demand." This is often referred to as transportation demand management (TDM).

TDM is "the use of strategies to inform and encourage travelers to maximize the efficiency of our transportation systems leading to improved mobility, reduced congestion, and lower vehicle emissions."<sup>1</sup> As in any network, managing demand can be a time-efficient and cost-effective means of managing our transportation system. TDM strategies focus on helping people use





existing infrastructure to walk, bike, share rides, or take public transit, instead of driving alone. They also aim to reduce peak travel congestion by encouraging alternative work schedules and telework to shift travel times.

Implementing a robust set of TDM strategies across Austin is essential as the city enters a pivotal moment in transportation. The Austin Metro Area is currently the fastest growing region in Texas and is forecast to add a million residents by 2040, with 300,000 of those within the city of Austin.<sup>2</sup> While driving alone is currently the default mobility option for many community members, adding 300,000 new vehicles to already congested roadways could be problematic for our community. By shifting the growth of total trips to other modes coupled with strategically expanding system capacity, the 50/50 mode share goal allows Austin to maintain approximately the same number of cars on the road while almost doubling in population.

Austin will enact an unprecedented number of infrastructure projects in the next two decades. These projects include Austin's first light rail system, investments in Interstate 35, new MetroRapid transit lines, and improved active transportation connectivity for people who walk, bike, or use other shared mobility devices. These multi-year construction projects present a unique opportunity to shift mobility behavior and drive lasting change as travelers look to new modes, access expanded transit services, and seek up-to-date travel information to reduce the impacts of congestion on their daily lives, both during and after the construction boom.

In 2018, the City of Austin created the TDM Program to implement TDM strategies for City employees and Austin residents, commuters, employers, students, and visitors. Since then, the TDM Program's work has grown to encompass air quality, congestion mitigation, education and encouragement campaigns, and multimodal





programming and planning. Most recently, the Environmental Protection Agency (EPA) awarded the City of Austin and its regional partners a \$47.9 million Climate Pollution Reduction Grant (CPRG), which will enable the region to improve regional transit service, invest in mobility infrastructure, and inspire residents to try new travel options. The City's TDM Program will play a key role in implementing this grant.

This five-year TDM Strategic Plan is a response to the ASMP's action item directing the TDM Program to "draft and implement a citywide TDM plan, similar to other modal plans, that will help identify

specific inter-departmental and inter-agency TDM strategies that support the mobility plan goals." This plan articulates a focused strategy to advance Austin's mobility goals by helping community members choose sustainable transportation options, thereby changing the demand side of the mobility equation. This plan builds upon ongoing mobility efforts at the City of Austin's Transportation and Public Works (TPW) Department and other regional agencies. It also incorporates key elements necessary to deliver the CPRG work program in the next five years.



**In alignment with the TDM-related policies established in the ASMP, the strategies outlined in this plan advance two overarching goals:**



**1.** Implement community-wide strategies that increase use of all transportation options and manage congestion.



**2.** Lead by example in offering, promoting, and implementing mobility options for City of Austin employees.

The TDM Program will lead the implementation and monitoring of the TDM Strategic Plan and create an annual progress report. These reports will also provide an opportunity to evaluate and refine the strategic plan as necessary. The following indicators, as detailed within the ASMP, will measure progress towards achieving the TDM goals:

- **Overall understanding of transportation options** (aside from a personal vehicle) and satisfaction of users to get around Austin (rideshare, bus/train, bike, walk, etc.)
- **Share of City of Austin employees** commuting by walking, bicycling, sharing rides, or taking transit
- **Total vehicle miles** traveled (VMT)
- **Share of Austin residents who work at home** instead of commuting to work
- **Share of Austin residents who carpool** to work
- **Share of work trips** that are taken during off-peak hours
- **Number of people reached** by transportation demand management programming



# What Is TDM?



**T**ransportation Demand Management (TDM) is defined by the U.S. Department of Transportation as a set of strategies that maximize traveler choices by encouraging the most efficient use of all available transportation options.<sup>3</sup> TDM has a strong focus on shifting single-occupancy vehicles (SOVs) trips to sustainable travel options such as biking, carpooling, micromobility (such as e-scooters and bikeshare), transit, and walking. Moving people instead of cars is one practical way to think about this. Objectives of TDM include reduced traffic congestion, improving air quality by reducing vehicle emissions, and improved mobility, health, and equity.

TDM first emerged in the United States during the 1970s, growing directly out of two major events:

1. The 1973 oil crisis that significantly increased the price of petroleum products, and
2. The 1979 energy crisis that once again resulted in inflated prices and long lines at gas stations.<sup>4</sup>

These events made it clear that overreliance on SOVs had become a problem, and that alternatives needed to be developed to reduce energy consumption while alleviating traffic congestion and helping everyday members of the workforce save money. Some cities that have led the way on implementing TDM include Seattle, WA; Arlington, VA; and Nashville, TN.<sup>5</sup>










Today, most major U.S. cities are exploring ways to reduce reliance on SOVs and encourage smarter, more efficient transportation options. Examples of TDM strategies include employee commuter benefits (e.g., free transit passes), parking cash-out programs, flexible work schedules, vanpool subsidies, rewards for taking alternative trips, and TDM requirements for new developments.<sup>6</sup> Cities enable TDM by investing in public transportation, bike infrastructure, and city walkability. Finally, communication plays a significant role in TDM efforts, from providing easily accessible information about locally available transportation options to highlighting the benefits of commuting alternatives.

## Current TDM Landscape in Austin

The City established the Transportation Demand Management Program in 2018 to encourage the use of sustainable modes of travel and relieve traffic congestion in Austin and its regional neighbors. The TDM Program is staffed by a four-person team in the City's Transportation and Public Works (TPW) Department. Some examples of TDM strategies currently employed by the TDM Program include:

- Informing the public and City employees on the benefits of multimodal transportation options at events such as Blues on the Green, UT Marketplace, and City Health Expositions.
- Partnering with local nonprofits and community organizations to organize bike rides, walking trips, and multimodal events such as Bike to Work Day.
- Providing resources and information on sustainable transportation options via the Get There ATX website, social media accounts, and monthly newsletter.

**FIGURE 1: THE COST OF TRANSPORTATION**

	<b>Drive Alone</b>	<b>\$\$\$\$</b>
	<b>Rideshare</b>	<b>\$\$\$</b>
	<b>E-Scooter</b>	<b>\$\$</b>
	<b>Carpool / Vanpool</b>	<b>\$</b>
	<b>Transit</b>	<b>\$</b>
	<b>Bicycle</b>	<b>\$</b>
	<b>Walk</b>	<b>Free</b>

**Transportation cost** has a direct effect on people's economic mobility and outcomes. In the Austin-Round Rock area, the typical household spends about half of its income on housing and transportation. Furthermore, as families move farther away from their jobs, their transportation costs increase. The Center for Housing Policy found that **for every \$1 saved on housing costs families spend on average 77 cents more on transportation.** Once a person's commute has reached 12-15 miles, the added transportation costs erase housing savings. This is why affordable transportation options are crucial to provide people choices besides owning a personal vehicle.



- Offering City employees free or reduced-price commute options, including CapMetro Transit, CapMetro Bikeshare, carpooling, and vanpooling.
- Partnering with the region's transportation management association to enable local employers to incentivize sustainable commute solutions for their employees.
- Collaborating with CapMetro to improve and expand the CapMetro Bikeshare system from 70+ stations and 800+ bikes to 300+ stations and 2,000+ e-bikes.
- Conducting focus groups with target audiences to learn more about the public's challenges and ideas regarding transportation options.
- Advising City departments and other transportation agencies on how to implement TDM strategies in transportation planning.

The work of the City's TDM Program aligns with the overarching Regional TDM Plan developed by the Capital Area Metropolitan Planning Organization (CAMPO) in 2019.<sup>7</sup> The regional plan aims to advance a unified TDM agenda across Bastrop, Burnet, Caldwell, Hays, Travis, and Williamson Counties. The strategies outlined in this document provide a more detailed plan for the role the City of Austin will take in the coming years to advance regional TDM goals and other mobility initiatives.

Further, the City's work is underpinned by the belief that a person's background and identity should not determine access to services or life outcomes. In accordance, equity is a central goal of the TDM Program. The impacts of the City's 1928 Master Plan remain evident today, almost a century later, with Interstate 35 continuing to act as a racial

and socioeconomic dividing line between Austinites. These and other past wrongs still impact many low-income communities of color today. Given the links between increased transportation ease and economic development, and between exposure to air pollution and negative health impacts, TDM strategies are essential for raising up disadvantaged communities. Through these efforts, we are working to build partnerships across Austin to create more transportation options for everyone.







## **TDM and Construction Mitigation Efforts in Austin**

Throughout the next decade, the Central Texas region will make progress on its aspirations for a more balanced and multi-modal transportation network through significant construction projects. These projects include Austin's first light rail system, investments in I-35, new MetroRapid transit lines, and improved active transportation connectivity for pedestrians and people riding bikes and scooters. When complete, these projects will offer new transportation options to Central Texas residents. However, this intensive construction will cause major traffic impacts in the short-term, which will disproportionately affect low-income and disadvantaged communities.

Many of these major transportation construction projects will occur in Austin's urban core. While this area is small in terms of land, the projects within it will result in a huge impact that most Central Texans will feel in their daily trips. As Downtown Austin, the University of Texas, and the State Capitol Complex are major destinations for commuters, residents, and visitors, a disproportionate number of trips move to and through that area, leading to increased delay throughout the region. For example, TxDOT's I-35 Capital Express Central Project will impact 13 arterial cross streets that carry 23 bus routes, which is expected to directly affect over 15,000 daily transit users, or almost 20% of total average daily CapMetro riders. Also, 44% of the bus routes crossing I-35 within the project area carry 50% or more of that route's total daily passengers when the bus crosses I-35 Central.



In this time period of reduced vehicle moving capacity, making a cultural shift to non-drive alone travel options is evermore critical. TDM strategies aim to do just that – encourage a shift in mode choice from drive alone to other, more efficient ways of moving people such as carpool, transit, and vanpool. In addition, these mode shifts will not only mitigate the impact of construction but also increase the utilization of new construction projects like HOV lanes and transit lines upon their completion.

The backbone of construction mitigation is clear and consistent communication. TDM messaging aims to inform residents, commuters, and visitors on ways to navigate construction friction while also motivating them to use non-drive alone options. This includes collaborating with agencies leading construction projects to develop a unified communication strategy.

Another key component of mitigating construction and encouraging mode shift involves partnering with local employers to implement TDM strategies, especially those with large workforces whose employees commute at peak travel times. As one of the largest employers in the region, the City is dedicated to leading by example in providing its employees with robust commute benefits and incentivizing sustainable commutes.

The City partners with Movability, the local transportation management association (TMA), to achieve this. It works with Movability to expand employer membership and implement customized TDM programs. These programs can include providing subsidized transit passes, facilitating carpool and vanpool matching, promoting telework when and where possible, incentivizing and educating employees on non-drive alone options, and more. These efforts will become increasingly important as construction projects commence.







## Climate Pollution Reduction Grant

In 2024, the Environmental Protection Agency (EPA) awarded the City of Austin and its regional coalition with a Climate Pollution Reduction Grant (CPRG) worth \$47.8 million. The goal of the CPRG is to decrease vehicle miles traveled (VMT) and corresponding greenhouse gas (GHG) emissions and air pollution during Austin's upcoming construction boom. The coalition, led by the City of Austin's Transportation and Public Works (TPW) Department, includes the following entities: Capital Metropolitan Transportation Authority (CapMetro), Capital Area Rural Transportation System (CARTS), Texas Department of Transportation (TxDOT), and Capital Area Council of Governments (CAPCOG). In addition to the coalition partners, Capital Area Metropolitan Planning Organization (CAMPO) and Movability, the region's transportation management association, will play a pivotal role in implementation.



The CPRG's measures align closely with the City TDM Program's existing and planned efforts. For this reason, the TDM Program will play a key role in planning and implementation of the CPRG. As a result, the TDM Strategic Plan purposefully includes and identifies the main tasks necessary to deliver the CPRG measures. The City and its coalition partners are in the process of developing a detailed CPRG workplan, which will provide more information related to the grant.

**The City and its partners** will implement a coordinated regional TDM approach to strengthen transportation mode choices other than single occupancy vehicles (SOV) and encourage Central Texans to adopt new transportation options, both during and after the region's impending construction boom. The TDM approach will accomplish this through three main measures:



### **Measure 1: Improving Regional Transit Service**

This measure will address the impacts of construction on transit riders, particularly low-income transit riders, by improving service frequency for two major transit agencies: CapMetro and CARTS. Offering convenient transit service is crucial to presenting transit as an attractive transportation choice. By increasing service frequency, the agencies will reduce passenger wait times, improve schedule predictability, and induce additional passenger demand.



### **Measure 2: Investing in Mobility Infrastructure**

This measure will remove barriers to SOV alternatives and create new "mobility hubs" by adding travel options and amenities to key regional and local mobility transition points. This will make carpooling, biking, transit, and other non-SOV modes viable travel options for people and will decrease SOV reliance.



### **Measure 3: Providing Education and Encouragement**

This measure will introduce a comprehensive TDM campaign to already planned regional transit service improvements and transportation infrastructure investments. This campaign will include extensive cross-jurisdictional and departmental information sharing, as well as public-facing education and incentive programs to encourage people to try new transportation options and shape regional travel demand. Therefore, this measure will help travelers become informed transportation decision-makers while leveraging new and existing approaches to engage employers, employees, and the public.



# Strategic Plan Methodology



**T**he following section describes the **TDM Program's approach** to developing the 2025-2030 TDM Strategic Plan. The TDM Program first conducted a review of City planning documents to ensure that the Plan's strategies and actions align with and advance existing mobility, climate, and equity goals. This was followed by an analysis of TDM strategies in peer cities to compare current efforts and explore new ideas. Lastly, the TDM Program analyzed transportation and programming data to establish baseline datapoints to best track progress.

## Alignment with City Planning Documents

The TDM strategies described in this plan aim to advance mobility, climate, and equity goals established by other City planning documents. These include the Imagine Austin Comprehensive Plan, the Austin Climate Equity Plan, the Equitable Transit-Oriented Development (ETOD) Policy Plan, and the Austin Strategic Mobility Plan (ASMP). Below is a compilation of the City's adopted goals that helped inform the TDM Strategic Plan.





## Imagine Austin Comprehensive Plan

Austin City Council adopted Imagine Austin in 2012, providing a comprehensive roadmap for the future of Austin. The overarching vision is for Austin to become a city of “complete communities.” Nested within this is the vision for the city’s transportation network, which reads:

*“Austin is mobile and interconnected. Austin is accessible. Our transportation network provides a wide variety of options that are efficient, reliable, and cost effective to serve the diverse needs and capabilities of our citizens. Public and private sectors work together to improve our air quality and reduce congestion in a collaborative and creative manner.*

- *Interconnected development patterns support public transit and a variety of transportation choices, while reducing sprawl, congestion, travel times, and negative impacts on existing neighborhoods.*

- *Our integrated transportation system is well-maintained, minimizes negative impacts on natural resources, and remains affordable for all users.*
- *Austin promotes safe bicycle and pedestrian access with well-designed routes that provide connectivity throughout the greater Austin area. These routes are part of our comprehensive regional transportation network.”*





## Austin Strategic Mobility Plan (ASMP)

Austin City Council adopted the ASMP in 2019, setting forth the City's comprehensive mobility plan. This plan established a 20-year 50/50 mode share goal. In other words, by 2039, 50% of the population will drive alone to work while 50% will use other transportation modes combined.

The ASMP explicitly identifies TDM as one of the top strategies to help achieve the 50/50 mode share goal, highlighting the need to manage congestion by managing demand. Specifically, the ASMP establishes two overarching goals for TDM efforts:

1. Implement community-wide strategies to increase use of all transportation options and manage congestion.

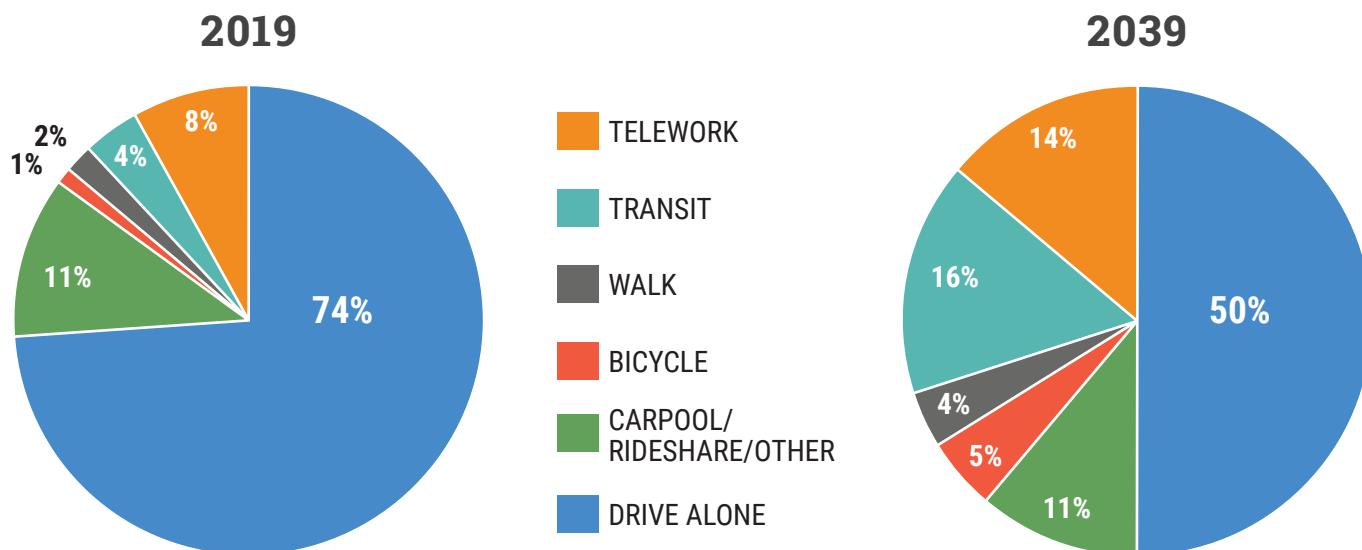
2. Lead by example in offering, promoting, and implementing mobility options for City of Austin employees.

To ensure that the TDM Program's work aligns with the ASMP, these goals serve the two main goals of the TDM Strategic Plan. The strategies and actions, described in greater detail later, aim to directly address these two goals.

The ASMP also includes the following list of TDM programming indicators and targets:

- Increase the understanding of transportation options (aside from a personal vehicle) and satisfaction of users to get around Austin (rideshare, bus/train, bike, walk, etc.), reported by socioeconomic demographic measures.

**FIGURE 2: ASMP 50/50 MODE SHARE GOAL**







- Increase the share of City of Austin employees commuting by walking, bicycling, sharing rides, or taking transit.
- Reduce vehicle miles traveled.
- Increase the share of Austin residents who work at home instead of commuting to work.
- Increase the share of Austin residents who carpool to work.
- Increase the share of work trips that are taken during off-peak hours.
- Increase the number of people reached by transportation demand management programming.

These indicators and targets, along with the specific mode share goals, will serve as the metrics by which the TDM Program measures progress on achieving its goals.

## Austin Climate Equity Plan

Austin City Council adopted the Austin Climate Equity Plan in 2021, with the bold and aggressive goal of equitably reaching net-zero community-wide greenhouse gas emissions by 2040. Given that transportation is the largest contributor to greenhouse gas emissions, the plan identifies “Transportation and Land Use” as one of the critical factors to achieving climate goals.

Two of the three “Transportation and Land Use” goals include common TDM strategies. These are:

- Goal 1: By 2030, 80% of new non-residential development is located within the city’s Imagine Austin activity centers.
- *Strategy 1: Plan for complete communities.*





- *Strategy 2: Work with employers on location and amenities.*
- *Strategy 3: Create mobility hubs.*
- *Strategy 4: Phase out free parking.*
- **Goal 3:** By 2030, 50% of trips in Austin are made using public transit, biking, walking, carpooling, or avoided altogether by working from home.
- *Strategy 1: Expand and improve public transportation.*
- *Strategy 2: Promote free transportation options.*
- *Strategy 3: Enhance transit stations and stops.*
- *Strategy 4: Prioritize bicycle networks.*
- *Strategy 5: Enhance bicycle education and training.*
- *Strategy 6: Improve sidewalks, urban trails, and crossings.*
- *Strategy 7: Promote remote and flexible work policies.*

## Equitable Transit-Oriented Development Policy Plan

Austin City Council adopted the Equitable Transit-Oriented Development Policy Plan in 2023. This plan provides a comprehensive framework to help the Austin community ensure that future development around the Project Connect transit system supports residents of all incomes and backgrounds, especially those who have been disproportionately burdened by past transportation and land use decisions. Of the plan's six goals, the first one directly ties into transportation. It reads:

*“Goal 1: Enable all residents to benefit from safe, sustainable, and accessible transportation. We seek to provide easily accessible, high-quality, reliable transportation that meets the travel needs of existing and new riders. This includes evaluating current transit networks and ridership to determine service gaps and expand the transit service network.”*



## Peer City Analysis

Prior to drafting the TDM Strategic Plan, we analyzed TDM strategies in peer cities to compare our current efforts and explore new ideas. The five cities we selected for comparison are: 1) Seattle, WA; 2) Portland, OR; 3) Denver, CO; 4) Atlanta, GA; and 5) Dallas, TX.

The following sections provide a brief overview of each city's current TDM efforts and highlight any best practices or programs that guided our strategic planning. The information presented below was gathered from each respective city's transportation website.

### Seattle, WA

The City of Seattle's TDM efforts date back to 1991, when Washington State passed the Commute Trip Reduction (CTR) law to encourage employers to reduce peak drive-alone trips.<sup>8</sup> Over 250 worksites in Seattle currently participate in the City's CTR program, which has seen both drive-alone rates and vehicle miles traveled per employee

fall substantially since its adoption.<sup>9</sup> The City's Transportation Options TDM efforts are best summarized by their current programs and strategies:

- **Commute Trip Reduction Law:** Requires employers to appoint a coordinator to administer and promote their CTR program, submit biennial program reports, conduct commuter surveys, and exercise a good faith effort to implement the law.<sup>10</sup>
- **Commute Trip Reduction Program:** Provides major employers with education, events, communications, and data insights to reduce drive-alone trips.
- **Commuter Benefits Ordinance:** Requires employers with 20+ employees to offer employees the opportunity to make a monthly pre-tax payroll deduction for transit or vanpool expenses.
- **Transportation Management Program:** Assists property managers in meeting site-specific mode split targets.





- **Flip Your Trip:** Coordinates neighborhood-focused events to educate residents on alternative travel options.
- **MyTrips:** Provides City staff with commuter benefits and incentives, including a free transit card, guaranteed ride home, secured bike parking, on-site bike mechanics, ride matching (carpool and vanpool), trip planning assistance, and promotions and prizes.<sup>11</sup>

The City of Seattle is also in the process of creating a formal TDM strategic plan. Prior to its release, we have identified the following best practices from their work to guide our strategic planning efforts:

- **Enshrine TDM principles** in State and City laws, ordinances, and regulations.
- **Clearly define which specific groups** each TDM program targets.
- **Leverage the development review process** to ensure that new developments have a quantified strategy for achieving the City's mode share targets.
- **Focus efforts on large employers** to impact commute trips.
- **Provide community leadership** by applying TDM efforts and programs toward City of Austin employees.
- **Dedicate programming** for each transportation mode.
- **Develop individual strategic plans** and regular performance reports for each program.
- **Involve community input and feedback** in future TDM strategic planning initiatives.

## Portland, OR

The Portland Bureau of Transportation (PBOT) leads the City of Portland's TDM policies, projects, and programs. TDM initiatives date as far back as 1981, when the City established a Zone Parking Permit Program to address concerns about commuter parking in neighborhoods.<sup>12</sup> Since then, PBOT has expanded and refined its TDM efforts to meet mode share and vehicle miles traveled (VMT) reduction goals. Their 2021 Way to Go Plan details their current work and provides a framework to guide future work.

The strategic plan clearly spells out PBOT's TDM vision to "improve mobility for everyone while decreasing the number of drive-alone trips and reducing [VMT]."<sup>13</sup> In pursuing this vision, their work is guided by two principles: 1) the potential to advance equity and address structural racism and 2) the potential to reduce carbon emissions. The Plan organizes all current and future initiatives into eight strategic priority areas: pricing, financial incentives, direct modal services, personal security, right-of-way management, land use and development, employer commute programs, infrastructure activation, and information and encouragement.

Each strategic priority area includes detailed information ranging from objectives and theory of change to existing work and potential partnerships. Based on extensive research, PBOT will be shifting its focus from information and encouragement to pricing strategies. A few of PBOT's expansive TDM efforts include:

- **Pricing Options for Equitable Mobility Taskforce:** Generated a report providing recommendations to intentionally create a more equitable, sustainable transportation system through the use of pricing strategies.





- **Transportation Wallet:** Offers passes and credits for sustainable modes of transportation (i.e. transit, streetcar, bike-share, scooters, etc.) to three groups: 1) parking permit area residents, 2) low-income residents, and 3) new multi-family building residents.
- **TDM in Campus Institutional Zones**  
**Administrative Rule:** Requires university or medical campuses in these zones to submit TDM plans as part of any proposals for increased development or parking.
- **Bike and Walk Bucks:** Provide City of Portland employees the opportunity to earn \$50 for each month that they commute to work using non-SOV modes.
- **SmartTrips New Movers:** Delivers personalized packets, events, and emails to new residents who want to learn more about their transportation options.

PBOT's Way to Go Plan served as one of the key examples that guided our strategic plan development. Beyond the Plan's overall design and formatting, we identified the following best practices to guide our document:

- **Acknowledge global themes** (i.e., Covid, structural racism, etc.) that impact transportation choices.
- **Clearly demonstrate** how TDM advances city goals enshrined in other documents.
- **Provide a brief history** of TDM efforts and discuss why approaches have evolved over time.
- **Dedicate space** to describe the structure of the strategic plan.
- **Identify key short-term actions** for each strategic priority area.



## Denver, CO

The City and County of Denver focus the majority of their TDM strategies on the development review process. In 2021, the City and County passed a TDM regulation requiring all new developers to submit a TDM Plan for approval prior to their Site Development Plans.<sup>14</sup> Based on a development's size and type (residential, commercial, or industrial), it is placed into one of three tiers, each with its own SOV reduction target. Developers must then select TDM strategies, invest in transportation options, monitor progress, and report on the benefits.

The TDM strategy menu that new developers can choose from includes:<sup>15</sup>

- **Transit strategies** such as subsidized transit passes, transit station/stop investments, transit connection services, and passenger pick-up/drop-off areas with curb management.
- **Bicycle and pedestrian strategies** such as shared amenities (i.e.,

showers, lockers, repair kits, etc.), bike-share, micro mobility share, and wayfinding.

- **Parking and car share strategies** such as parking fees, parking cash-out, unbundled parking, preferential parking for sustainable modes, incentivized carpooling/vanpooling, and access to car share.
- **Supportive strategies** such as membership in a TMA, new resident/employee kits, emergency ride home, teleworking, on-site childcare, and flexible sustainable transportation incentive funds.

While the City and County of Denver do not have a specific TDM strategic plan, we have adopted the following best practices from their efforts:

- **Leverage the development review process** to ensure that new developments have a quantified strategy for achieving the City's mode share targets.





- **Enshrine TDM principles** in State and City laws, ordinances, and regulations.
- **Partner with existing developments** to incorporate TDM strategies for their residents and/or employees.
- **Explore policies and regulations** to require new developments to create, implement, and monitor TDM-specific plans.
- **Develop clear monitoring** and enforcement plans.

## Atlanta, GA

The City of Atlanta relies on partner organizations to provide TDM programs and services. These organizations include Community Improvement Districts, Georgia Commute Solutions, and the region's transportation management associations (TMAs)<sup>16</sup> Despite not having a formal TDM program, the City of Atlanta's Special Public Interest (SPI) zoning districts contain TDM measures such as TDM plan requirements, parking limitations, bicycle parking and shower requirements, TMA membership

requirements, and maximum parking requirements. The Atlanta Transportation Plan sets forth a three-level approach to implementing a comprehensive TDM program:

- **Program optimization:** To optimize existing TDM programs and incentives, the City aims to bolster requirements, enforcement, coordination, branding, information distribution, reporting, and parking policies.
- **Civic implementation:** The City seeks to develop internal TDM programming by offering commuter incentives, events, outreach, TDM amenities, and parking cash-out.
- **Developer implementation:** To better assist developers in developing and meeting their TDM plans, the City will create TDM Plan Guidelines that include a TDM Plan Process, project applicability standards, mode share targets by land use, a menu of TDM strategies, and monitoring standards.





It is worth noting that the Atlanta Regional Commission and the Atlanta Downtown Improvement District have formal TDM strategic plans. The latter is currently exploring the feasibility of implementing a parking tax and working to better incorporate TDM into the built environment.<sup>17</sup> Both plans include strategies that involve the City of Atlanta, from which we have identified the following best practices:

- **Collaborate strategically** with all TDM partners (including business improvement districts and other business and/or district groups) in the region to identify gaps, optimize efforts, and provide consistent messaging.
- **Utilize Georgia Commute Options** as an example and resource to expand incentives to commuters, employers, and schools.
- **Embed TDM strategies** within zoning requirements and policies.

## Dallas, TX

The City of Dallas does not currently have any formal TDM requirements or programs. Therefore, it does not have a specific TDM strategic plan. However, the Dallas Strategic Mobility Plan (DSMP) recommends placing a stronger emphasis on TDM to improve system efficiency.<sup>18</sup> It explicitly lists three actions, each with its own metric:

- **Establish a TDM program for City employees** (metric: percentage of its employees that participate in the TDM program)
- **Incorporate TDM into the development review process** (metric: reduction in drive-alone trips generated by new developments)
- **Foster the creation of Transportation Management Associations** in key districts (metric: percent-age of jobs served by a TMA)







In late 2021, the City's Zoning Ordinance Advisory Committee considered the implementation of a TDM program for developers to amend off-street parking minimums and loading requirements.<sup>19</sup> This program would require buildings and developments to incorporate TDM strategies and meet the required points based on size and use. Each development would be required to submit a TDM plan including a description, a site plan, a travel demand strategy, a transportation impact analysis, a commitment to provide audits, and a designated mobility coordinator. The TDM menu of options provides strategies for transit, shared motorized mobility, electrical vehicles, management, loading and delivery services, pedestrian and bicycle amenities, and pricing of parking.

It is unclear if City Council approved the TDM Program, or whether progress has been made on the other two actions listed in the DSMP. Despite this, we have adopted the following best practices to guide our efforts:

- **Ensure that each high-level action item** has a specific and measurable indicator that can be used to monitor progress.
- **Include a performance dashboard** that includes both a baseline and future target for each indicator, depending on availability.
- **Collaborate with City commissions and committees** to incorporate TDM strategies in combination with parking management, land use, development code, etc.

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All photos pages 20-26: Adobe Stock



**FIGURE 3: PEER CITY ANALYSIS**

Peer City	City of Seattle, WA	City of Portland, OR	City of Denver, CO	City of Atlanta, GA	City of Dallas, TX	City of Austin, TX
<b>TDM STRATEGIC PLAN</b>	In Progress	Yes	No	No	No	Yes
<b>TDM LAWS/ ORDINANCES/ REGULATIONS</b>	Yes – Commute Trip Reduction Law & Commuter Benefits Ordinance	Yes – Performance-Based Parking Management Manual	Yes – TDM Ordinance (new developers)	No	No	No
<b>TDM PLAN REQUIREMENTS FOR DEVELOPERS</b>	Yes – Transportation Management Program	Yes – Commercial/ Mixed Use/ Multi-Dwelling Zones, Campus Institutional Zones	Yes – TDM Plan for new developers	Yes – Based on zoning district	No – Under consideration (2021)	Yes – TCM
<b>TDM PROGRAMS FOR EMPLOYERS/ EMPLOYEES</b>	Yes – Commute Trip Reductions Program	Yes – Telecommute policy development report, consulting for individual businesses	No	No	No	Yes – Movability
<b>TDM PROGRAMS FOR RESIDENTS</b>	Yes – Flip Your Trip	Yes – Transportation Wallet (Parking Districts, New Housing, Affordable Housing), Go by Greenways, SmartTrips New Movers, Portland by Cycle	No	No	No	Yes – Get There ATX
<b>TDM PROGRAMS FOR CITY EMPLOYEES</b>	Yes – MyTrips	Yes – Bike and Walk Bucks	No	Yes – Transit pass subsidy	No	Yes – Get There ATX, My Commute Solutions
<b>TDM EQUITY/ AFFORDABILITY INITIATIVES</b>	No	Yes – Transportation Wallet for Affordable Housing, Pricing Options for Equitable Mobility Task Force, Transportation Justice Framework	No	No	No	Yes – Free transit passes for HACA residents



# Data Analysis

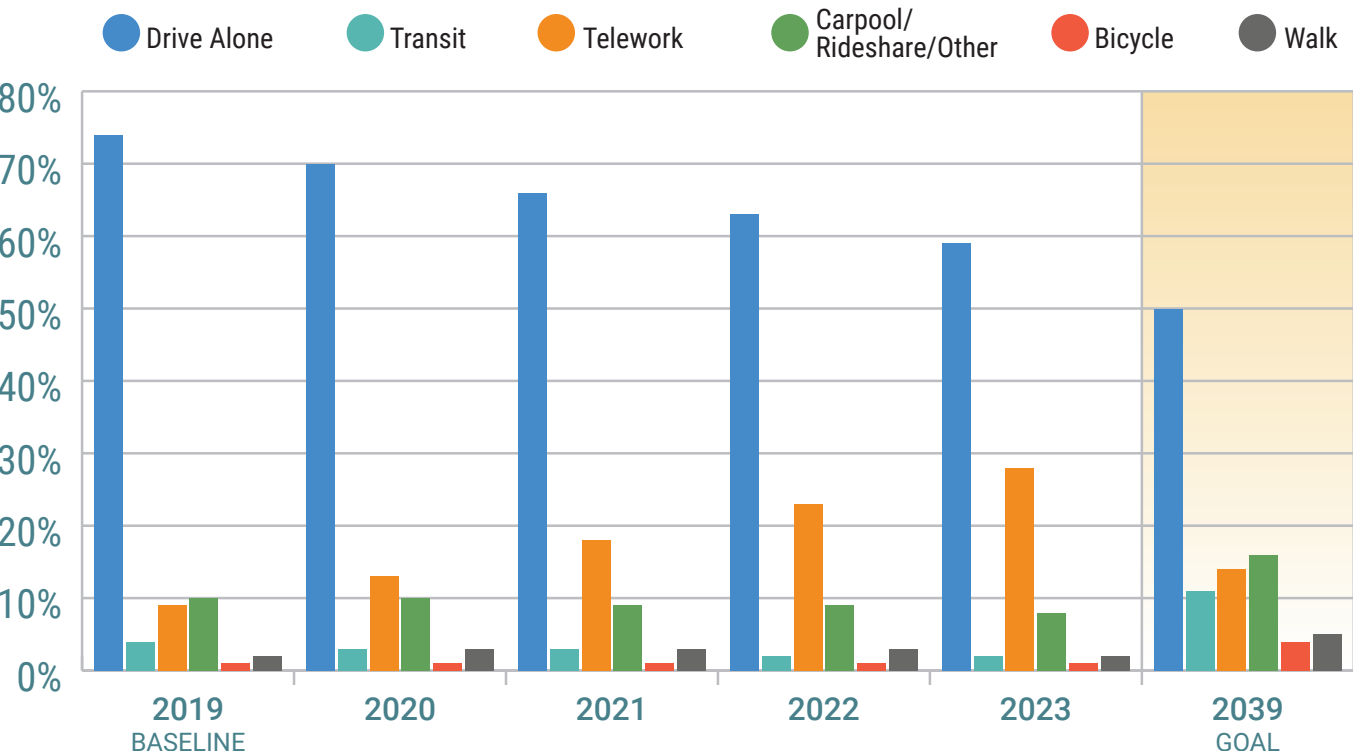
The mode share goals established in the ASMP were set and are monitored using the U.S. Census Bureau’s American Communities Survey (ACS) five-year estimates. While this is currently the best data that exists on mode share in Austin, this data only reflects commute trips. People make many non-commute trips throughout their day, and those trips also matter when it comes to managing the demand on the transportation network. However, lack of available data makes it difficult to measure mode-shift across all trips in Austin.

Although the key measure of success is based on work commutes, the programs and efforts outlined in this strategic plan

encompass all trips, regardless of their purpose. To remedy this in the future, the plan includes specific actions to augment data collection and analysis. At a high-level, however, the ACS survey data is used to show large-scale mode shift progress over time.

In 2019, ACS data showed that 74% of Austinites drove alone to work, while the remaining 26% used other transportation modes for their commute. These numbers serve as the baseline data points for comparison. The latest ACS five-year estimates for 2023 indicate that 59% of Austinites drive alone to work and 41% choose other modes. Figure 4 below shows how Austin has made progress in shifting mode share in the four years since adoption of the ASMP.

FIGURE 4: COMMUTE MODE SHARE IN AUSTIN<sup>20</sup>





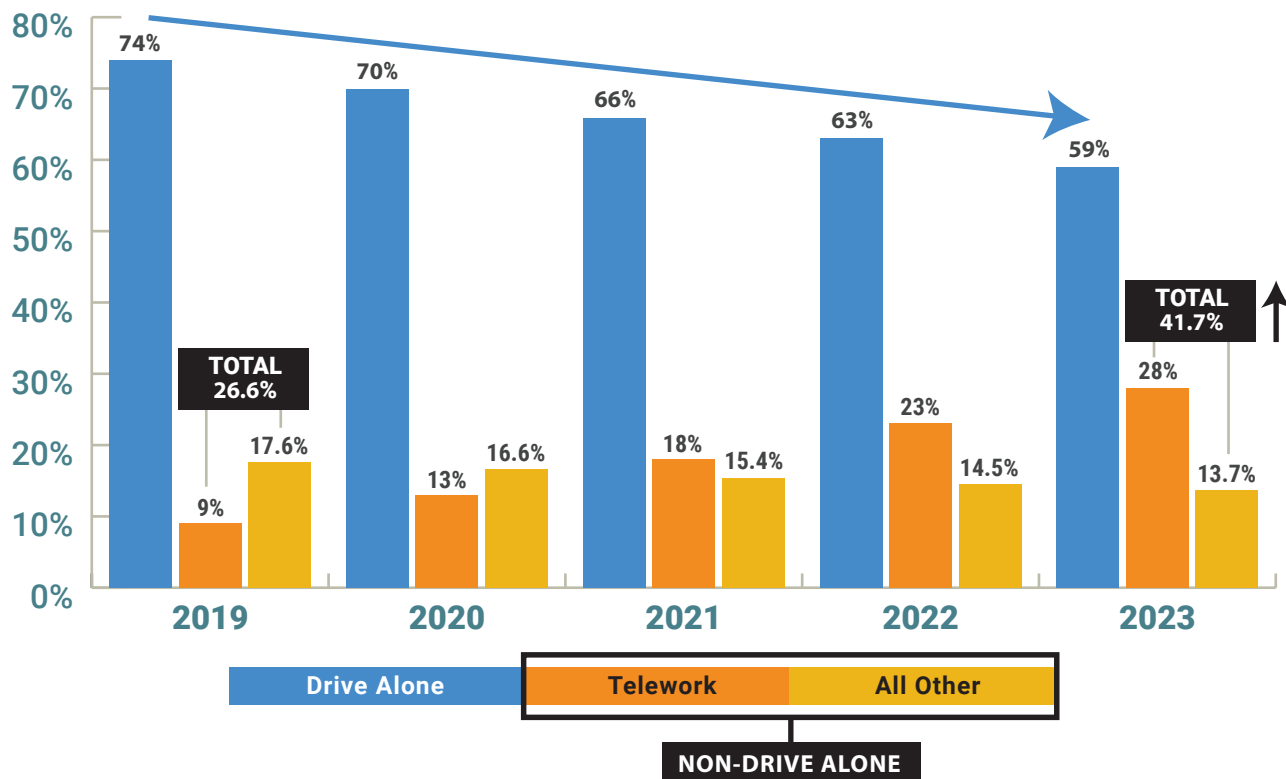
As shown in Figure 5, the percentage of Austinites who commute using non-drive alone modes has increased since 2019, largely a result of increases in telework. Despite these changes, driving alone remains the preferred mode. This preference is reflected in other data points.

- **In 2023, the total daily vehicle miles traveled (DVMT)** within TxDOT's Austin District was 64,991,435. Excluding multi-axle truck DMVT results in a DMVT of 59,394,773.<sup>21</sup>
- **In 2018, the transportation sector contributed 47.2% of all emissions** in Austin, emitting 5.65 metric tons of carbon dioxide equivalent (MTCO<sub>2</sub>e).<sup>22</sup>
- **In 2022, Austinites spent an average of 24.5 minutes** commuting to work.<sup>23</sup>

Despite Austinites' reliance on driving, data shows that doing so is expensive, time-consuming, and stressful. The average cost of owning a new car is \$12,297 per year, or \$1,025 per month.<sup>24</sup> When considering only fuel, maintenance, and time, the opportunity cost of commuting is approximately \$6,449 per year.<sup>25</sup> At a national level, this amounts to nearly \$16 billion in commuting costs per year. Further, nearly 60 percent of local workers find traveling to and from work stressful while 62 percent state that their commute is too long.<sup>26</sup>

To better understand transportation attitudes and behaviors, the TDM Program periodically conducts focus groups and surveys with different target audiences. According to focus groups conducted in 2023, the most

**FIGURE 5: MODE SHARE IN AUSTIN**





common reasons that Austin residents cite for choosing to drive alone are:

- Convenience
- Control
- Independence
- Ease
- Safety
- Not knowing how to navigate public transit
- Unfamiliarity with other options

Focus group participants also vocalized that local government is responsible for leading the effort to hit the 50/50 mode share goal and suggested ideas that may make options other than driving alone enticing. These include:

- Making public transit options easy to understand
- Providing a trip planning app

- Educating the public on what is available
- Partnering with local businesses to offer rewards/discounts for using sustainable transportation
- Gamifying the effort by offering frequent rider/usage points, contests, etc.
- Encouraging companies to provide perks to employees who use sustainable transportation

The TDM Program devised this strategic plan with these data and public input insights in mind. The strategies outlined in this plan aim to help the community achieve the 50/50 mode share goal established in the ASMP and tracked using ACS data. The actions related to each strategy strive to address the community's concerns and incorporate proposed solutions gathered via engagement activities, surveys, and focus groups. The TDM Program will continue to collect and analyze both quantitative and qualitative data to monitor and iterate its strategic planning efforts.







## Strategic Plan Structure

The TDM Strategic Plan works to advance the vision established in the ASMP by outlining specific strategies, actions, and tasks that the TDM Program will implement and monitor over the next five years. By establishing performance measures and metrics, the plan ensures accountability and transparency for the actions of TPW staff toward achieving the ASMP's 50/50 mode share goal by 2039. At a high-level, the strategic plan is organized into Goals, Strategies, Actions, and Tasks.

**Goals:** The two main goals, listed below, are pulled directly from the ASMP. This ensures that all strategies, actions, tasks, and metrics are in pursuit of the grander mobility vision for Austin. For simplicity, Goal 1 is referred to

as the “external” (non-City of Austin) goal and Goal 2 as the “internal” goal.

- **Goal 1:** Implement community-wide strategies to increase use of all transportation options and manage congestion.
- **Goal 2:** Lead by example in offering, promoting, and implementing mobility options for City of Austin employees.

**Strategies:** The ASMP also contains 26 high-level items for the TDM Program to address through its work. These range from “targeted TDM education and programming” and “trip-supportive tools” to “City facility colocation” and “regional TDM collaboration.” These items serve as the strategies that the TDM Program employs to achieve the two



overarching goals described above. Of the 26 strategies, 22 serve to achieve Goal 1 and the remaining four address Goal 2.<sup>27</sup>

**Actions:** Each of the 26 items identified in the ASMP contain a description with further specifications. These specifications serve as the high-level action items for the TDM Program.

For example, the “targeted TDM education and programming” strategy mentioned above includes the following description in the ASMP: “Develop targeted educational materials marketed to Austin’s historically underrepresented and underserved communities. Target programs and tailored one-on-one education on transportation options.” Each of these statements is considered an action. As a result, the number of actions varies by strategy.

**Tasks:** Lastly, each action includes a series of tasks that detail how the TDM program will advance the actions and strategies identified in the ASMP. This includes one-



time tasks and recurring tasks. It is worth noting that the ASMP contains strategies for 2019-2039 while this TDM Strategic Plan only encompasses 2025-2029. For this reason, not all the tasks undertaken over the next five years will result in the completion of items called out in the ASMP.

Additionally, given that the TDM Program will be highly involved in delivering the CPRG grant during the next five years, the tasks from that grant are included as well. Those are labeled “CPRG X.X” in reference to the measure number on the CPRG application. More details related to the CPRG are found in CPRG implementation planning documents.





# Implementation



**T**he following timeline provides a roadmap for the effective implementation of the 2025-2029 TDM Strategic Plan. The implementation plan also indicates the funding source for each task.

Other than City staff, key stakeholders involved in the implementation of the TDM Strategic Plan include the Capital Metropolitan Transportation Authority

(CapMetro), Capital Area Metropolitan Planning Organization (CAMPO), Capital Area Council of Governments (CAPCOG), Construction Partnership Program (CPP), Capital Area Rural Transportation System (CARTS), Texas Department of Transportation (TxDOT), Movability, and community and nonprofit organizations.



# GOAL 1: Implement Community-Wide Strategies to Increase Use of All Transportation Options and Manage Congestion

STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
1.1 Targeted TDM Education and Programming	1.1.1 Create targeted programs and tailored one-on-one education on transportation options.	1.1.1.1 Partner with the local transportation management association(s) to engage neighborhoods adjacent to construction projects to educate commuters and residents on their transportation choices.	CPRG Measure 3.2	2025-2029	CPRG
		1.1.1.2 Partner with the local transportation management association(s) to offer one-on-one trip planning for residents in properties located along construction corridors.	CPRG Measure 3.2	2025-2029	CPRG
		1.1.1.3 Partner with the local transportation management association(s) to host "Mobility Camps" for residents and employees commuting to and through construction corridors prior to the beginning of key construction work.	CPRG Measure 3.2	2025-2029	CPRG
		1.1.1.4 Participate in large-scale, community-wide events (e.g. Blues on the Green, UT Marketplace, etc.) to share information and resources on sustainable transportation options.	N/A	Recurring	Annual Operating Budget
		1.1.1.5 Conduct a minimum of four large-scale, community-wide campaigns during key times of the year to promote sustainable transportation choices (e.g. Bike Month, Back to School, Summer Air Quality, Spring Festival Season, and Fall Festival Season).	N/A	Recurring	Annual Operating Budget
		1.1.1.6 Partner with community organizations to organize the Recurring citywide Bike to Work Day event.	N/A	Recurring	Annual Operating Budget
		1.1.1.7 Collaborate with community organizations to lead at least 20 annual bicycle rides, walking trips, and other multimodal events for the public, with a focus on helping to activate and familiarize community members with newly constructed active transportation infrastructure.	N/A	Recurring	Annual Operating Budget
	1.1.2 Develop targeted educational materials marketed to Austin's historically underrepresented and underserved communities.	1.1.2.1 Partner with the TPW Public Information Office to execute a regional multilingual marketing and communications campaign to educate and guide communities impacted by major construction projects.	CPRG Measure 3.4	2025-2029	CPRG
		1.1.2.2 Continue to engage existing Community Ambassadors programs to share TDM informational materials and resources at the community level.	N/A	2025	Annual Operating Budget



STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
1.2 Get There ATX Program	1.2.1 Continue to implement and expand the Get There ATX program to include a new mover pilot program to educate residents who have made a recent life change and are open to updating their commuting habits.	1.2.1.1 Relaunch the New Movers Program in partnership with the local transportation management association(s).	N/A	2026	Annual Operating Budget
		1.2.1.2 Develop recommendations for future TDM efforts to encourage new residents to use sustainable modes of transportation.	N/A	Recurring	Annual Operating Budget
1.3 TDM Website	1.3.1 Develop a one-stop-shop transportation website for residents, commuters, employers, institutions, and visitors.	1.3.1.1 Support and improve the Get There ATX website, newsletter, and social media accounts to provide the public a one-stop-shop with content and tools that make getting around Austin easier.	N/A	Recurring	Annual Operating Budget
		1.3.1.2 Partner with the TPW Public Information Office to conduct an annual brand awareness study using digital marketing tools to monitor awareness of the Get There ATX brand.	N/A	Recurring	Annual Operating Budget
		1.3.1.3 Create and launch a public dashboard on the Get There ATX website that provides the public with various mode metrics and trends.	N/A	2025	Annual Operating Budget
1.4 Barriers to multimodal transportation	1.4.1 Work with partners to develop and promote discounted passes for carshare, bike-share, scooter-share, and public transit for low-income community members.	1.4.1.1 Identify a consultant to create and administer transportation wallets for 700+ low-income transit users annually.	CPRG Measure 3.1	2025-2029	CPRG
		1.4.1.2 Provide cash incentives to commuters who use sustainable modes of transportation.	CPRG Measure 3.1	2025-2029	CPRG
		1.4.1.3 Expand the "CapMetro for Business" for small employers in key construction areas to access discounts through the MovePass Program.	CPRG Measure 3.2	2025-2029	CPRG
	1.4.2 Expand access to the internet and technology to enable equity in use of telecommuting, access to shared mobility services and ride hailing, etc.	1.4.2.1 Connect community members with the Office of Telecommunications and Regulatory Affairs to help provide communications technology resources and infrastructure to potential users of mobility services who lack access to technology.	N/A	2028	Annual Operating Budget



STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
1.5 Trip-Supportive Tools	1.5.1 Increase the amount of trip-supportive tools, such as real-time transportation screens in buildings, transit arrival times at bus stops, wayfinding, and trip planning services and apps.	1.5.1.1 Implement a coordinated and holistic regional mobility platform for TDM.	CPRG Measure 3.3	2025-2029	CPRG
		1.5.1.2 Implement 48 neighborhood mobility hubs to provide first-and last-mile transportation connections to transit.	CPRG Measure 2.1	2025-2029	CPRG
		1.5.1.3 Coordinate with partners to add dynamic parking sensors to 4,000 parking spaces at park-and-ride locations to discourage traffic to congested areas where sensors indicate a lack of parking availability.	CPRG Measure 2.3	2025-2029	CPRG
		1.5.1.4 Coordinate with partners to add large-scale bicycle storage at 16 mobility hubs, particularly at park-and-ride locations.	CPRG Measure 2.2	2025-2029	CPRG
		1.5.1.5 Work with CapMetro and other City departments to coordinate wayfinding and supportive mobility information at Mobility Hubs, Bikeshare stations, and transit stations.	N/A	2025	TASA Grant/ CPRG
		1.5.1.6 Revise and refine the Austin Bike Map to provide an easy-to-use print and digital product for the public to have the most up-to-date bicycle network information.	N/A	2025	Annual Operating Budget
1.6 End-of-Trip Facilities	1.6.1 Establish and provide incentives and/or requirements for end-of-trip facilities in private developments and public facilities.	1.6.1.1 Partner with the local transportation management association(s) to expand the Go Grant Program to include new organizations and different types of TDM-related projects.	N/A	2026	Annual Operating Budget
		1.6.1.2 Inform updates to the City's Transportation Criteria Manual (TCM) to include TDM supportive incentives and requirements.	N/A	2025	Annual Operating Budget
		1.6.1.3 Develop and implement an annual TCM compliance review, working with partners as necessary, to verify that developers are complying with post-construction TDM criteria detailed in the City's TCM.	N/A	2026	Annual Operating Budget
		1.6.1.4 Develop and implement a process for assisting developers not in compliance with post-construction TDM requirements, working with partners as necessary.	N/A	2027	Annual Operating Budget



STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
<b>1.7 Inter-departmental collaboration and integration of TDM policies</b>	<b>1.7.1 Identify key opportunities for collaboration and integration of TDM into City departmental policies and programs.</b>	1.7.1.1 Update the interdepartmental agreement between Parks and Recreation Department (PARC) and TDM to include more Bikeshare stations and scooter parking in Zilker Park.	N/A	2025	TASA Grant
		1.7.1.2 Partner with the Economic Development Department (EDD), PARC, and other City departments to include TDM-supportive information in wayfinding initiatives.	N/A	2025	TASA Grant/CPRG
		1.7.1.3 Implement the CapMetro Bikeshare electrification strategy in coordination with Shared Mobility Services, CapMetro, and Austin Energy.	N/A	2025	TASA Grant/CPRG
		1.7.1.4 Collaborate with Austin Public Library (APL) to create a bike tool loan program.	N/A	2026	Annual Operating Budget
		1.7.1.5 Partner with other City of Austin departments and programs (e.g. Vision Zero, Office of Sustainability, Austin Public Library, etc.) to distribute information, resources, and incentives to the public.	N/A	Recurring	Annual Operating Budget
		1.7.1.6 Work with other TPW divisions to support TDM efforts in conjunction with CapMetro's planning and implementation of the transit system, such as coordinating to offer Bikeshare incentives during Bike Month or providing carpool/Vanpool parking spaces near transit stops.	N/A	Recurring	Annual Operating Budget
		1.7.1.7 Partner with Austin Energy to promote and expand its E-Ride Rebate Program and other incentives to the public.	N/A	Recurring	Annual Operating Budget
<b>1.8 Regional TDM Collaboration</b>	<b>1.8.1 Collaborate with CAMPO's regional TDM plan efforts to implement prioritized TDM strategies regionwide.</b>	1.8.1.1 Attend all TDM subcommittee and Transportation Policy Board meetings to share updates on City programming and provide feedback/guidance to other municipalities.	N/A	Recurring	Annual Operating Budget
		1.8.1.2 Partner with CARTS to expand its service options by offering more frequent service on the interurban coach service and additional vanpool services from suburban communities such as San Marcos, Bastrop and Taylor.	CPRG Measure 1.1	2025-2029	CPRG
		1.8.1.3 Partner with CapMetro to provide service enhancements to its existing bus and Pickup routes adjacent to construction projects.	CPRG Measure 1.2	2025-2029	CPRG



STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
1.8 (Continued)	1.8.1 (Continued)	1.8.1.4 Partner with CapMetro to expand the CapMetro Bikeshare network by proposing and reviewing locations for future stations.	N/A	Recurring	TASA Grant
		1.8.1.5 Work with the Construction Partnership Program (CPP) to plan and implement TDM and congestion reduction strategies during major infrastructure construction.	N/A	Recurring	CPRG
		1.8.1.6 Support community organizations in local and regional grant applications to expand novel multimodal programming.	N/A	2028	Annual Operating Budget
1.9 Transportation Management Association"	1.9.1 Continue supporting Austin's local transportation management association.	1.9.1.1 Work with the local transportation management association(s) to expand membership in the TMA to increase sustainable commutes.	N/A	Recurring	Annual Operating Budget
		1.9.1.2 Work with the local transportation management association(s) to provide TDM programming during major construction projects.	N/A	Recurring	CPRG
1.10 Citywide employer TDM strategies	1.10.1 Create and implement various strategies for employers that operate within the city limits to encourage fewer drive-alone trips, especially during peak congested times.	1.10.1.1 Work with the local transportation management association(s) to develop biennial case studies highlighting best practices in transportation benefit offerings.	N/A	2025, Recurring	Annual Operating Budget
		1.10.1.2 Conduct an analysis of commuter benefits ordinances across the country to identify best practices for Austin.	N/A	2026	Annual Operating Budget
		1.10.1.3 With technical and stakeholder input, draft a proposed commuter benefits ordinance that requires organizations and businesses over a certain size to offer commuter multimodal benefits.	N/A	2027	Annual Operating Budget
1.11 Chapter 380 TDM strategies	1.11.1 Regularly update a list of strategies to provide employers with information on key strategies to include in a commuter program to encourage fewer drive alone trips.	1.11.1.1 Analyze Chapter 380 and meet with Economic Development to discuss opportunities to include or update TDM strategies.	N/A	2028	Annual Operating Budget



STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
<b>1.12 Government employer TDM strategies</b>	<b>1.12.1 Seek partnerships with various federal, state, and local government agencies and universities that are major employers within Austin to encourage employees to telework or to take public transportation and other modes to work and disincentivize employees to drive alone to work.</b>	1.12.1.1 Work with the Intergovernmental Relations Office (IGRO) to advocate for TDM supportive benefits for State of Texas employees.	N/A	2027	Annual Operating Budget
		1.12.1.2 Work with the local transportation management association(s) to seek out new partnerships with surrounding municipalities, agencies, and regional transportation entities.	N/A	2027	Annual Operating Budget
		1.12.1.3 Partner with all universities operating within City of Austin limits to continue to develop and implement TDM plans for students, faculty, and staff.	N/A	2027	Annual Operating Budget
<b>1.13 School TDM program</b>	<b>1.13.1 Collaborate with schools to develop a comprehensive school TDM program to reduce vehicle trips to and from schools and reduce air pollution near schools.</b>	1.13.1.1 Assist the local transportation management association in expanding the School Pool pilot program to more AISD campuses.	N/A	2028	Annual Operating Budget
		1.13.1.2 Help schools identify community members willing to serve as "transportation captains" to accompany students as they commute sustainably.	N/A	2028	Annual Operating Budget
		1.13.1.3 Partner with Ghisallo, community organizations, and schools to host "Bike to School" events at interested schools.	N/A	Recurring	Annual Operating Budget
	<b>1.13.2 Create and distribute collateral that can provide staff, parents, and students with a better understanding of transportation emissions and sustainable transportation options.</b>	1.13.2.1 Develop and share a "Back to School Guide" to help parents identify more sustainable transportation options to get their children to school.	N/A	2027	Annual Operating Budget
		1.13.2.2 Work with TPW's Public Information Office to create digital and print collateral describing existing transportation options and incentives for staff, parents, and students.	N/A	2028	Annual Operating Budget
	<b>1.13.3 Encourage schools to fully subsidize public transit for staff.</b>	1.13.3.1 Encourage conversations between local ISDs and CapMetro to explore opportunities for a workforce transit benefit for ISD employees.	N/A	2028	Annual Operating Budget
		1.13.3.2 Actively encourage school campuses to apply for Go Grants to provide their staff with commuter benefits.	N/A	Recurring	Annual Operating Budget



STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
1.14 School bus service	1.14.1 Work with schools to increase usage of school bus service for eligible students.	1.14.1.1 Assist local ISDs in creating a plan to inform parents and students about existing school bus services and eligibility criteria.	N/A	2028	Annual Operating Budget
		1.14.1.2 Partner with local ISD school campuses to create and implement a mobility plan for students who do not qualify for school bus service (i.e., live < 2 miles from school without any safety barriers).	N/A	2028	Annual Operating Budget
1.15 Development review process and TDM	1.15.1 Encourage or require a specific mode split commitment for new developments or major changes of land use.	1.15.1.1 Research best practices regarding mode share requirements for developments and major land use changes in other peer cities.	N/A	2026	Annual Operating Budget
		1.15.1.2 Draft policy recommendations that encourage or require a specific mode split commitment for new developments or major changes of land use.	N/A	2026	Annual Operating Budget
	1.15.2 Prioritize TDM strategies as the first choice for development project mitigation strategies.	1.15.2.1 Compile a playbook containing TDM examples, case studies, and strategies for to share with developers.	N/A	2026	Annual Operating Budget
1.16 Special events TDM	1.16.1 Develop tailored TDM programming for special events.	1.16.1.1 Coordinate with the Office of Special Events to identify opportunities to increase non-vehicular travel opportunities and outcomes for special events.	N/A	2027, 2029	Annual Operating Budget
		1.16.1.2 Partner with CapMetro and event venues to offer incentives such as transit passes or discounts to ticket purchasers.	N/A	2028	Annual Operating Budget
		1.16.1.3 Partner with CapMetro to ensure that major event centers have an existing or planned CapMetro Bikeshare stations and/or transit stops nearby.	N/A	2029	TASA Grant/ CPRG
1.17 Visitor TDM coordination	1.17.1 Coordinate with key stakeholders (chambers of commerce, tourism board, hotels, major conferences, major events, etc.) to ensure visitors are aware of sustainable transportation options.	1.17.1.1 Coordinate with Visit Austin to develop web-based resources for how to get around Austin sustainably.	N/A	2028	Annual Operating Budget
		1.17.1.2 Work with TPW's Public Information Office to create standard print and digital materials to share with visitors staying at short-term rentals and hotels regarding local transportation options.	N/A	2028	Annual Operating Budget

STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
1.18 Statewide TDM Policies	1.18.1 Support state-level legislative actions such as highway congestion management through TDM, statewide telework policies, TDM as a construction project requirement, etc.	1.18.1.1 Work with IGRO and the Legislative Affairs teams to identify bills and other opportunities to promote TDM in state policy during legislative years.	N/A	2027	Annual Operating Budget
1.19 TDM monitoring and evaluation	1.19.1 Monitor TDM programs through both quantitative and qualitative metrics.	1.19.1.1 Install 50 new Eco-Counters throughout Austin to increase bicyclist and pedestrian count data.	CPRG Measure 2.4	2025-2029	CPRG
		1.19.1.2 Install new air quality monitors as determined in partnership with CAPCOG to measure the impact of TDM strategies on the environment.	CPRG Measure 2.5	2025-2029	CPRG
		1.19.1.3 Develop and implement a wearable air quality monitor pilot program to measure the success of TDM strategies on the environment.	CPRG Measure 2.5	2025-2029	CPRG
		1.19.1.4 Regularly analyze ACS data to monitor and report progress toward the ASMP 50-50 mode share goal.	N/A	Biennial (Oct)	Annual Operating Budget
		1.19.1.5 Conduct one focus group per year with different target audiences to gather and analyze qualitative data on Austin residents' transportation attitudes, behaviors, and needs.	N/A	Recurring (Q2)	Annual Operating Budget
		1.19.1.6 Administer an annual commute mode survey with employers in the Austin area to gather and analyze quantitative data on Austin residents' transportation attitudes, behaviors, and needs.	N/A	Recurring - dates	Annual Operating Budget
	1.19.2 Measure the return on investment in terms of mode shift, sustainability, livability, and public health.	1.19.2.1 Develop a framework to identify metrics to best measure the return on investment of TDM strategies.	N/A	2026	Annual Operating Budget
		1.19.2.2 Create and share an annual report on TDM ROI for TPW and City leadership.	N/A	2028	Annual Operating Budget
1.20 Citywide TDM plan	1.20.1 Draft and implement a citywide TDM plan, similar to other modal plans, that will help identify specific inter-departmental and inter-agency TDM strategies that support the mobility plan goals.	1.20.1.1 Review and update the TDM Strategic Plan on an annual basis to report on progress, modify scope, and determine scalability.	N/A	Recurring	Annual Operating Budget
		1.20.1.2 Ensure that TDM strategies are included in small area plans, such as the Austin Core Transportation Plan.	N/A	Recurring	Annual Operating Budget



## GOAL 2: Lead by Example in Offering, Promoting, and Implementing Mobility Options for City of Austin Employees

STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
2.1 City employee commuter program	2.1.1 Continue to implement and strengthen the City of Austin's employee commute program.	2.1.1.1 Conduct four medium-scale informational and encouragement campaigns during key times of the year to promote City commuter benefits and sustainable commute options.	N/A	Recurring	Annual Operating Budget
		2.1.1.2 Present information on employee commuter benefits at New Employee Orientations, Employee Health Expos, and appreciation events.	N/A	Recurring	Annual Operating Budget
		2.1.1.3 Partner with Central HR to regularly update and communicate commuter benefits information to full-time employees, temporary employees, and retirees.	N/A	Recurring	Annual Operating Budget
		2.1.1.4 Increase usage of the myCommuteSolutions regional trip logging platform to reward employees for sustainable transportation habits (e.g. Administrative Leave Awards, prizes, etc.).	N/A	Recurring	Annual Operating Budget
		2.1.1.5 Create and share an annual report of City commuter benefit usage and its impact on city employee travel choices, city congestion, and air quality.	N/A	Recurring - Dec	Annual Operating Budget
		2.1.1.6 Conduct one City employee focus group per year to gather and analyze qualitative data on employees' commute attitudes, behaviors, and needs.	N/A	Recurring (Q4)	Annual Operating Budget
		2.1.1.7 Administer an annual City employee commute mode survey to gather and analyze quantitative data on employees' commute attitudes, behaviors, and needs.	N/A	Recurring	Annual Operating Budget
	2.1.2 Provide incentives to employees to reduce their drive-alone commute trips.	2.1.2.1 Work with Central HR to enable employees to receive incentives for biking, walking, and taking transit.	N/A	2026	Annual Operating Budget
		2.1.2.2 Regularly analyze incentives to ensure that they keep pace with inflation and transportation costs.	N/A	Recurring	Annual Operating Budget

STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
2.1 (Continued)	<b>2.1.3 Provide multimodal options for mid-day trips to reduce the desire to bring a vehicle to work.</b>	2.1.3.1 Launch workforce-focused informational campaigns leading up to City facility moves.	N/A	Recurring	Annual Operating Budget
		2.1.3.2 Launch workforce-focused informational campaigns following the installation of new multimodal infrastructure near City facilities.	N/A	Recurring	Annual Operating Budget
		2.1.3.3 Collaborate with TPW's Shared Mobility Services team to provide first-and-last mile micromobility options near City facilities.	N/A	Recurring	Annual Operating Budget
		2.1.3.4 Evaluate current employee travel policies and advise on how to update them to help achieve TDM outcomes.	N/A	2028	Annual Operating Budget
		2.1.3.5 Launch an information campaign to inform employees of their multimodal options for mid-day trips.	N/A	2028	Annual Operating Budget
2.2 City facility colocation	<b>2.2.1 Ensure that City facilities are co-located with multimodal transportation options that support commute options for employees and community members.</b>	2.2.1.1 Research best practices in peer cities regarding multimodal transportation access and transportation-related criteria for City real estate to help guide decision-making.	N/A	2026	Annual Operating Budget
		2.2.1.2 Partner with existing, permanent City facilities in multimodal transportation deserts to develop an infrastructure improvement plan and set a timeline to connect all facilities to the multimodal network.	N/A	2029	Annual Operating Budget
		2.2.1.3 Coordinate with CapMetro to ensure that all City facilities have CapMetro Bikeshare stations and/or transit stops nearby.	N/A	2029	TASA Grant



STRATEGY	ACTION	TASK	CPRG MEASURE	PROJECT TIMELINE	FUNDING SOURCE
2.3 City telework, flexible schedule, and hoteling policy	2.3.1 Support City of Austin teleworking policy and provide employees with the opportunity to use shared worksites close to where employees live.	2.3.1.1 Continue to research best practices in peer cities related to telework as a TDM strategy.	N/A	Recurring	Annual Operating Budget
		2.3.1.2 Partner with CTM to ensure employees have the technology necessary to work remotely.	N/A	Recurring	Annual Operating Budget
		2.3.1.3 Partner with HR to collect and analyze data on City employees who telework and/or work flexible or compressed work schedules to inform City leadership on the impacts of these TDM work practices on adopted City transportation and sustainability goals.	N/A	2025	Annual Operating Budget
2.4 Parking policies for City employees	2.4.1 Evaluate the practice of providing free parking spaces to City of Austin employees working in transit-rich locations.	2.4.1.1 Conduct a best practices analysis to identify other government entities or private organizations that have phased out free parking for their employees to compile best practices.	N/A	2027	Annual Operating Budget
		2.4.1.2 Conduct an analysis to identify City facilities and transit accessibility to identify transit-rich locations.	N/A	2028	Annual Operating Budget
		2.4.1.3 Research parking cash out programs in peer cities across the nation to identify best practices, opportunities, and challenges.	N/A	2027	Annual Operating Budget



# Indicators and Metrics



**T**he ASMP identifies seven indicators and targets to help monitor progress toward achieving TDM goals. Given that the TDM Strategic Plan aims to advance goals set in the ASMP, the TDM Program has adopted these indicators as the key metrics for tracking progress on its strategic plan, along with monitoring progress on the 50/50 mode share goal. The table below provides the ASMP indicators. When available, it also includes baseline metrics and target goals.

The TDM Program will rely on multiple data sources (i.e. ACS, Eco-Counters, CapMetro, MyCommuteSolutions, Replica, surveys, focus groups, etc.) to track and monitor

progress on these metrics. The Program will analyze the metrics listed in the table below on an annual basis to provide status reports. Some of these metrics will also be made available to the public via the Get There ATX website.



**FIGURE 6: TDM INDICATORS & METRICS**

INDICATOR	METRIC(S)	DATA SOURCE(S)	BASELINE	TARGET
<b>Increase the understanding of transportation options and satisfaction of users to get around Austin.</b>	Percentage of residents with awareness of available transportation options.  Satisfaction rate with transportation options.	Movability Commuter Survey	N/A - Will establish in 2025	Higher than baseline
<b>Increase the share of City of Austin employees commuting by walking, bicycling, sharing rides, or taking transit.</b>	Percentage of City employees commuting by non-drive alone modes.	City of Austin Employee Commute Survey	N/A - Will establish in 2025	50/50 mode share (50% drive alone, 50% all other)
<b>Reduce vehicle miles traveled (VMT)</b>	Total number of VMT per year.	CAMPO, TxDOT	32.351 million (2019)	Achieve a 20% reduction in VMT by 2039 (25.88 million)
<b>Increase the share of work trips that are taken during off-peak hours</b>	Percentage of work trips taken during off-peak hours. <sup>28</sup>	Movability Commuter Survey, ACS	49.5% off peak commute (ACS 2022)	Higher than baseline
<b>Increase the number of people reached by transportation demand management programming</b>	Annual number of people reached by TDM programming	Internal (# of people at tabling events, Bike to Work Day, Ghisallo events, social media followers, etc.)	N/A - Will establish in 2025	Higher than baseline
<b>Increase the share of Austin residents who work at home instead of commuting to work</b>	Percentage of Austin residents who telework	ACS 5-year estimates	8% (2019 ACS)	16% by 2039

<b>Increase the share of Austin residents who carpool to work</b>	Percentage of Austin residents who carpool/vanpool/other to work	ACS 5-year estimates	11% (2019 ACS)	11% by 2039
<b>Increase the share of Austin residents who walk to work</b>	Percentage of Austin residents who walk to work	ACS 5-year estimates	2% (2019 ACS)	4% by 2039
<b>Increase the share of Austin residents who bike to work</b>	Percentage of Austin residents who bike to work	ACS 5-year estimates	1% (2019 ACS)	5% by 2039
<b>Increase the share of Austin residents who take transit to work</b>	Percentage of Austin residents who take transit to work	ACS 5-year estimates	4% (2019 ACS)	16% by 2039





## Conclusion







**T**he 2025-2029 TDM Strategic Plan represents Austin's commitment to delivering on the ambitious goals of the Austin Strategic Mobility Plan over the next five years, as we look toward achieving 50/50 mode share by 2039. At its core, this plan is a roadmap for managing the challenges of Austin's rapid growth, providing sustainable mobility options, and fostering a healthier, more vibrant community.

As Austin grows, the work outlined in this plan is crucial to mitigate the pressures of increased demand on our transportation network. By implementing transportation demand management (TDM) strategies, we will empower residents, employers, developers, visitors, and schools to embrace sustainable modes of travel. This will not only help alleviate congestion but also enhance affordability, improve health and safety, and contribute to economic prosperity and environmental sustainability.

A significant focus of the next five years will be dedicated to delivering the \$47.9 million Climate Pollution Reduction Grant (CPRG), ensuring the region's transit services and

mobility infrastructure meet the demands of our growing city. Through coordinated efforts and innovative strategies, we will provide the tools and incentives to shift mobility behavior, encouraging walking, biking, shared rides, and transit use as preferable choices for daily commutes.

Achieving Austin's mobility goals requires a unified vision and collaborative action. Together, with the support of employers, developers, and schools, we can reduce the demand on our roadways and make sustainable transportation options an integral part of daily life. This strategic plan serves as a framework to guide the city through the next pivotal chapter of Austin's growth, ensuring we lay the foundation for a transportation network that meets the needs of our diverse community — today and in the future.

As we advance, we remain steadfast in our mission to manage congestion by managing demand, delivering infrastructure and mobility options that enhance quality of life and propel us toward a healthier, more connected Austin by 2039.

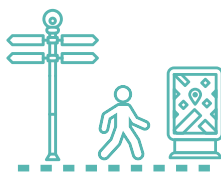


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- 28 This metric only considers commutes to work, not from work.







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