Austin Strategic Mobility Plan

Phase II Public Engagement Report

August 2018

Created by the Austin Transportation Department

Contents

Executive Summary

Background

The Austin Strategic Mobility Plan (ASMP) is the City of Austin's new transportation plan. It will replace the Austin Metropolitan Area Transportation Plan, which was adopted in 1995 and does not reflect the current transportation needs of a growing Austin.

This report discusses the second phase of public engagement for the ASMP, which asked community members their opinions on three different scenarios (displayed below) that staff created based on Phase I engagement meetings and surveying.

SCENARIO "A"

Scenario A emphasizes roadway projects and continues the trend of investment in public transit, bicycle, and pedestrian projects across the city.

SCENARIO "B"

Scenario B emphasizes a more balanced investment in roadway, public transit, bicycle, and pedestrian projects along Imagine Austin Activity Corridors and within Activity Centers.

SCENARIO "C"

Scenario C emphasizes investing in public transit, bicycle, and pedestrian projects along Imagine Austin Activity Corridors and within Activity Centers and fewer roadway projects.

What We Did

The Phase II survey asked community members several questions about each scenario to determine what the Austin community would like transportation in the city to look like in the future. The survey was available online in English and Spanish, on paper in English, Spanish, Chinese (traditional), and Vietnamese, as well as in an accessible online form for people who are blind or visually impaired.

In addition to presenting the three options, the survey asked several questions. It asked participants to rank their transportation priorities, rate each scenario on a scale from 1-5 stars, and select which of three options they preferred as a starting point for the ASMP. It also asked people what specific strategies they would prefer to see the City use to achieve the plan's goals. It ended with a set of optional demographic questions that the ASMP team used to track who was taking the survey and guide the use of our engagement resources. Approximately a third of survey respondents chose not to answer these demographic questions.

The ASMP team aimed for survey respondents to be representationally proportional to demographics for Austin. Survey demographics were compared to the 2016 American Community Survey (ACS) 5-year Estimates administered by the U.S. Census Bureau on a weekly basis to assist in refocusing engagement efforts to groups who were underrepresented.

In an effort to hear from a diverse range of community members, staff focused on engaging groups that the City has not historically heard from when developing major plans; these four focus populations were:

- Youth (People 15 to 24),
- Seniors (People 65 and older),
- People with Mobility Impairments, and
- People of Color.

Our focused efforts to reach underrepresented populations helped us get very close to mirroring Austin demographics. Six of the seven race and ethnicity groups that the ASMP team tracked throughout Phase II closely mirrored the City demographics as a whole. The most underrepresented group by race/ethnicity was Austin's Hispanic/Latino population. Although focused efforts were made to reach this community, the team determined that additional strategies are necessary to improve outreach within this community in Phase III.

The ASMP team also looked at the ages of survey respondents weekly. Five of the six age brackets the team designated for tracking aligned closely with City of Austin demographic estimates. However, 18-24 year olds were underrepresented in survey responses.

Finally, staff looked at where community members lived, both by City Council district and by ZIP code. Survey demographics showed five districts overrepresented and five districts underrepresented. Much of East Austin, which has historically been underrepresented, was well represented by participants. Although Districts 2 and 4 were underrepresented in our responses, we did do well in capturing the opinions of community members from Districts 1 and 3. ZIP code data showed a similar pattern.

What We Heard

5,774 people participated in the survey overall; 1,844 of them were members of at least one of the four focus populations. Below are some highlights of what we heard from participants:

- 42% of the overall population chose Scenario C as the starting point, with Scenario B as the second most popular choice. Scenario C was also the most popular starting point for the focus populations, although it was chosen by only 38% of respondents; Scenario B was again second most-popular.
- The top strategy participants chose to address transportation issues was *Provide more public transit service and enhance connections to/from public transit*. This was the top strategy for both the overall population and the focus populations.
- Positive comments about transit were the most common comments received by substantial margins in both the overall and focus populations. More than one-third of all comments we received discussed the need or desire for more transit in the city.

In addition to spending more time learning from the four focus populations, the ASMP team wanted to note if there were major variations between the scenario and strategy preferences of the overall population and those of the focus populations. After reviewing the survey responses, data showed that generally survey responses of the overall population and the focus populations were closely aligned.

One important difference that the team noted was the importance of transportation affordability for the focus populations. Affordability was the priority most frequently ranked by the focus populations, and the second most-popular strategy for focus populations was to *Offer more choices in how we travel to reduce personal costs associated with car ownership*. This strategy was ranked seventh by the overall population.

While the focused activities for ASMP engagement aimed at reaching focus populations ensured a wide variety of people were heard from in Phase II, there is still room for improvement in subsequent engagement activities. Lessons learned during Phase I and Phase II will allow the team to continue refining our engagement strategy for Phase III to do an even better job reaching and learning from the entire Austin community.

Next Steps

The ASMP team is continuing analysis of the survey results through the many pieces of qualitative and quantitative data that we have obtained. As Fall 2018 approaches, we will begin Phase III, our final phase of plan development and engagement. We plan to present the major policies, objectives, programs, and projects for each chapter of the ASMP. In Phase III we will continue engaging with the many communities of Austin.

1. Introduction

This report provides the strategy and results of the second phase of engagement for the Austin Strategic Mobility Plan (ASMP), which happened March 28, 2018 through June 2, 2018.

Public engagement for the ASMP launched in March 2017. This first phase of engagement focused on prioritizing the eight goals of the ASMP: *Affordability, Commuter Delay, Economic Prosperity, Health and Safety, Innovation, Placemaking, Sustainability,* and *Travel Choice*. The strategy and results of the first phase of engagement can be found in the summary report here.

Phase II of public engagement, which this report concentrates on, launched in March 2018. For this phase, staff developed three mobility scenarios, briefly described in Figure 1. Each scenario tells a different story of a transportation future by testing a variety of mobility strategies. These scenarios, named A, B, and C, were evaluated to determine how well they perform against the community priorities identified in the first phase of public engagement. Based on the community's feedback in Phase II, one of these scenarios will serve as the starting point to develop the community's preferred strategy for the ASMP.
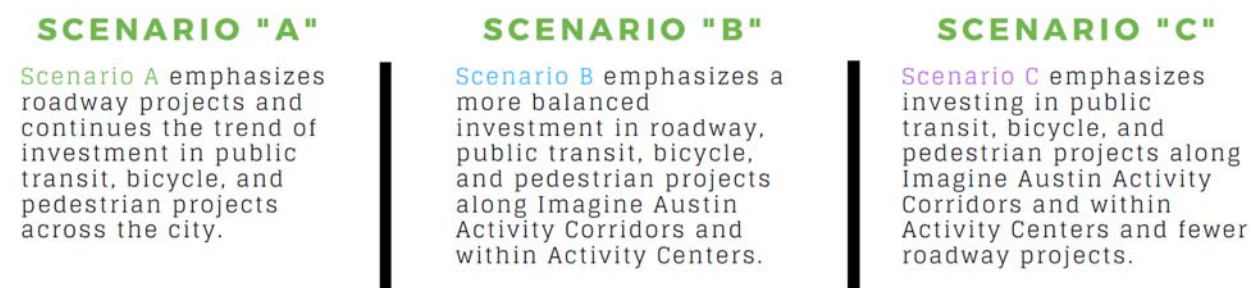
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Figure 1: Descriptions of ASMP Scenarios

2. Engagement Strategy

The engagement strategy for Phase II was multifaceted, including both traditional outreach strategies such as the use of official City of Austin social media feeds and targeted methods aimed at reaching historically underserved groups. The same four historically underserved groups from the first phase (Youth, Seniors, People of Color, and People with Mobility Impairments) were again the "focus populations" for outreach in Phase II. Staff worked to target their limited time and resources towards hearing from these voices. In order to be comprehensive and reflective in gathering community feedback, staff set a goal of receiving at least 3,000 surveys during the roughly two month engagement period, with the additional goal that demographic results would mirror those of Austin as a whole. The following sections outline the primary Phase II engagement tool, a survey, as well as all other traditional and targeted engagement tools.

2.1 Survey

An online survey was developed in MetroQuest, a third-party online survey platform, and served as the primary vehicle for gathering input from the community. The results of the survey are being used to develop the preferred strategy of policies, programs, and projects that will become the ASMP. The survey asked participants to:

1. Prioritize the eight goals of the plan based on what is important to them
2. Rate the three transportation scenarios from 1-5 stars based on how they perform against the participant's priorities
3. Choose a scenario as the starting point for the ASMP strategy
4. Reflect on how they would tailor the chosen scenario to fit their needs
5. Indicate which strategies they would support to achieve the goals of the plan
6. Provide optional demographic and contact information

A sample of question types in the online survey is included in Appendix A.

A paper survey was also created to reach a broader audience. This included those who did not have access to a computer or smart-device, needed the survey in additional languages, or people who felt more comfortable completing a paper form. The paper survey also allowed the engagement team to distribute surveys to a large number of people at once and without the need of electricity or an internet connection.

The paper survey abbreviated the online survey, asking respondents for their feedback on sections 2 through 4 of the online survey listed above; these survey tasks provided the greatest insight into what respondents wanted the ASMP to include. Optional demographic and contact information was also requested in the paper survey (section 6). The paper surveys are available in Appendices B through E.

The online survey was provided in English and Spanish, and an accessible version was created for those with visual impairments. The paper survey was provided in English, Spanish, Vietnamese and traditional Chinese.

2.2 Targeted Engagement Activities

As a government agency, the City of Austin Transportation Department (ATD) generally interacts with a narrow subset of people from the Austin community. Typically, these people are comfortable interacting with government, often are knowledgeable of its bureaucracies, and frequently attend open houses or other public meetings. This subset of Austinites, often geographically clustered and demographically homogenous, are common voices in surveys and public comment periods. Due to their higher level of engagement in City of Austin activities, their voices can have more impact on in the strategies, programs, and projects that ATD pursues across the city.

In order to learn the opinions of a wider variety of people, the ASMP team identified four focus populations that are routinely underrepresented in planning processes: Youth (people aged 15-24), Seniors (people aged 65 and up), People of Color, and People with Mobility Impairments. While these four groups aren't inclusive of all populations that have historically not had a very strong voice inside in City planning processes, the ASMP team wanted to focus outreach on making sure we heard their opinions on what they wanted in the future of transportation in Austin.

The ASMP team knew that organizing only traditional engagement strategies would likely result in only hearing from the same Austin voices. To broaden the strategies to reach more Austinites, staff looked to the recommendations of the Task Force on Community Engagement and built on lessons learned from Phase I in developing the strategy for Phase II.

For Phase II, we worked to continue building and maintaining relationships with a variety of groups and people, and worked to manifest effective community engagement strategies. This included trying to increase two-way dialogue opportunities with members of the community by attending more in-person events, especially events where community members would already be. We also tried to expand engagement to reach more people through organizations that they are a part of or receive services from already. Information and materials were revised several times throughout the process to increase their accessibility, transparency, and make them easier to understand. Figure 2 depicts these principles and overall engagement-method goals.

Figure 2: Elements of community engagement (City of Austin Task Force on Community Engagement, 2015)

Most importantly, staff tracked weekly progress towards proportional representation goals for focus populations. For demographics like age, race, and ethnicity, we compared the demographic answers from weekly survey response updates to statistics for the city of Austin using data from the 2016 American Community Survey (ACS) 5-year estimates. To track geographic representation of survey responses, the ASMP team looked weekly at survey respondents' City Council districts and ZIP codes. Finally, staff tracked the overall number of responses received each week for the survey designed to be accessible to the blind and visually

impaired populations of Austin. Because all of our survey tools were not equipped to precisely track our progress towards reaching people with all types of mobility impairments, the team continuously made efforts to reach People with Mobility Impairments in other ways, such as focus groups and presentations to different organizations and groups.

By tracking how well we were doing at reaching our focus populations, we were able to be flexible with our in-person engagement strategy. Checking in weekly helped us make sure we were spending our resources wisely to hear from and represent the voices of many different Austinites. The team was able to tailor our approach throughout the two month engagement period with this information, adding more targeted events and community presentations to speak with focus populations that we needed to reach more.

2.2.1 Language Access

Reaching community members with limited English proficiency was a notable focus of Phase II engagement. It is estimated that 13% of Austin residents speak English less than "very well," according to the 2016 American Community Survey 5-year estimate. In an effort to reach and hear from these underserved multilingual voices, staff had all ASMP materials translated into Spanish utilizing both outside contractors and internal bilingual staff members. All printed and online materials were available in both English and Spanish, and community members could choose the language they preferred to use.

Following recommendations from staff members in the City of Austin's Communications and Public Information Office (CPIO) working on developing a Language Access Implementation Plan, a portion of ASMP Phase II materials were also translated into Vietnamese and traditional Chinese. After Spanish, Chinese and Vietnamese are the next most commonly spoken languages among Austinites with limited English proficiency.

In addition to written *translation* of ASMP materials, the team used the assistance of *interpreters* to speak with attendees at several community events. We chose events where higher proportions of attendees were expected to be community members with limited English proficiency. With the additional support of interpreters, community members could fully ask questions of, participate in, and provide feedback to the ASMP process.

One challenge that the team faced was disseminating the multilingual materials to those communities that could use them. While bringing the materials to events where we anticipated many people with limited English proficiency would be was useful to those attendees, we were not able to cast as wide of a net electronically. Our traditional electronic communications and posts were available in English and Spanish, but sharing the traditional Chinese or Vietnamese survey and supplemental materials will require an even more targeted approach to be successful in the future.

In future engagement, staff recommends continuing to translate, at a *minimum*, "high priority" written materials into languages commonly spoken in Austin by those with limited English

proficiency. We would like to work toward eventually expanding the languages we provide materials in to include the top priority languages identified by the City's Communications and Public Information Office. These languages are:

- Arabic
- Burmese
- Chinese (traditional and simplified)
- Hindi
- Korean
- Spanish
- Vietnamese

Planning for both translation and interpretation services as an integrated part of Phase III's public engagement strategy will be a top priority in ensuring that the ASMP will be a transportation plan for all of Austin.

2.2.2 Targeted Organizations

To increase our interaction with our focus populations, we reached out to several organizations who provided services and resources to a large volume of people who are members of at least one focus population.

Meals on Wheels

Meals on Wheels Central Texas (MOW) provides many different resources to Central Texans. Their services vary, but their clients are primarily Seniors, and often People of Color and people of lower income levels. The ASMP team worked with three different branches of MOW to engage with their clients, many of whom were part of one or more ASMP-focus populations.

MOW's primary and most-prominent service distributes healthy, prepared meals directly to the homes of several thousand Texans in and around Travis County every week. We coordinated with MOW's Meal Delivery Service to distribute the paper survey directly to people alongside their MOW client's weekly meal. This allowed people who do not have internet access to comment and participate in the process without leaving their homes.

The ASMP team worked with a group of MOW executives to create a packet of information that explained to MOW clients what they were receiving and the request ATD was making of them. This packet contained an introduction letter, a slightly redesigned survey with larger text and simpler vocabulary, an information sheet containing facts about the different scenarios, and a pre-addressed, pre-stamped envelope that could be used to return the survey at no cost to the MOW client. All information in the packet was provided in both English and Spanish; the MOW executive team told us that they were not aware of other languages prevalent among their meal delivery clients. Overall, we provided 2,300 full packets on information to MOW to distribute to their entire meal delivery client base.

Basic instructions were prepared for the volunteers delivering these packets. These instructions aimed to answer questions MOW clients may have about what the survey was and how they should examine the information contained in the information packet. A direct phone number to an ASMP team member was prominently displayed in the introduction letter so further questions could be asked and answered; MOW clients were urged to call if they had any questions, and we received questions from nine different MOW clients.

MOW also provides services to people who are not home-bound. Their congregate meals meet throughout the week (at varying frequencies depending on the location) to provide lunches and, sometimes, additional programming. Staff attended three congregate meals across Austin to discuss the ASMP, survey the attendees, and learn about the attendees' transportation goals, strategies, issues, and priorities. All attendees at the congregate meals were members of at least one ASMP focus population.

ATD also held a focus group with employees of the MOW In-Home Care division. This focus group was led by a professional facilitator and the questions were prepared jointly by the facilitator and the ASMP team. The focus group is discussed in more detail in section 2.2.5.

MOW is a valuable partner that serves thousands of Central Texans, many of whom the ASMP team would not have otherwise reached. As a partner, MOW was very appreciative that we were considering their clients' needs, particularly since many of them face severe transportation obstacles.

Distributing surveys via their meal delivery service was very successful and yielded a response rate of around 10%. This is a slightly higher response rate than the survey collection rates at targeted events (based on event attendance; see section 2.2.3). We believe that rate would increase if a follow-up reminder was prepared to send out after the survey had been distributed for two weeks. Additionally, while the ASMP team tailored the survey and set of information with simpler vocabulary and easier readability, the verbiage and readability of the material could continue to be simplified to increase participation.

We believe that delivering the survey directly to MOW clients and supplying the pre-addressed, pre-stamped envelope (via the USPS Business Reply Mail service) significantly lightened the burden for people to provide their opinions. Over 67% of MOW mail-in survey respondents identified as members of at least one focus population.

The Congregate Meals were also effective for reaching our focus populations. However, many of the groups only have speakers certain days of the week, and these limited slots are often filled several weeks in advance. While some meal locations were very flexible and able to easily accommodate the team, it is important to plan these events at least four weeks in advance to ensure staff can attend as many events as possible.

Housing Authority of the City of Austin

The Housing Authority of the City of Austin (HACA) operates over 20 housing properties, with over 1,800 households, across Austin. The ASMP team worked with HACA in three different ways: through their Resident Councils, a targeted outreach event, and their Digital Literacy Lab program to engage the HACA community and listen to their opinions on the ASMP, specifically, and transportation in Austin, in general.

Each HACA property has a Resident Council that, among other duties, receives and distributes information for the property's residents. Although these councils typically meet monthly, schedules are nebulous, and some properties hold combined council meetings. Staff attended six meetings at properties across the city to discuss the survey and receive feedback on the project. After hearing about the ASMP, residents at each meeting were then given paper surveys to fill out while the ASMP team answered any questions and listened to issues the residents faced. After collecting the completed surveys, staff left English and Spanish surveys, along with bilingual supporting information and pre-addressed, pre-stamped envelopes with the resident council president so residents who could not attend the meeting could still provide feedback.

HACA's Mayfest is an annual celebration held to celebrate their senior residents. The ASMP team attended the 2018 Mayfest to connect with Senior HACA residents, as well as to connect with other organizations providing services to HACA residents and Seniors. We engaged with an estimated 100+ residents at Mayfest and spoke with several organizations about distributing information about the ASMP to their members.

HACA has been partnering with Google Fiber to offer high-speed internet access at HACA properties. As part of this partnership, several communities have received new computer labs, and HACA staff has been working to increase digital literacy among residents through their Lab Apprenticeship Program. Lab apprentices learn how to operate computer hardware, software, and the internet in exchange for volunteering their time in HACA computer labs assisting other residents.

The ASMP team trained the lab apprentices on how to complete the online survey. Each lab apprentice set a goal of working with at least five residents at their property to complete the survey.

Working with HACA gave the ASMP team another avenue to engage with both ASMP focus populations, as well as people who have historically not typically been included in City processes. However, there were still many HACA residents with whom we were unable to connect. HACA's Mayfest was specifically for Seniors and was held in the middle of the day. Resident council meetings were also held in the middle of the day, and attendees were primarily Seniors. For these reasons, working families and youth were not well-represented within the HACA populations the ASMP team spoke with directly.

Similarly to the needs of MOW clients, the language used in the ASMP survey and supplemental materials was often too complex and contained too much transportation jargon for HACA residents. We must simplify our outreach materials in the future to ensure that we are getting the best and most accurate feedback from HACA residents.

Finally, Resident Council meetings are always held at the same time, once per month. Since there are so many properties, it is necessary to have at least six to eight weeks to ensure that outreach can be conducted at all properties. Connecting with the various Resident Council presidents takes time, and ATD needs to begin connecting with each president at least a month before any deadline to guarantee an interaction with every property.

Additional Organizations

Meals on Wheels Central Texas and the Housing Authority of the City of Austin are two organizations with many members across the ASMP's four focus populations. However, organizational outreach was not limited to these two organizations. ASMP staff reached out to 54 different organizations that work to serve and provide resources to the ASMP's focus populations. These groups are listed in Appendix F.

2.2.3 Targeted Events

In addition to distributing the ASMP survey online and through organizations, the ASMP team attended a variety of public events to publicize the survey and hear the community's thoughts on transportation in Austin. We tried to attain geographic diversity for the events we attended, however our focus was primarily on reaching the four focus populations in as many ways and places as possible. The ASMP team attended five different types of events. Events were categorized by whether they primarily reached our focus populations or were more traditional events. These different types are described in Table 1.

Table 1: Types of ASMP Phase II Events

Event Type	Event Attributes	Example
Open House	A public event held jointly by ATD and Capital Metropolitan Transportation Authority (Capital Metro)	Traffic Jam
Focus Population Event	A community-led or culturally-focused event that caters primarily towards at least one of the ASMP's four focus populations	#FUERZALATINX cultural event
Focus Population Presentation	A presentation given to an organization whose mission provides services or whose membership is heavily composed of at least one ASMP focus population	HACA Resident Council
Traditional Event	An event held by an organization whose focus is not explicitly providing services to, or whose membership is	COA District Town Hall

	not primarily composed of, at least one ASMP focus population	
Traditional Presentation	A presentation given to an organization whose mission is not explicitly focused on providing services to at least one ASMP focus population	Multimodal Community Advisory Committee Presentation

In Phase II, ASMP staff held **3** Public Open Houses, attended **13** Focus Population Events, gave **16** Focus Population Presentations, attended **10** Traditional Events, and gave **6** Traditional Presentations. In total, the team attended or gave 45 different events or presentations. A full list of these events, sorted first by focus population and then by City Council district, is presented in Appendix G. A map of the events attended and presentations given is included in Appendix H.

2.2.4 Employer-Based Engagement

Building on lessons learned in Phase I, staff increased employer-based engagement efforts in Phase II. With the additional capacity of a consultant team focused exclusively on employer-based engagement, we were able to use this tool more strategically and effectively than before. Companies who employ significant numbers of any of the four focus populations were contacted to participate. Membership in the Mayor's Corporate Engagement Council was used as a starting point to develop a list of potential contacts. From there, more companies, both large and small, and both locally and nationally owned, were contacted to participate.

Employer-based engagement was held in several different manners depending on the employer's preference. Options included:

- Organizing a **come-and-go** onsite event where employees would engage directly with staff. We offered to tailor the event to the amount of time the employer made available to us and provide lunch or refreshments to make it easier for employees to attend during a lunch or break period.
- Recruiting employees in one or more of the targeted groups to participate in a **focus group** held on-site and moderated by a professional facilitator to discuss and give feedback on the ideas and scenarios presented in the survey materials.
- Encouraging employees to participate in the 15-minute online ASMP **survey** while they work and support them by providing the survey link and access to a computer/the internet to complete the task.

These options were not mandated or comprehensive, and we encouraged employers to tell us what type of event would best meet their needs. Eleven different employers chose to participate. Table 2 provides a summary of employer-based engagement from Phase II.

Table 2: ASMP Phase II Employer-Based Engagement Participants

Participating Employer	Type of Engagement	Result	Additional Notes
Alamo Drafthouse	Come-and-go event	7 paper surveys	Also sent online survey link to 800+ employees
Austin Community College	Online survey distribution	Distributed online survey link to 32,000+ employees and students	
East Communities YMCA	Come-and-go event	42 paper surveys	Distributed online survey link to 1,300+ employees
Goodwill Industries of Central Texas – Community Center	Come-and-go event	35 paper surveys	Distributed online survey link to 440+ employees
Goodwill Industries of Central Texas – Resource Center	Come-and-go event	57 paper surveys	*(see above)*
Google	Online survey distribution	Survey link distributed to 600+ employees	
Huston-Tillotson University	Come-and-go event	50 paper surveys	
Kerbey Lane Café	Online survey distribution	Survey link distributed to 50+ employees	
Meals on Wheels	Focus Group	12 employees attended	
St. David's Healthcare	Online survey distribution	Survey link distributed to 20+ employees	
University Federal Credit Union	Focus Group	15 employees attended	
Wheatsville Food Co-op	Focus Group	12 employees attended	Also sent online survey link to 240+ employees

Employers were very supportive of this process and wanted their employees to participate in the development of the ASMP. Feedback from employers showed they appreciated having different participation options and the flexibility to determine what worked best for them. Staff was pleased to learn that some employers had an employee whose duties included addressing transportation issues within their company; these companies responded quickly and were especially eager to participate.

Several logistical challenges were identified by the team that prevented several interested employers from participating. The short period of data collection compounded with the time it took to identify the correct contact at each company meant that some employers were not able to schedule a come-and-go event before the end of data collection. Similarly, educational institutions were in their busiest time of year due to the end of the semester and graduation ceremonies during the months of April and May. This prevented several other area education providers from participating.

Finally, and most difficult to overcome, was the difficulty the team encountered in reaching hourly employees. As these employees only receive pay for the time they are working it made it difficult to incentivize come-and-go events or focus groups without some other form of compensation. Some employers wanted to commit to participating, but their hourly employees did not have access to computers at work from which to take the survey. A strategy for reaching hourly employees in specific industry sectors such as food service and retail needs to be developed more fully for future engagement. Overall the employer-based engagement in Phase II provided deeper and more fruitful engagement than Phase I accomplished, and the team hopes to build on this success for Phase III.

2.2.5 Focus Groups

Eight different focus groups were held to gain a deeper understanding of how people determined their transportation priorities, what factors people considered when selecting their preferred scenario, and why they ultimately preferred one scenario over the others. Each of the eight groups focused on different subsets of the population, and all four of the focus populations were represented by at least one group.

Three groups included community members with different demographic characteristics:
- People aged 65 and older
- People aged 18-24
- People identifying as a racial or ethnic minority

Two groups included people who face mobility challenges:
- People who are blind or have a visual impairment
- People with a mobility impairment

Three focus groups included employees in different industries and locations. The employers that hosted these groups were:
- Meals on Wheels Central Texas, In-home Care Division
- University Federal Credit Union, Steck Financial Center
- Wheatsville Co-op, North location

All focus groups were led by a professional facilitator; they were between one and two hours in length depending on the size of each group and the specific needs of the participants. While each group aimed to have eight participants, the number of participants ranged from four at its fewest to 15 at its greatest.

Participants discussed how they move around Austin, what they like and dislike about transportation in the city, and were then introduced to the three scenarios.   After considering these, they voted on which scenario they would prefer. The results of their votes are listed in section 4.3.1. After voting the participants discussed the positives and negatives they felt about each scenario.

2.2.6 Quality of Life Commissions

The City of Austin has established several Quality of Life Commissions that are composed of leaders in the community. The ASMP team worked throughout Phase II to present to and receive feedback from these commissions, since many commissions represent communities that overlapped with our focus populations.

Staff reached out to the African American Resource Advisory Commission, the Asian American Quality of Life Commission, the Hispanic/Latino Quality of Life Resource Advisory Commission, and the Minority-Owned and Women-Owned Business Enterprise/Small Business Enterprise Procurement Advisory Committee to let them know about our process and Phase II engagement efforts, but were unable to present to them during the engagement timeframe the team had for engagement. We were able to present to members of the Commission on Immigrant Affairs, the Commission on Seniors, the Mayor's Committee for People with Disabilities, and the Lesbian, Gay, Bisexual, Transgender, and Queer (LGBTQ) Quality of Life Commission.

Each of these commissions gave us valuable suggestions on how we could increase the reach and quality of our engagement, both in Phase II and in the future. Looking ahead to Phase III, the team will be circling back with the commissions talked to in Phase II, and checking in again with the ones we missed. Continuing to build strong relationships through the Quality of Life Commissions will bring fresh ideas for who we should talk to and how we can increase the cultural relevancy of our engagement tools for different focus populations.

2.2.7 Targeted Media

The ASMP team launched specific media efforts to engage its focus populations. Staff ran paid targeted social media advertisements and reached out to media outlets working with focus populations. These efforts were informed by both Census data and feedback from our partners.

Targeted Social Media Advertisements

In May 2018, the ASMP team ran a paid social media campaign comprising of 12 advertisements that ran simultaneously on Facebook and Instagram. This campaign generated 17,810 impressions and 813 clicks to the ASMP survey. Paid social media advertisements were designed specifically to reach both Youth and People of Color throughout Austin. Table 3 displays the different campaigns and their reach.

Table 3: Targeted Social Media Advertisements Total Reach and Impressions

Ad	Total Clicks	Total Reach	Total Impressions
Spanish-Language Ads	302	23,193	37,967
English-Language Ads	356	14,222	16,088
Youth Ads	155	14,929	17,810
Total	*813*	*52,344*	*71,865*

The ASMP team launched three social media advertisements aimed at Youth. They targeted different segments of people between 15-24 years old and within close proximity to Austin high schools. Austin universities were not specifically included since they fell within the buffer of the high school network spread across the city. Figure 3 shows an example of two Youth ads.
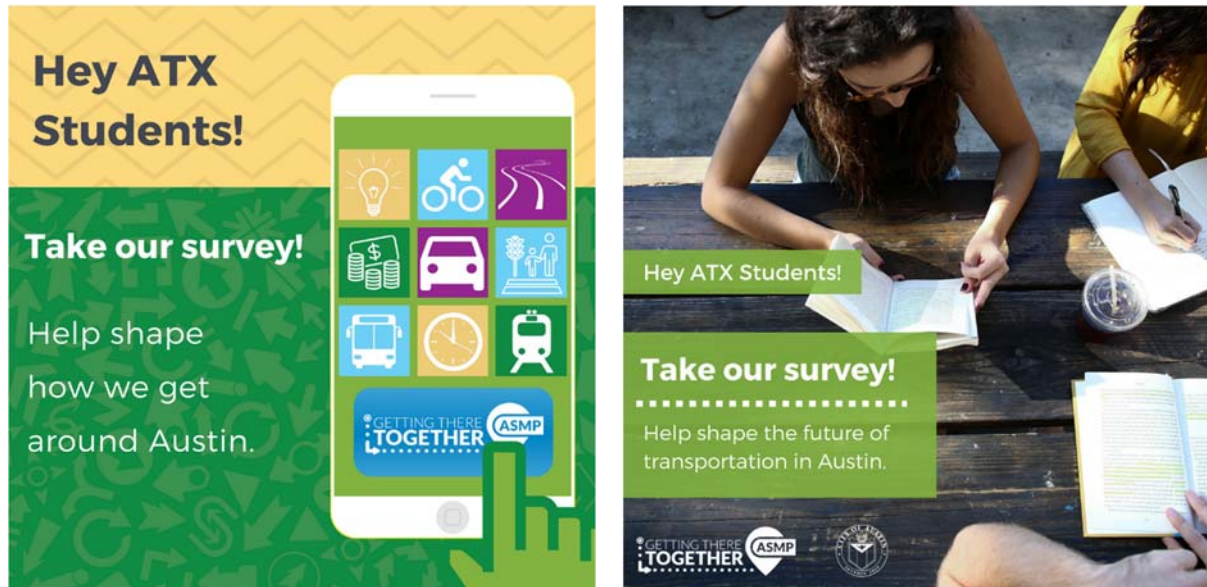

Figure 3: Targeted Youth Ad Examples from ASMP Phase II

The ASMP team also used targeted Spanish-language ads to increase participation of community members who may have limited English proficiency. The team used Census data to determine Austin ZIP codes with the largest percentages of residents reporting that they speak Spanish at home. The team created unique Spanish-language art and copy for social media advertisements and ran those ads within the seven ZIP codes containing the highest percentage of residents reporting that they spoke Spanish at home. Figure 4 shows these ads.

In addition to using its own social media presence, the ASMP team worked with TODO, a local multicultural media outlet, to distribute Spanish-language information about the survey through its social media feeds. We also provided TODO with Spanish-language text to release in any emails or newsletters it used.

In an effort to increase participation among Black/African American and Hispanic/Latino community members specifically, the team also ran targeted ads in the 18 ZIP codes with the highest percentages of residents who identified as Black/African American and/or Hispanic/Latino on the 2010 Census.

Figure 4: Spanish-language social media ads for Facebook (left) and Instagram (right)

Targeted Broadcast Media Engagement

The ASMP team organized one television and two radio interviews with media outlets primarily serving our target audiences. Table 4 provides detail for these three broadcasts.

Table 4: Targeted Broadcast Media from Phase II

Date	Media Outlet	Outlet Type
4/25/18	Univision	Television
5/8/18	KAZI	Radio
5/29/18	KAZI	Radio

The April 25, 2018 Univision coverage featured Spanish-speaking ATD staff describing the ASMP and encouraging residents to take the online survey. ASMP staff was interviewed twice by KAZI about the ASMP survey, the team's goals, and how they were working to make ASMP public engagement efforts as representative as possible. KAZI is a noncommercial radio station serving the needs of the African-American community in Austin.

Community Journalist Conference

ASMP staff members attended the Austin Community Journalist Conference in April 2018 to network with multicultural media that could help spread the word to a range of different Austinites. Attendance at the conference helped facilitate the KAZI interviews, and although that was the only media outlet appearance resulting from attendance, the conference was an important educational experience that can lead to improved media connections and community engagement in Phase III, as well as future projects.

2.3 Traditional Engagement Activities

The ASMP team organized more traditional types of public engagement opportunities in addition to the work committed to engaging the four focus populations. This included hosting a large public event to launch the online survey, continuing to work with our advisory committee, and taking advantage of local media promotion opportunities and communication channels.

2.3.1 Public Open Houses

On March 28, 2018, the City of Austin Transportation Department, in partnership with Capital Metro, hosted *Traffic Jam: Taking it to the Streets*. Held to help educate and engage the Central Texas community on the ASMP and Capital Metro's high-capacity transit plan, Project Connect, participants took part in an open-house style event where individuals could learn about these projects while also providing input on Austin's transportation future. The event was held from 4 to 8 p.m. at the Austin Central Library. Attendees were able to mingle with City of Austin partner agencies, review the ASMP planning process and other City of Austin plans, explore the ASMP's three mobility scenarios, and participate in the official launch of the ASMP MetroQuest survey. Approximately 200 community members attended the event. A summary of the feedback provided at *Traffic Jam: Taking it to the Streets* is included in Appendix I.

We also co-hosted two "mini" Traffic Jam events with Capital Metro where community members could speak with the ASMP team about their needs and preferences. The first Mini Traffic Jam was held at the Turner Roberts Recreation Center from 6:30 to 8 p.m. held on Wednesday April 18, 2018. The second Mini Traffic Jam was held at the North Austin YMCA from 1 to 3 p.m. on Saturday April 28, 2018.

2.3.2 Multimodal Community Advisory Committee

The joint advisory group for the ASMP and Project Connect, the Multimodal Community Advisory Committee (MCAC), was convened to provide input on the scenarios used in Phase II. Prior to Traffic Jam: Taking it to the Streets, the MCAC met on February 12, 2018 to review the three scenarios developed by staff. They were asked to provide their feedback on what they liked and did not like in each scenario. Committee members completed tasks similar to what was asked of respondents in the online survey to "test drive" the tool prior to a full public roll out. MCAC members also reviewed strategies that staff planned to include in the MetroQuest online survey, and suggested additional strategies of their own. MCAC members were also encouraged to attend Traffic Jam themselves, and to invite their networks to attend, as well.

2.3.3 Traditional Media

In order to reach residents throughout the city, the ASMP team launched social and broadcast/print media engagement efforts. These engagement efforts were designed to increase overall community participation in the ASMP survey and raise awareness of the plan and its goals. Staff created social media posts for Twitter, Facebook, and NextDoor, partnered with media outlets, and coordinated with community partners. Staff also used the Community Registry to identify neighborhood associations and transportation-related groups to target with e-newsletters.

The ASMP team created 31 unpaid social media posts on Twitter, Facebook, and NextDoor from March 28, 2018 to May 31, 2018. These posts received over 120,000 impressions and 11 clicks to the ASMP survey or website.

Throughout Phase II, staff coordinated with local broadcast and print media outlets to disseminate messaging about the ASMP survey. Staff issued three releases: two releases to community members and groups signed up for our email newsletter, and one release to the press. The ASMP survey received coverage in media outlets including: CBS Austin and KXAN (television) as well as the Austin American-Statesman and Community Impact (print).

The ASMP team also used City newsletters to reach communities across Austin. ATD's "Austin Mobility News" included information about the survey in several of its newsletters, while CitySource, a weekly email sent to over 13,000 City employees ran two separate stories about the ASMP survey.

The ASMP team also coordinated with online community newsletters and neighborhood engagement efforts to inform residents about the ASMP survey. The team reached these online community resources through direct outreach and City of Austin NextDoor posts. Various neighborhood associations and community organizations across Austin helped spread the word about the ASMP through neighborhood association websites, calendars, and online forums. These online community resources included:

- Friends of Austin Neighborhoods
- Downtown Austin Alliance
- Austin EcoNetwork
- Friends of Zilker Neighborhood Association
- South Austin AARP, Chapter 2426

Staff reached out to many people and groups electronically through emails, newsletters, and social media posts. The intent behind these communications was first to drive community members to take the online survey. A secondary intent was to bring awareness of the overall ASMP planning process and provide more information to those who desired it.

3. Who We Reached

We had 5,774 total participants in the survey (including both online and paper versions). Table 5 displays the breakdown of survey participants by race/ethnicity. Results with green text indicate whether or not the percentage of survey respondents met or exceeded that race/ethnicity's proportion of the population for the entire city of Austin based on the 2016 American Community Survey (ACS) 5-year estimates. Red text indicates that the percentage of survey participants falls below that race/ethnicity's share of Austin's population. For example, the 2016 ACS estimate for people identifying as Asian in the city of Austin is 6.8%. Because fewer than 6.8% of survey respondents identified as Asian, the text is red.

Table 5: ASMP Phase II Survey Participants by Race/Ethnicity

Race/Ethnicity	Total	Percentage based on participants who responded to question (N=3815)	ACS 2016 5 Year Estimates (%)
American Indian/Alaska Native	24	0.6%	0.4%
Asian	172	4.5%	6.8%
Black/African American	262	6.9%	7.6%
Hispanic/Latino	635	16.6%	34.5%
Native Hawaiian/Pacific Islander	10	0.3%	0.1%
White	2579	67.6%	75.9%
Other	133	3.5%	6.1%

Table 6 displays the survey participants by age brackets. The text colors again refer to the proportional share of the respondents compared to the population, however it is based on the proportion of the population excluding community members younger than 18 since a majority of people under the age of 18 do not fit our definition of Youth, which was 15-24.

Table 6: ASMP Phase II Survey Participants by Age

Age	Total	Percentage based on participants who responded to question (N=4046)	ACS 2016 5 Year Estimates of 18+ population (%)	ACS 2016 5 Year Estimates (%)
Under 18	32	0.8%	--	21.4%
18-24	274	6.6%	15.2%	11.5%
25-34	972	23.3%	25%	22.1%
35-44	880	21.1%	20.8%	15.7%
45-54	703	16.9%	15.9%	11.9%
55-64	639	15.3%	12.6%	9.5%
65+	546	13.1%	10.5%	7.9%

Table 7 displays the results of survey participants based on their Council district. In this table, text color indicates whether or not the share of survey participants is above or below 10%, since the population of Austin is divided approximately equally across the 10 districts.

Table 7: ASMP Phase II Survey Participants by City of Austin Council District

District	Total	Percentage based on participants who responded to question (N=4060)	Percentage of participants who know their council district and live in Austin (N=2746)
District 1	328	8.1%	11.9%
District 2	157	3.9%	5.7%
District 3	249	6.1%	9.1%
District 4	176	4.3%	6.4%
District 5	391	9.6%	14.2%
District 6	220	5.4%	8.0%
District 7	291	7.2%	10.6%
District 8	232	5.7%	8.4%
District 9	378	9.3%	13.8%
District 10	324	8.0%	11.8%
I don't know.	981	24.2%	--
I don't live in Austin.	333	8.2%	--

4. What We Heard

In this phase of engagement, we heard from the community about the plan goals, their preferences for three different mobility futures or scenarios, and potential strategies to achieve the plan goals.

4.1 Plan Goals

In the first phase of public engagement for the ASMP, the goals of the plan were established: *Affordability, Commuter Delay, Economic Prosperity, Health and Safety, Innovation, Placemaking, Sustainability,* and *Travel Choice.* Through the online survey, participants were asked to rank these goals in order of priority, focusing on their top five goals. Participants taking the paper survey did not complete this task, and they are not included in this analysis.

4.1.1 Overall Population

Of the eight goals participants were asked to rank, *Commuter Delay* ranked as the highest priority, as seen in Table 8. The goal ranked the highest by a survey respondent receives a rank of "1," meaning the lower the average rank, the more that goal was ranked as most important. *Commuter Delay* had an average rank of 2.23. *Commuter Delay* was also included most often in participants' top five goals. Of the 5,268 online participants, *Commuter Delay* was ranked in the top five goals 3,913 times and 45% of those times it was ranked as the #1 priority. *Affordability* was included in participants' top five the next most frequently, followed by *Health and Safety*, *Travel Choice*, and *Sustainability*. Table 8 displays the average ranking for each goal, the number of times each goal was ranked, and the amount of times it was ranked #1.

Table 8: Goal Ranking Results from All Online Survey Respondents

Goal	Commuter Delay	Afford-ability	Health and Safety	Travel Choice	Sustain-ability	Economic Prosperity	Place-making	Innovation
Average Ranking	**2.23**	2.82	2.84	2.94	3.25	3.43	3.44	3.49
Times Ranked	**3913**	3706	3410	3402	3398	1895	1990	2375
Times Ranked # 1	**1746**	714	772	611	463	187	200	217

There are several items of note in these rankings and averages. While *Commuter Delay* is clearly the number one priority, *Affordability* is also very important to participants. Not only is it the second most selected goal, but it has the second lowest average, as well. *Health and Safety*, *Sustainability*, and *Sustainability* are all tightly bunched as the third thru fifth most important priorities with very similar number of times chosen. While *Health and Safety* and *Travel Choice* both have similar averages, too, there is a drop in the average ranking for *Sustainability*. This

shows that many people ranked it, but ranked it as a lower priority. This also explains why, at the other end of the list *Innovation* is ranked so many times, but also has the lowest average ranking. Many people ranked it, but it was rarely a top priority for participants.

4.1.2 Focus Populations

Comparing the rankings of the four focus populations creates a very similar set of priorities in average ranking. Table 9 displays the average ranking of the transportation goals, the number of times each goal was ranked, and the number of times a goal was ranked number one #1 for all online respondents who indicated they were a member of a focus population.

Table 9: Goal Ranking Results from Focus Population Online Survey Respondents

Goal	Commuter Delay	Afford-ability	Health and Safety	Travel Choice	Sustain-ability	Economic Prosperity	Place-making	Innovation
Average Ranking	**2.37**	2.71	2.81	3.01	3.26	3.40	3.46	3.49
Times Ranked	1109	**1148**	1060	1005	958	611	529	727
Times Ranked # 1	**428**	250	260	201	128	64	53	73

A major difference is that *Affordability*, while still the second lowest average ranking behind *Commuter Delay*, was the most frequently ranked goal. *Economic Prosperity* also jumps over *Placemaking* in the number of times ranked and times ranked #1. Transportation seems to be more closely aligned with finances for these populations.

Although the goal ranking results differ for each focus population, for the most part the results generally align with the overall results and the results for all focus populations combined.

- *Commuter Delay* has the lowest average ranking (meaning most important) for each focus population.
- *Affordability, Health and Safety, Travel Choice, and Sustainability*, in some order, are always goals 2-5 in both lowest average ranking and number of times ranked.
- For People with Mobility Impairments, *Travel Choice* is the second highest priority in terms of times ranked and lowest average.
- For Seniors, *Health and Safety* is the second highest priority in terms of times ranked and lowest average.
- For both Youth and People of Color, *Affordability* is the number one priority in terms of times ranked, however, *Commuter Delay* still has a lower average ranking.

4.2 Star Rating of Scenarios

After selecting the goals that were most important to them, participants were shown three transportation scenarios. Figure 5 provides a quick snapshot of the ingredients in each scenario. Each scenario consisted of different transportation network elements, and online participants were given information that assessed how each scenario performed based on the goal priorities they had selected in the previous task. Respondents were asked to rate them on a scale of one to five stars, five being the highest rating.
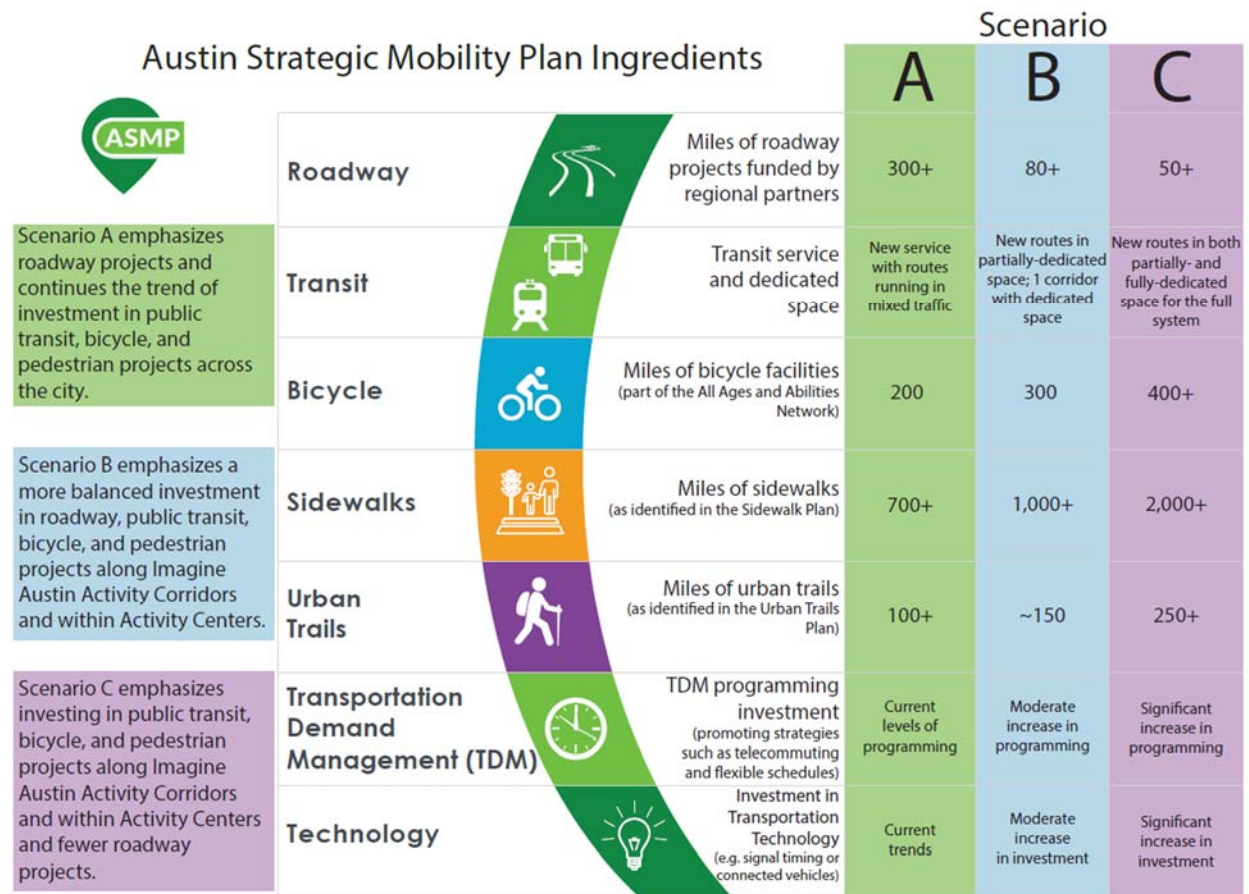
Figure 5: Ingredients of the three scenarios from ASMP Phase II

4.2.1 Overall Population

Scenario C is highest rated option; it has almost double the amount of 5-star votes that A or B received. Its average ranking is only slightly higher than that of Scenario B, however. Scenario B, although receiving the fewest 5-star votes, also received substantially fewer 1-star votes than either of the other scenarios. The high amount of 4-star and 3-star votes keep its average ranking high. Scenario A is clearly the most divisive. A similar amount of people gave it a 1-, 2-, 3-, 4-, and 5-star rating, showing that just as many people love it, hate it, or feel neutral about it. Figure 6 displays the average times ranked (colored bars) and average ranking (black line) of each scenario for all survey respondents.
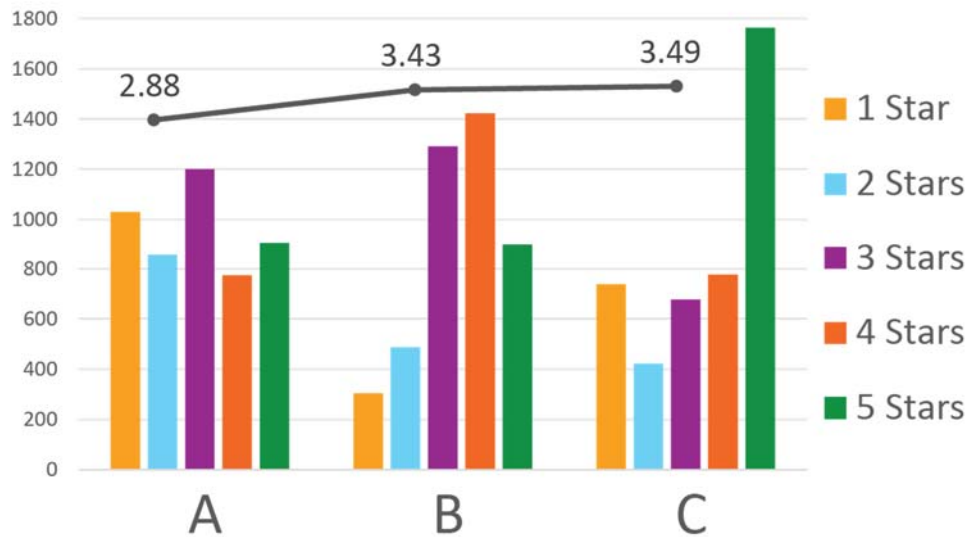
Figure 6: Star Rating Results for All Survey Respondents

4.2.2 Focus Populations

Figure 7 displays the same graph, but for all of the focus populations. As with the goal ranking, there is not much difference between the focus populations and the overall population. Scenario B received a slightly higher average star rating than Scenario C by 0.01. Scenario A is still least popular, with the average ranking almost identical to that of the overall population.
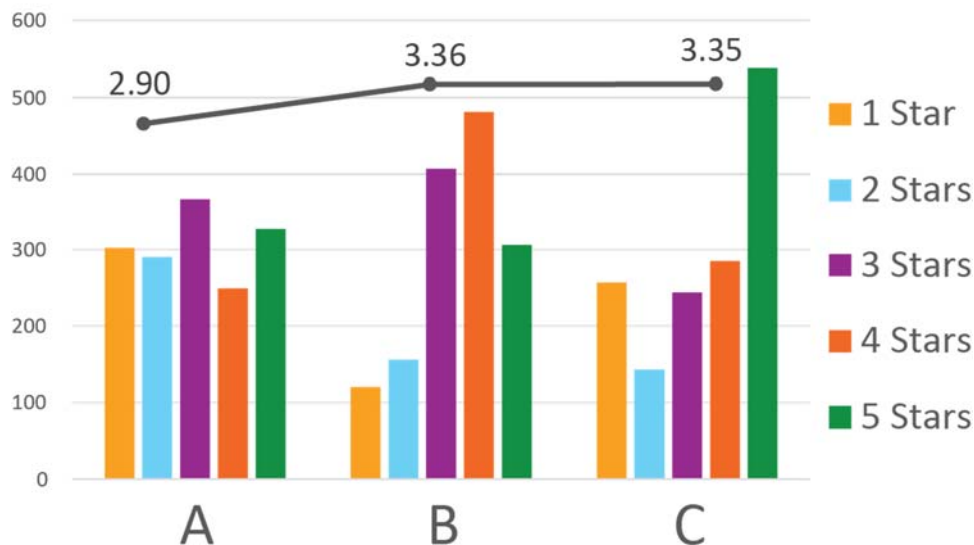

Figure 7: Star Rating Results for Focus Population Survey Respondents

There is more variation among the focus populations when each are considered separately:

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- Scenario preferences among Youth mirrored the preference among the aggregated focus populations and overall population.
- Seniors had the highest preference for Scenario A. Scenario A had the highest average ranking among the three scenarios, as well as the most 5-star votes. Scenario B still had the fewest 1-star votes.
- People of Color had similar preferences to Youth and the overall population. Scenario C had the most 5-star votes by a wide margin, Scenario B had a large number of 3-star and 4-star votes, while Scenario A has an almost identical number of 1-star votes (195) as 5-star votes (198).
- People with Mobility Impairments were the only group to give Scenario B the highest average ranking.

4.3 Scenario Starting Point

Participants were also asked to choose one of the three scenarios as the starting point for the ASMP and to provide comments on what they liked about that strategy, and how they would improve it.

4.3.1 Focus Group Results

Focus Group participants voted on which scenario they would prefer as a starting point. The results of these votes are listed in Table 10. After voting the participants discussed the positives and negatives they felt about each scenario.

Table 10: Focus Group Participants' Preferred Starting Point

Focus Group	Scenario A	Scenario B	Scenario C
Aged 65 and Older	1	5	1
Aged 24 and Younger	0	3	6
Identifying as a Racial or Ethnic Minority	0	0	4
Blind or Visually Impaired	0	1	8
Mobility Impairment	0	0	7
Meals on Wheels	0	10	3
University Federal Credit Union	0	8	5
Wheatsville Co-Op	0	4	8
Total	*1*	*31*	*42*

Despite the wide range of characteristics among participants across the eight focus groups, Scenarios B and C were both much more popular than Scenario A, which garnered only one vote overall.

There were several common themes mentioned by participants across the groups. These included:

- The belief that Austin's transportation problems continue to worsen, and it is necessary for the City to act quickly and decisively via new and innovative strategies that are different than those being currently employed.
- The transportation network should support a wide variety of modes.
- Rail transport is exciting and desired.
- Public transportation wasn't reliable or convenient enough for regular use.
- Conversely, public transportation is also an opportunity to move the most people most efficiently and to do so in the most environmentally-friendly way.
- Sidewalks are very important and desired by all groups; their continued deterioration affects people's transportation choices.
- Transportation Demand Management (TDM) as an initiative and strategy is unknown and people are wary of it. However, people are very supportive of TDM strategies when broken down into specific programs such as teleworking, vanpools/Chariot, etc.
- Urban trails were positively, but tepidly received. People enjoyed them because they related to the image of Austin as a "fit" or "outdoorsy" city, but weren't integrated into a transportation-network context.
- Many people only think of themselves as drivers even though they use multiple modes of transportation.
- There is no reliable enforcement of transportation violations, regardless of mode, and it discourages people and erodes their confidence in the City's problem-solving abilities.

Although there were variations within each population, each group also discussed specific goals, desires, or worries. Major themes and topics of discussion specific to each group are below:

Aged 65 and Older

- The only group with a participant whose preferred scenario was "A"
- Interest in shared-use mobility such as transportation network companies (Uber, Lyft, Ride Austin, etc.).
- Excited about, and declared a willingness to embrace, transportation technology improvements
- Desire improved multimodal solutions so they can age in place without worrying about continuing to drive

Aged 24 and Younger

- Skeptical of autonomous vehicles, but desire other transportation technology improvements
- As they age and their schedules become busier, the inconvenience of public transit (not as fast or reliable as a car) outweighs its affordability
- Despite being young, participants expressed their displeasure with how the City currently, and historically, approaches congestion problems, and they did not think current and past strategies were effective

Identifying as a Racial or Ethnic Minority

- This group admitted that although they all voted for C, it was unlikely that there was much the City could do to draw them out of their cars; a combination of routine, simplicity, and convenience keeps them from leaving their vehicles
- Trails support the idea of Austin as a healthy, "outdoorsy" city, and they should be promoted as important infrastructure that could also be economic and social drivers

Blind or Visually Impaired

- Sidewalk problems severely affect their mobility. These problems range from unmaintained vegetation, missing, broken, or disconnected sidewalks, and sidewalks being removed during building construction or area redevelopment
- Only two wheelchairs are allowed on a bus at one time, and this limits their users' ability to congregate and move about in large groups
- Wheelchair-accessible parking is very limited in downtown
- Capital Metro's MetroAccess program is too inconvenient. Eligibility is strict and seems arbitrary, while the pick-up windows are too wide for participants to conveniently use the program

Meals on Wheels In-home Aides

- Primarily reliant on buses for transportation
- The recently eliminated Capital Metro bus routes serve areas where these participants primarily live and work
- Although they want high-frequency transit, they do not want Capital Metro to "forget about the little guy" when designing bus routes
- Desire bus shelters and benches along all routes

University Federal Credit Union

- Acknowledge that cars are expensive to own and maintain, and additional roadway capacity induces more cars, but most people drive because of the flexibility
- Believe the City must support Seniors and People with Mobility Impairments; asking these groups to walk ¼ mile to a bus or to navigate broken sidewalks is unfair
- Want all scenarios to give greater emphasis to safety projects

Wheatsville Co-op

- Bicycling is desirable, but often unsafe. Drivers are not considerate, infrastructure is too limited, and there is often debris in the road
- Bus infrastructure is inadequate. The online schedule is often incorrect, the bus routes do not have shelters, the routes don't get them where they need to go easily, and sometimes the bus drivers do not stop for them along the route
- There should be an emphasis on repairing and maintaining current infrastructure, in addition to creating new infrastructure

4.3.2 Survey Respondent Results

Figure 8 displays the starting point preferences for both total respondents and for only focus population respondents. Overall, the scenario chosen the most frequently as the starting point was Scenario C, with 42% of responses. The preferred starting scenario for the focus populations once again is very similar to the overall population. However, while Scenario C is still the most preferred option, the split is slightly more even across the three scenarios.
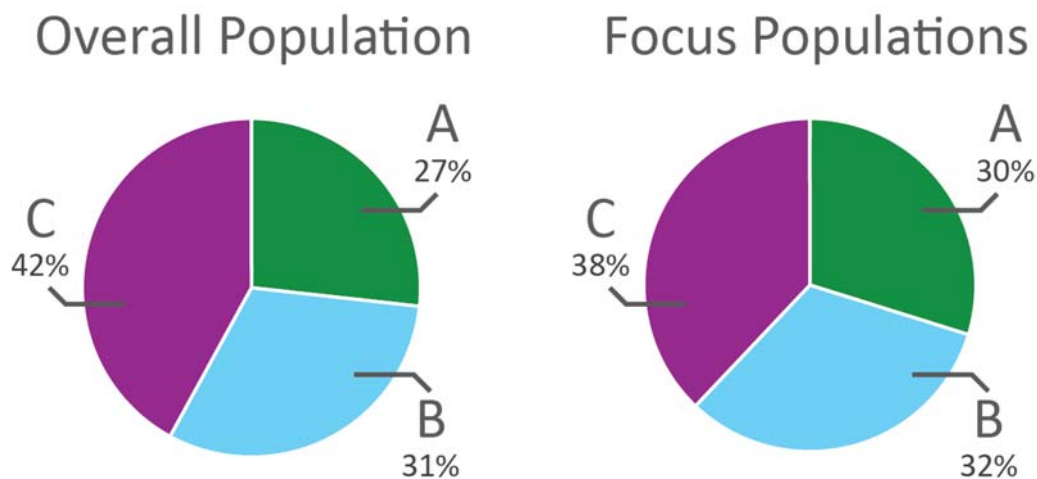

Figure 8: Scenario Starting Point Results for All Survey Respondents (left) and Focus Populations (right)

As with the goal rankings and scenario ratings, when the focus populations are disaggregated to individual populations their results still mirror those of the population as a whole.

- Youth once again prefer Scenario C, with 42% of Youth selecting Scenario C as the starting point. They have an even lower percentage of people choosing Scenario A as the starting point than the population as whole (20%).
- Seniors feel just as strongly about Scenario A as Youth do as about Scenario C. 42% of Seniors selected Scenario A as the starting point. The next preference for this group was Scenario C, with 32% of seniors choosing it.
- People of Color continue to mirror Youth and the overall population with a preference for Scenario C.
- People with Mobility Impairments have a very slight preference for Scenario A (39%) over Scenario C (36%).

4.3.3 Starting Point by ZIP Code

We also analyzed results by ZIP code to determine which scenario different areas of the Austin region preferred as a starting point. Figure 9 provides a map of which scenario each ZIP code preferred as a starting point and also how intensely they preferred it. Preference for Scenario C is most pronounced in central Austin ZIP codes as well as near Leander, while ZIP codes further out tended to prefer Scenario A or B more strongly. Some ZIP codes did not have respondents

and, in other cases, preferences in one ZIP code were split between two scenarios, indicated by the diagonal stripes in Figure 9.

Figure 9: Map of ZIP code preferences and intensity of preference for each scenario starting point

4.4 Strategies

In the online survey, participants were asked which transportation strategies they believe would best address the plan goals that were most important to them.

4.4.1 Overall Population

The top five strategies for the overall population are listed below. It is important to note that participants saw strategies only for goals they ranked in their top 5. For example, someone who ranked *Sustainability* as a goal would see *Ensure the transportation network is resilient and adaptable to future changes* as a strategy, while someone who instead chose *Economic Prosperity* would not see it. The goal from which each strategy is derived is listed after the strategy, along with the number of times each strategy was selected.

The strategies that were chosen most often by the overall population were:

1. Provide more public transit service and enhance connections to/from public transit *(Travel Choice-1,996)*
2. Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles*) (Sustainability-1,782)*
3. Improve signal timing and other transportation technologies *(Commuter Delay-1,765)*
4. Prioritize travel choices, such as taking public transit, walking, or bicycling, making them more convenient and efficient *(Commuter Delay-1,683)*
5. Reduce serious injuries and fatalities by designing streets for appropriate vehicular speed *(Health & Safety-1,637)*

It is notable that although *Commuter* Delay was the number one priority for people, the most commonly chosen strategy was from *Travel Choice*, the fourth most frequently ranked goal. We can infer that people prefer different strategies to solve commuting issues, while people are more aligned on the best strategy to improve travel choices.

4.4.2 Focus Populations

The top five strategies for the focus populations are:

1. Provide more public transit service and enhance connections to/from public transit *(Travel Choice-674)*
2. Offer more choices in how we travel to reduce personal costs associated with car ownership (*Affordability-581*)
3. **(Tie)** Improve signal timing and other transportation technologies (*Commuter Delay-575)*
4. **(Tie)** Reduce serious injuries and fatalities by designing streets for appropriate vehicular speed *(Health & Safety-575)*

5. Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles) *(Sustainability-569)*

Once again, the top five goals for all four focus populations combined are similar to those of the overall population, including the strategy they would most like to see pursued. Additionally, *Prioritize travel choices, such as taking public transit, walking, or bicycling, making them more convenient and efficient*, which was ranked fourth for the overall population, only dropped to sixth for focus populations, and it was only several votes behind number five. The ascension of *Offer more choices in how we travel to reduce personal costs associated with car ownership* also aligns with the focus populations' earlier emphasis, discussed in section 4.1, on the cost of transportation and how it relates to the *Affordability* and *Economic Prosperity* goals*.*

When the focus populations are disaggregated to each specific group they show slightly greater differences, although their strategies continue to align with that of the population as a whole.

- *Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles)* was the most frequently selected strategy for Youth respondents, with *Prioritize travel choices, such as taking public transit, walking, or bicycling, making them more convenient and efficient* an extremely close second.
- *Improve signal timing and other transportation technologies* was the most selected strategy for Seniors, followed extremely closely by *Provide more public transit service and enhance connections to/from public transit*.
- People of Color overwhelmingly chose *Provide more public transit service and enhance connections to/from public transit* as their preferred strategy. *Offer more choices in how we travel to reduce personal costs associated with car ownership* was second-most selected.
- People with Mobility Impairments continued to support a balanced range of modes. *Provide more public transit service and enhance connections to/from public transit* was the most prevalent selection, but *Improve signal timing and other transportation technologies* and *Provide new roadway connections and additional capacity for vehicles* were also common selections.

4.5 Open-ended Comments

4.5.1 Methodology

The survey supplied several opportunities where respondents could write in comments for the City to consider to supplement their survey answers. This resulted in just over 4,500 open-ended comments for the ASMP team to read, assess, and consider.

The ASMP team created criteria for considering each of the comments. We defined five different categories of "tags" that could be applied to a comment:

- Comment Type: used to differentiate between *general* thoughts about the scenarios, transportation, or different approaches, or for specific *project* recommendations. A small number of comments that did not provide enough information for staff to determine what the respondent preferred were marked *too little information*.
- Ingredient: indicates what aspect of the scenario was being discussed, such as sidewalks, and whether the comment was negative or positive about that ingredient.
- Geography: refers to where in the city the comment discussed. This could be a specific place, such as Airport Blvd, a general area such as northwest Austin, or both.
- Theme: designates what subject(s) was being discussed by the comment.
- Project Name: names a specific project(s) if mentioned in the comment.

Each comment received at least one tag, but there was no limit to the number of tags a comment could receive. Tagging the comments was a subjective process; it required the ASMP team to interpret statements that were sometimes confusing, contradictory, or unexpected based on other selections made during the survey. However, we spent time tagging comments in a group setting and discussing our reasons for choosing these tags. This helped create a somewhat consistent, defined manner of tagging. Appendix K displays the different tags available for each category.

4.5.2 Results

Several themes emerged from the tagging of open-ended comments we received.

Overall Population

The most frequently used tag is "Positive: Transit." 36% of all comments received that tag. The second most commonly used tag is "Positive: Multimodal" at 24%, and "Positive: Added Capacity" is third at 19%. The top two tags are likely mirroring the popularity of Scenarios B and C since transit and other multimodal improvements are the prominent ingredients.

The most common theme is "Balanced" at 14%, followed by "Commuting" at 10%, and "Funding" at 8%. That "Balanced" is the most common theme most likely indicates that most people who chose Scenario B preferred it because they felt it was balanced.

Focus Populations

The same three ingredient tags are also the top three tags for the focus populations. "Positive: Transit" is once again the most popular tag by a wide margin: it is on 33% of comments. However, the "Positive: Added Capacity" becomes the second most popular ingredient-tag; it is on 19% of comments. "Positive: Multimodal" decreased a fair amount in use compared to the overall population. It is only on 18% of tags for the focus populations, compared to 24% for the overall population.

The themes used are once again very similar between the overall population and the focus populations. "Balanced" is again the most common theme at 13%. "Commuting" and "Funding" are again second and third most common, at 8% and 7%, respectively.

4.6 District Snapshots

Since the ASMP will not be a transportation plan that considers the entirety of the city in a uniform manner, staff also examined survey responses and comments through the lens of City of Austin Council districts to see if any specific goals, strategies, programs, or projects stood out to respondents in specific neighborhoods as compared to other neighborhoods. Figure 10 provides a map of the Council districts, and the sections that follow provide a quick set of takeaways for each district as well as for those respondents who do not live in Austin.
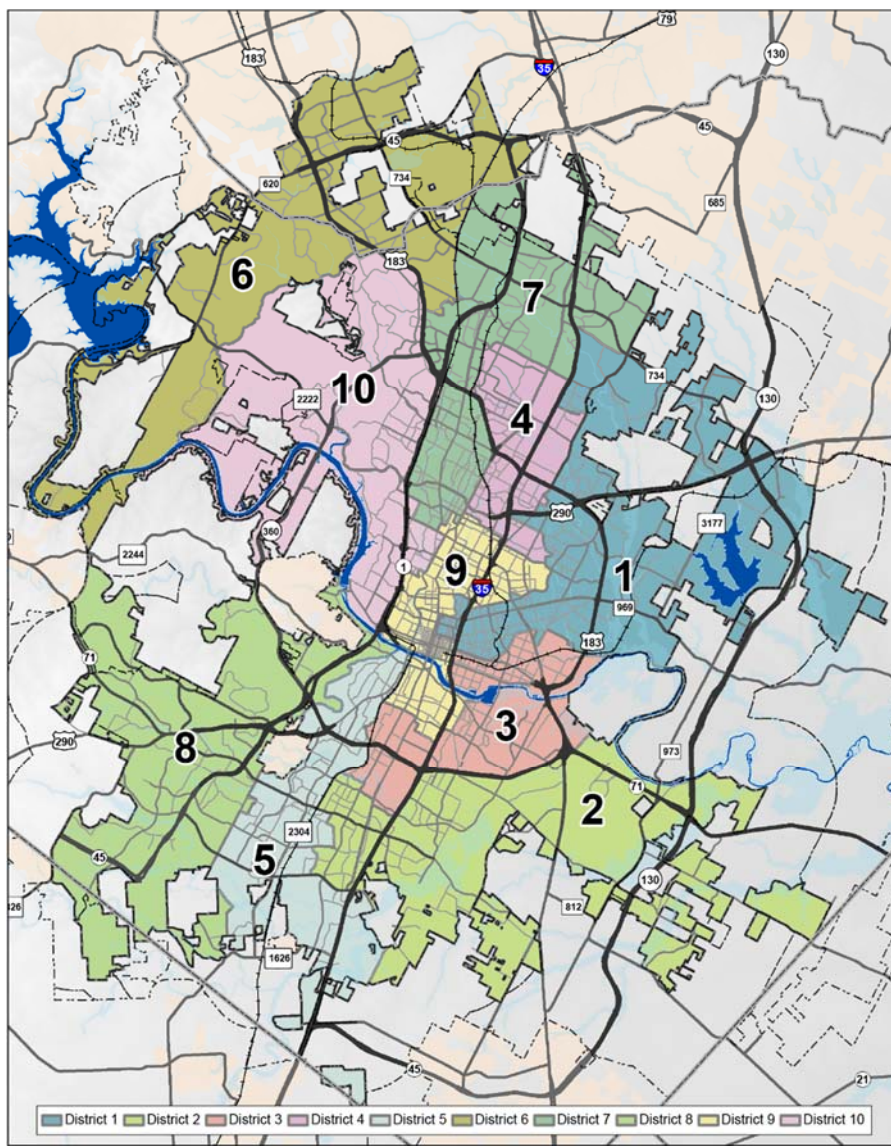
Figure 10: Map of City of Austin Council Districts

4.6.1 District 1

- *Commuter Delay* was the top-ranked mobility goal for District 1. It was ranked as the number one priority by 40% of district respondents, with an average ranking 2.40. *Affordability* was the second-most prioritized goal, with an average ranking of 2.75.
- District 1 residents gave the following average star ratings (from 1 to 5 stars) for each scenario:
    - Scenario A: 2.47
    - Scenario B: 3.46
    - **Scenario C: 3.92**
- **Scenario C** was the preferred starting point for 52.94% of survey participants, with Scenario B farther behind (28.37%) and Scenario A chosen by only 18.69% of District 1 residents.
- *Provide more public transit service and enhance connections to/from public transit* was the most commonly selected strategy, followed closely by *Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles)*.
- Survey participants frequently discussed the lack of good East-West connectivity in Austin. More than 34% of all district 1 comments discussed the need for more public transit, with less than 1% thinking there was already sufficient or too much transit in the city. 28% of all comments discussed bicycling, with 23% of all comments favoring more bicycle projects and 5% of all comments favoring less.

4.6.2 District 2

- *Commuter Delay* was the top-ranked mobility goal for District 2. It was ranked as the number one priority by 52% of district respondents, with an average ranking 2.16. *Affordability* was the second-most prioritized goal, with an average ranking of 2.64.
- District 2 residents gave the following average star ratings (from 1 to 5 stars) for each scenario:
    - Scenario A: 2.90
    - Scenario B: 3.47
    - **Scenario C: 3.51**
- **Scenario B** was selected as the preferred starting point for just over 38.19% of District 2 respondents, while Scenarios A was selected by 31.25% of district respondents and Scenario C by 30.56%.
- District 2 respondents were very split on their preferred strategies. *Provide more public transit service and enhance connections to/from public transit* was the most commonly selected strategy. However, five other strategies were all bunched together closely just behind the most commonly selected option.
- District 2 open comments continued to show a split opinion among community members. No single project or goal was clearly preferred by a majority of respondents, and nearly as many people voiced an opinion for more multimodal transportation options as for projects that created additional roadway capacity for personal vehicles.

Transit was heavily supported by survey participants, with 38% of comments voicing support for public transit.

4.6.3 District 3

- *Commuter Delay* was the top-ranked mobility goal for District 3. It was ranked as the number one priority by 36% of district respondents, with an average ranking 2.51. *Travel Choice* was the second-most prioritized goal, with an average ranking of 2.76.
- District 3 residents gave the following average star ratings (from 1 to 5 stars) for each scenario:
  - Scenario A: 2.53
  - Scenario B: 3.43
  - **Scenario C: 4.18**
- **Scenario C** was selected as the preferred starting point by 59.03% of all District 3 respondents, making it the significant favorite ahead of Scenario B (26.43%) and Scenario A (14.54%).
- *Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles)* was the preferred strategy for District 3 respondents, however it received only a single vote more than *Provide more public transit service and enhance connections to/from public transit*.
- 44% of District 3 respondents wrote about the public transit in Austin; the overwhelming majority of those comments favored more transit (42% of all comments). However, commenters were almost evenly split about their preferred mode of public transit being bus or rail. A significant amount of people supported bicycling (27%) while a similar number of people each discussed the need for more sidewalks (17%) or more vehicle space (15%).

4.6.4 District 4

- *Commuter Delay* was the top-ranked mobility goal for District 4. It was ranked as the number one priority by 34% of district respondents, with an average ranking 2.42. *Affordability* was the second-most prioritized goal, with an average ranking of 2.73.
- District 4 residents gave the following average star ratings (from 1 to 5 stars) for each scenario:
  - Scenario A: 2.67
  - Scenario B: 3.48
  - **Scenario C: 3.77**
- **Scenario C** was selected as the preferred starting point by 49.33% of District 4 respondents, with Scenario B chosen by 32.0% of respondents and Scenario A by 18.67%.
- *Provide more public transit service and enhance connections to/from public transit* was the preferred strategy by a significant amount of survey participants.
- District 4 respondents considered a wide variety of modes in their open-ended comments. 36% of comments were in favor of more public transit, with no comments

explicitly favoring less public transportation. Other transportation modes received similar amounts of favorable comments as well, with 19% of comments being favorable for roadway capacity, bicycle facilities, and sidewalks.

4.6.5 District 5

- *Commuter Delay* was the top-ranked mobility goal for District 5. It was ranked as the number one priority by 42% of district respondents, with an average ranking 2.24. *Travel Choice* was the second-most prioritized goal, with an average ranking of 2.78.
- District 5 residents gave the following average star ratings (from 1 to 5 stars) for each scenario:
  - Scenario A: 2.76
  - Scenario B: 3.36
  - **Scenario C: 3.59**
- **Scenario C** was selected as the preferred starting point by 45.97% of District 5 respondents, followed by Scenario B with 28.96% and with Scenario A as a close third with 25.07% of respondents.
- The two most frequently selected strategies were *Provide more public transit service and enhance connections to/from public transit*, followed by *Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles)*.
- 32% of District 5 commenters talked about additional transit being positive for the city, but District 5 also has the highest amount of comments speaking against bus transit. Rail transit, however, was heavily supported (15%), as was bicycle transportation (11%). District 5 respondents also discussed safety projects the most among all districts.

4.6.6 District 6

- *Commuter Delay* was overwhelmingly the top-ranked mobility goal for District 6. It was ranked as the number one priority by 63% of district respondents, with an average ranking 1.83. *Travel Choice* followed in a distant second with an average ranking of 2.93.
- District 6 residents gave the following average star ratings (from 1 to 5 stars) for each scenario:
  - **Scenario A: 3.23**
  - Scenario B: 3.19
  - Scenario C: 2.88
- In line with their star ratings, District 6 respondents preferred **Scenario A** as the starting point, with 44.74% of respondents choosing it compared to only 28.42% for Scenario C and 26.84% for Scenario B. District 6 is the district most heavily in favor of Scenario A compared to other districts in the city.
- *Improving signal timing and other transportation technologies* was chosen by District 6 respondents most often as a preferred strategy, with *Provide new roadway connections and additional capacity for vehicles* as the second most frequently chosen strategy.

- Open-ended comments followed similar trends, with 38% of comments overall mentioning roadway capacity and 33% of respondents being in favor of adding capacity. District 6 respondents had split views on bicycle facilities; while 23% of respondents mentioned bicycles as a consideration, an equal number of comments wanted more bicycle facilities and less bicycle facilities. Finally, transit was a component that many District 6 respondents felt was missing. Overall, 26% of respondents wanted to see more public transit and in particular rail was supported more often than buses.

4.6.7 District 7

- *Commuter Delay* was the top-ranked mobility goal for District 7. It was ranked as the number one priority by 41% of district respondents, with an average ranking 2.25. *Travel Choice* and *Health and Safety* followed in second and third, with rankings of 2.76 and 2.78 respectively.
- District 7 residents gave the following average star ratings (from 1 to 5 stars) for each scenario:
  - Scenario A: 2.61
  - Scenario B: 3.56
  - **Scenario C: 3.70**
- District 7 respondents were heavily in favor of **Scenario C** as their starting point, with 44.44% of respondents choosing it compared to 34.48% who chose Scenario B and 21.07% who chose Scenario A.
- *Provide more public transit service and enhance connections to/from public transit* was the most often chosen strategy among District 7 respondents. The next most chosen strategy was *Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit, and electric vehicles*.
- District 7 open-ended comments generally were multimodal in nature. 35% of open-ended comments discussed transit, with 32% being in favor of more transit. Bicycle facilities were mentioned in 24% of comments, 17% being in favor of more and 7% being in favor of the same or less. Roadway capacity projects were also frequently mentioned (25%), with respondents generally in favor of them (16% in favor).

4.6.8 District 8

- The top ranked goal for District 8 respondents was overwhelmingly *Commuter Delay*. It was ranked as the number one priority by 58% of district respondents, with an average ranking of 1.85. *Health and Safety* followed in a distant second with an average ranking of 2.76.
- District 8 residents gave the following average star ratings (from 1 to 5 stars) for each scenario:
  - Scenario A: 3.10
  - **Scenario B: 3.34**
  - Scenario C: 3.02

- Respondents' chosen starting point also reflects this fairly even split among District 8 residents. **Scenario A** was chosen as the starting point by 35.44% of respondents, while Scenario C was picked by 32.52% and Scenario B by 32.04%.
- *Improving signal timing and other transportation technologies* was chosen by District 8 respondents most often as a preferred strategy, with *Provide new roadway connections and additional capacity for vehicles* as the second- most frequently chosen strategy.
- Transit was important to District 8 open-ended commenters, with 40% of comments discussing it and 39% of comments being in favor of more transit. 32% of comments discussed roadway capacity, with most of those being in favor of adding capacity (27% of comments overall). District 8 was fairly split on bicycle facilities, with 11% of comments favoring more bicycle facilities and 10% of comments favoring less.

4.6.9 District 9

- *Commuter Delay* was the top-ranked mobility goal for District 9. It was ranked as the number one priority by 33% of district respondents, with an average ranking of 2.56. *Travel Choice* and *Affordability* followed in second and third, with rankings of 2.71 and 2.86 respectively.
- District 9 residents gave the following average star ratings (from 1 to 5 stars) for each scenario:
  - Scenario A: 2.30
  - Scenario B: 3.43
  - **Scenario C: 4.18**
- District 9 respondents preferred **Scenario C** as a starting point by a vast majority, with 62.96% of respondents choosing it. Scenario B was chosen by 26.21% of respondents, while Scenario A was only chosen by 10.83% (the lowest support for any scenario in any district).
- *Provide more public transit service and enhance connections to/from public transit* was the most often chosen strategy among District 9 respondents. The next most chosen strategy was *Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit, and electric vehicles*. Close behind in third for District 9 residents was *Provide new and safer sidewalks and bikeways*.
- District 9 was the only district whose open-ended comments preferred less added roadway capacity (11% preferring less added capacity versus 7% preferring more added capacity). 44% of comments discussed transit, with nearly all of those respondents (43%) requesting more public transit. In line with the preferred strategies question, 17% of comments were in favor of more sidewalk projects and 24% in favor of more bicycle projects (no comments were in favor of fewer sidewalk projects and only 3% of comments were in favor of less bicycle projects).

4.6.10 District 10

- The top ranked goal for District 10 respondents was *Commuter Delay* by a large margin. It was ranked as the number one priority by 49% of district respondents, with an

average ranking of 2.15. *Health and Safety* and *Travel Choice* followed in second and third, with rankings of 2.78 and 2.97 respectively.

- District 10 residents gave the following average star ratings (from 1 to 5 stars) for each scenario:
  - Scenario A: 2.92
  - **Scenario B: 3.27**
  - Scenario C: 3.13
- Respondents from District 10 were fairly split on their preferred starting point, with the most chosen scenario, **Scenario C**, being chosen by 36.30% of respondents. Scenarios A and B were close behind with 33.95% and 30.63% of respondents choosing them respectively.
- *Improving signal timing and other transportation technologies* was chosen by District 10 respondents most often as a preferred strategy. *Provide more public transit service and enhance connections to/from public transit* was the second most frequently chosen strategy in District 10, followed closely in third by *Ensure the transportation network is resilient and adaptable to future changes*.
- Open-ended comments from District 10 respondents focused on transit, roadway capacity, and bicycle projects. 33% of comments discussed transit, with 29% of comments favoring more transit. Similarly, 30% of respondents discussed roadway capacity, with 25% being in favor of additional roadway capacity projects. District 10 open-ended comments slightly prefer fewer bicycle projects (12%) compared to more bicycle projects (11%).

4.6.11 Lives Outside Austin

- *Commuter Delay* was the top ranked plan goal for people who said they did not live in Austin. It was ranked as the number one priority by 50% of respondents, with an average rating 2.06. *Affordability* was the second-highest average ranking, with 2.71 stars out of 5.
- The average star ratings for each scenario were:
  - Scenario A: 3.18
  - **Scenario B: 3.50**
  - Scenario C: 3.32
- **Scenario B** was selected most often as the preferred starting point for this group, with 39.29% of respondents choosing it. Scenario A was second, with 31.79%, followed by Scenario C, with 28.93%.
- *Provide more public transit service and enhance connections to/from public transit* was the most frequently selected strategy by people who live outside of Austin. *Promote strategies that reduce driving, such as flexible work hours and teleworking* was the second most selected strategy among this group.
- A significant percentage of commenters (38%) desired transit access to and through the city, but a substantial number (23%) also discussed their desire for more roadway capacity for vehicles. Rail was supported in 12% of comments from people who live

outside Austin, with a specific focus on regional rail to other municipalities being mentioned by several respondents.

5. How We'll Use the Results

The Phase II survey results were used by ATD staff to determine which scenario is the preferred starting point for the most Austinites. The ASMP team is currently analyzing the several thousand written comments to help determine what transportation strategies, policies, programs, and projects community members would like to see in the plan. When the analysis is complete, ASMP staff will use the results to create a transportation plan that is sensitive to different issues and goals in different parts of the city. The ASMP will not be a one-size-fits-all document for the city, but a transportation plan that is sensitive to the different communities, desires, and issues, and peculiarities that make each neighborhood of Austin unique.

6. What's Next?

The ASMP team is assessing and considering the many pieces of quantitative and qualitative data that Phase II engagement provided for use in developing the preferred transportation strategy for Austin. As Fall 2018 approaches we will begin Phase III, our final phase of engagement, where we will engage the community on the major policies, objectives, programs, and projects recommended for each chapter of the ASMP. During this phase, we will return to the many organizations and community members with whom we worked in Phases I and II. As Phase III engagement happens we will continue to receive public feedback and refine the recommended strategy that will become the ASMP. Staff plans to engage City boards and commissions in the late fall/winter 2018 and anticipates bringing a final draft plan document to City Council for adoption in early 2019.

7. Appendices

Appendix A: Example of Online Survey Questions in English

Appendix A (cont.): Example of Online Survey Questions in English

Appendix A (cont.): Example of Online Survey Questions in English

Appendix B: English Paper Survey

ASMP SURVEY

After considering Austin's possible mobility scenarios explored in the **Austin Strategic Mobility Plan Scenario Guide,** please take a moment to provide your feedback below.

	Scenario A	Scenario B	Scenario C
How would you rate each possible scenario in terms of ability to meet our community's needs and priorities? *Please fill stars – 5=best, 1=worst.*	☆☆☆ ☆☆	☆☆☆ ☆☆	☆☆☆ ☆☆
Place a check mark in the box of the scenario you think should be the starting point for the mobility strategy for Austin.			

What do you like about the scenario you chose as the starting point?	
How would you tailor the scenario you chose to suit your needs?	

Use the back if you need additional space

OPTIONAL QUESTIONS

In which Austin Council District do you live?	☐ District 1 (Houston) ☐ District 2 (Garza) ☐ District 3 (Renteria)	☐ District 4 (Casar) ☐ District 5 (Kitchen) ☐ District 6 (Flannigan)	☐ District 7 (Pool) ☐ District 8 (Troxclair) ☐ District 9 (Tovo)	☐ District 10 (Alter) ☐ I don't know. ☐ I don't live in Austin.
Which best describes your race and ethnicity?	☐ American Indian/Alaska Native ☐ Asian ☐ Black/African American	☐ Hispanic/Latino/Spanish Ancestry ☐ Native Hawaiian/ Other Pacific Islander	☐ White ☐ Other ☐ Prefer not to answer	
What is your age?	☐ Under 18 years ☐ 55 - 64 years	☐ 18 - 24 years ☐ 65+ years	☐ 25 - 34 years ☐ Prefer not to answer	☐ 35 - 44 years ☐ 45 - 54 years
What is your gender?	☐ Male	☐ Female	☐ Other	☐ Prefer not to answer
What ZIP code do you live in?				

Please provide your email address if you'd like to receive updates about the ASMP

Want more information? austintexas.gov/asmp

Appendix B (cont.): English Paper Survey

Use the area below for additional space

What do you like about the scenario you chose as the starting point?	
How would you tailor the scenario you chose to suit your needs?	

GETTING THERE **TOGETHER** ASMP

Please return your paper survey by mail to:
ATTN: Marissa Monroy I City of Austin I P.O Box 1088 I Austin, TX 78767-1088

If you need assistance taking this survey, please contact Dan Brooks at (512) 974-6423 or daniel.brooks@austintexas.gov.

Appendix C: Spanish Paper Survey (front only)

ASMP ENCUESTA *También puede completar esta encuesta en línea en www.asmp-spanish.metroquest.com*

Después de considerar **la Guía de Escenarios del Plan de Movilidad Estratégico de Austin,** por favor tómese un momento para proporcionar sus comentarios a continuación.

	Escenario A	Escenario B	Escenario C
¿Cómo calificaría cada escenario posible en términos de habilidad para satisfacer las necesidades y prioridades de nuestra comunidad? *Califique los escenarios, 5=mejor, 1 = peor*	☆☆☆ ☆☆	☆☆☆ ☆☆	☆☆☆ ☆☆
¿Cuál escenario debería ser el punto de partida para la estrategia de transporatación en Austin?			

¿Qué es lo que le gusta del escenario que usted escogió como punto de partida?	
¿Cómo lo ajustaría para sus necesidades?	

Use el reverso de la página si necesita espacio adicional

Preguntas Opcional

¿En cuál Distrito Concejal de Austin vive usted?	☐ Distrito 1 (Houston) ☐ Distrito 2 (Garza) ☐ Distrito 3 (Renteria)	☐ Distrito 4 (Casar) ☐ Distrito 5 (Kitchen) ☐ Distrito 6 (Flannigan)	☐ Distrito 7 (Pool) ☐ Distrito 8 (Troxclair) ☐ Distrito 9 (Tovo)	☐ Distrito 10 (Alter) ☐ Yo no se. ☐ Yo no vivo en Austin.
¿Cómo describiría usted su raza y etnicidad?	☐ Indio Americano/Nativo de Alaska ☐ Asiático ☐ Negro/Africano Americano	☐ Hispano/Latino/Ascendencia Española ☐ Nativo de Hawai/ Otras Islas del Pacífico		☐ Blanco ☐ Otro ☐ Prefiere no responder
¿Qué edad tiene?	☐ Menor de 17 años ☐ 55 a 64 años	☐ 18 a 24 años ☐ 65+ años	☐ 25 a 34 años ☐ Prefiere no responder	☐ 35 a 44 años ☐ 45 a 54 años
¿Qué es su sexo?	☐ Hombre	☐ Mujer	☐ Otro	☐ Prefiere no responder
¿En cuál zona postal/ zip code vive?				

Por favor apunte su email si gusta recibir actualizaciones de ASMP

¿Para más información? austintexas.gov/asmp

Appendix D: Traditional Chinese Paper Survey (front only)

ASMP 調查 您亦可在線上完成此調查，網址： asmp.metroquest.com

在考量**奧斯汀戰略交通出行計劃方案指南**中探討的奧斯汀交通出行方案之後，請花片刻時間在下面提供您的反饋。

就滿足我們的社區需求和解決優先事項的能力而言，您會如何評價每個可能的方案？請填充星星 – 5＝最佳，1＝最差。	方案 A ☆☆☆ ☆☆	方案 B ☆☆☆ ☆☆	方案 C ☆☆☆ ☆☆
請勾選您認為應該是奧斯汀交通出行戰略起點的方案。			

對於您選作起點的方案，您喜歡它的哪些方面？	
您會如何調整您所選的方案以符合您的需求？	

如果您需要更多書寫位置，請使用背面

可選問題

您居住在哪個奧斯汀議會選區？	1 區 (Houston) 2 區 (Garza) 3 區 (Renteria)	4 區 (Casar) 5 區 (Kitchen) 6 區 (Flannigan)	7 區 (Pool) 8 區 (Troxclair) 9 區 (Tovo)	10 區 (Alter) 我不知道 我不住在奧斯汀

哪一項最適合描述您的族裔和種族？	美洲印第安人/阿拉斯加原住民 亞裔 黑人/非裔美國人	西班牙裔/拉丁裔 夏威夷原住民/其他太平洋島民	白人 其他 不願回答

您的年齡是？	18 歲以下 55 - 64 歲	18 - 24 歲 65 歲及以上	25 - 34 歲 不願回答	35 - 44 歲	45 - 54 歲

您的性別是？	男性	女性	其他	不願回答

您居住地的郵遞區號是？	

如果您想收到關於 ASMP 的更新資訊，請提供您的電子郵件地址。

想瞭解更多資訊？ austintexas.gov/asmp

Appendix E: Vietnamese Survey (front only)

ASMP BẢN THĂM DÒ Ý KIẾN Quý vị có thể điền bản thăm dò ý kiến trên mạng trực tuyến tại asmp.metroquest.com

Sau khi cân nhắc các kịch bản giao thông khả thi của Austin trong Cẩm Nang Hướng Dẫn về Kịch Bản Kế Hoạch Giao Thông Chiến Lược của Austin, vui lòng dành vài phút để chia sẻ ý kiến phản hồi của quý vị ở dưới.

	Kịch Bản A	Kịch Bản B	Kịch Bản C
Quý vị đánh giá mỗi kịch bản khả thi về khả năng đáp ứng các nhu cầu cũng như các vấn đề ưu tiên của cộng đồng chúng ta như thế nào? Vui lòng tô kín các hình ngôi sao - 5 là tốt nhất, 1 là kém nhất.	☆☆☆ ☆☆	☆☆☆ ☆☆	☆☆☆ ☆☆
Vui lòng đánh dấu chữ V vào ô dành cho kịch bản mà quý vị nghĩ là nên sử dụng làm điểm bắt đầu cho chiến lược giao thông của Austin.			

Quý vị nghĩ gì về kịch bản mà quý vị lựa chọn làm điểm bắt đầu?	
Quý vị sẽ điều chỉnh kịch bản mà quý vị chọn như thế nào cho phù hợp với các nhu cầu của quý vị?	

Sử dụng mặt sau nếu quý vị cần thêm chỗ trống để viết

CÁC CÂU HỎI TÙY CHỌN

Quý vị cư ngụ tại Địa Hạt Hội Đồng Thành Phố Austin nào?	☐ Địa Hạt 1 (Houston) ☐ Địa Hạt 2 (Garza) ☐ Địa Hạt 3 (Renteria)	☐ Địa Hạt 4 (Casar) ☐ Địa Hạt 5 (Kitchen) ☐ Địa Hạt 6 (Flannigan)	☐ Địa Hạt 7 (Pool) ☐ Địa Hạt 8 (Troxclair) ☐ Địa Hạt 9 (Tovo)	☐ Địa Hạt 10 (Alter) ☐ Tôi không biết ☐ Tôi không sống ở Austin.
Quý vị thuộc sắc tộc và chủng tộc nào?	☐ Thổ Dân Châu Mỹ Da Đỏ/Thổ Dân Alaska ☐ Á Châu ☐ Người Da Đen/Người Mỹ Gốc Phi Châu	☐ Người Gốc Sắc Tộc Nói Tiếng Tây Ban Nha/La-tinh/Có Gốc Tổ Tiên là Người Tây Ban Nha ☐ Thổ Dân Hawaii/Người Đảo Thái Bình Dương khác	☐ Người Da Trắng ☐ Khác ☐ Không muốn trả lời	
Quý vị bao nhiêu tuổi?	☐ Chưa đến 18 tuổi ☐ 55 - 64 tuổi	☐ 18 - 24 tuổi ☐ trên 65 tuổi	☐ 25 - 34 tuổi ☐ Không muốn trả lời	☐ 35 - 44 tuổi ☐ 45 - 54 tuổi
Cho biết giới tính của quý vị	☐ Nam	☐ Nữ	☐ Khác	☐ Không muốn trả lời
Quý vị cư ngụ ở khu vực số ZIP code nào?				

Vui lòng cung cấp email nếu quý vị muốn nhận tin tức cập nhật về ASMP

CITY OF AUSTIN

Quý vị muốn biết thêm thông tin? austintexas.gov/asmp

Appendix F: Targeted Organizations

Organization	Focus Population
Asian American Cultural Center	People of Color
Austin Area Black Contractors Association	People of Color
Austin Area Urban League	People of Color
Chinese Society of Austin	People of Color
El Buen Samaritano	People of Color
GO! Austin / VAMOS! Austin	People of Color
Greater Austin Black Chamber of Commerce	People of Color
Greater Austin Hispanic Chamber of Commerce	People of Color
Greater Austin Malayalee Association	People of Color
Hispanic Austin Leadership	People of Color
Las Comadres	People of Color
Latino Health Care Forum	People of Color
Six Square – Austin's Black Cultural District	People of Color
Vietnamese American Community of Austin Texas	People of Color
Workers Defense Project (Proyecto Defensa Laboral)	People of Color
Austin Council of the Blind	People with Mobility Impairments
Criss Cole Rehab Center for the Blind	People with Mobility Impairments
Disability Chamber of Commerce of Texas	People with Mobility Impairments
Guide Dogs of Texas	People with Mobility Impairments
Texas School for the Blind and Visually Impaired (TSBVI)	People with Mobility Impairments
Texas School for the Deaf	People with Mobility Impairments
Travis County Services for the Deaf	People with Mobility Impairments
American Association of Retired Persons (AARP) - Austin	Seniors
Austin UP!	Seniors
Capital City Village	Seniors
Austin Youth Chamber	Youth
Austin Youth Council	Youth
CYD Enterprises	Youth
River City Youth Foundation	Youth
The Ghisallo Foundation	Youth
UT Austin Student Government - City Relations Agency	Youth

Appendix F (cont.): Targeted Organizations

Austin Independent Business Alliance	Multiple Focus Populations
Austin Interfaith	Multiple Focus Populations
Austin Resource Center for the Homeless (ARCH) – Front Steps	Multiple Focus Populations
Capital Idea	Multiple Focus Populations
Central Health	Multiple Focus Populations
Community Advancement Network	Multiple Focus Populations
Dove Springs Neighborhood Association	Multiple Focus Populations
Foundation Communities	Multiple Focus Populations
Girls Scouts of Central Texas - Latina Imitative	Multiple Focus Populations
Goodwill	Multiple Focus Populations
Greater Austin Malayalee Association	Multiple Focus Populations
Greater Austin Merchants Association	Multiple Focus Populations
Habitat for Humanity	Multiple Focus Populations
HousingWorks Austin	Multiple Focus Populations
Interfaith Action of Central Texas	Multiple Focus Populations
Mobile Loaves and Fishes	Multiple Focus Populations
Mt. Zion Baptist Church	Multiple Focus Populations
People Organized in Defense of Earth and her Resources (PODER)	Multiple Focus Populations
Southwest Key Programs	Multiple Focus Populations
United Way of Greater Austin	Multiple Focus Populations
UT Austin - Multicultural Engagement Center	Multiple Focus Populations
Young Hispanic Professional Association of Austin	Multiple Focus Populations

Appendix G: ASMP Phase II Events

| Event Name	Event Type	Focus Population	District
Mini Traffic Jam #1	ATD Open House	N/A	1
Mini Traffic Jam #2	ATD Open House	N/A	4
Traffic Jam! Taking it to the Streets	ATD Open House	N/A	9
Earth Day ATX	Traditional Event	N/A	1
Town Hall with Interim Police Chief Manley	Traditional Event	N/A	1
District 1 Budget Town Hall	Traditional Event	N/A	1
CodeNEXT Public Hearing	Traditional Event	N/A	2
District 2 Budget Town Hall	Traditional Event	N/A	2
District 3 Budget Town Hall	Traditional Event	N/A	3
Manchaca Mobility Open House	Traditional Event	N/A	5
Beyond Bonds: North West Austin Coalition Meeting	Traditional Event	N/A	6
Circle C Ranch Food Trailer Night	Traditional Event	N/A	8
Citywide Budget Town Hall	Traditional Event	N/A	9
Multimodal Advisory Committee	Traditional Presentation	N/A	1
League of Women Voters Transportation Committee	Traditional Presentation	N/A	1
Farm and City	Traditional Presentation	N/A	5
Downtown Austin Alliance Mobility Committee	Traditional Presentation	N/A	9
Real Estate Council of Austin	Traditional Presentation	N/A	9
Austin / Travis Co. Community Health Improvement Plan Committee	Traditional Presentation	N/A	9

Appendix G (cont.): ASMP Phase II Events

St. Edwards University	Focus Population Presentation	Youth	3
University of Texas Student Government Meeting	Focus Population Presentation	Youth	9
University of Texas Graduate Student Assembly Meeting	Focus Population Presentation	Youth	9
Mayfest	Focus Population Event	Seniors	3
Huston-Tillotson Community Easter Egg Hunt	Focus Population Event	People of Color	1
CelebrASIA	Focus Population Event	People of Color	1
Fiestas Patrias	Focus Population Event	People of Color	3
South Asian New Year Festival	Focus Population Event	People of Color	8
Sor Juana Celebration	Focus Population Event	People of Color	9
Greater Austin Asian Chamber of Commerce	Focus Population Presentation	People of Color	1
HABLA Platica	Focus Population Presentation	People of Color	3
ADAPT of Texas Members Meeting	Focus Population Presentation	People with Mobility Impairments	9
National Federation for the Blind Austin Chapter Meeting	Focus Population Presentation	People with Mobility Impairments	9
#FUERZALATINX Voces Unidas Forum	Focus Population Event	Multiple Focus Populations	3
Fiesta de Salud	Focus Population Event	Multiple Focus Populations	3
Senior Health Check Up at Gus Garcia Recreation Center	Focus Population Event	Multiple Focus Populations	4
Lanier Futbol Rapido Resource Fair	Focus Population Event	Multiple Focus Populations	4
Urban Music Festival	Focus Population Event	Multiple Focus Populations	5
Our House ATX Community Café	Focus Population Event	Multiple Focus Populations	9
Mobile Loaves & Fishes Community Health Event	Focus Population Event	Multiple Focus Populations	N/A

Appendix G (cont.): ASMP Phase II Events

East MLK/Springdale/Hog Pen Neighborhood Contact Team Meeting	Focus Population Presentation	Multiple Focus Populations	1
Alamo Recreation Center Congregate Meal	Focus Population Presentation	Multiple Focus Populations	1
Rosewood/Salina Apartments Resident Council Meeting	Focus Population Presentation	Multiple Focus Populations	1
Housing Authority of the City of Austin Digital Lab Assistants Training	Focus Population Presentation	Multiple Focus Populations	1
Del Valle Recreation Center Congregate Meal	Focus Population Presentation	Multiple Focus Populations	2
Shadowbend Apartments Resident Council Meeting	Focus Population Presentation	Multiple Focus Populations	2
Metz Recreation Center Congregate Meal	Focus Population Presentation	Multiple Focus Populations	3
Chalmers Apartments Resident Council Meeting	Focus Population Presentation	Multiple Focus Populations	3
Santa Rita Apartments Resident Council Meeting	Focus Population Presentation	Multiple Focus Populations	3
North Loop Apartments Resident Council Meeting	Focus Population Presentation	Multiple Focus Populations	7

Appendix H: Map of Targeted and Traditional Events for ASMP Phase II
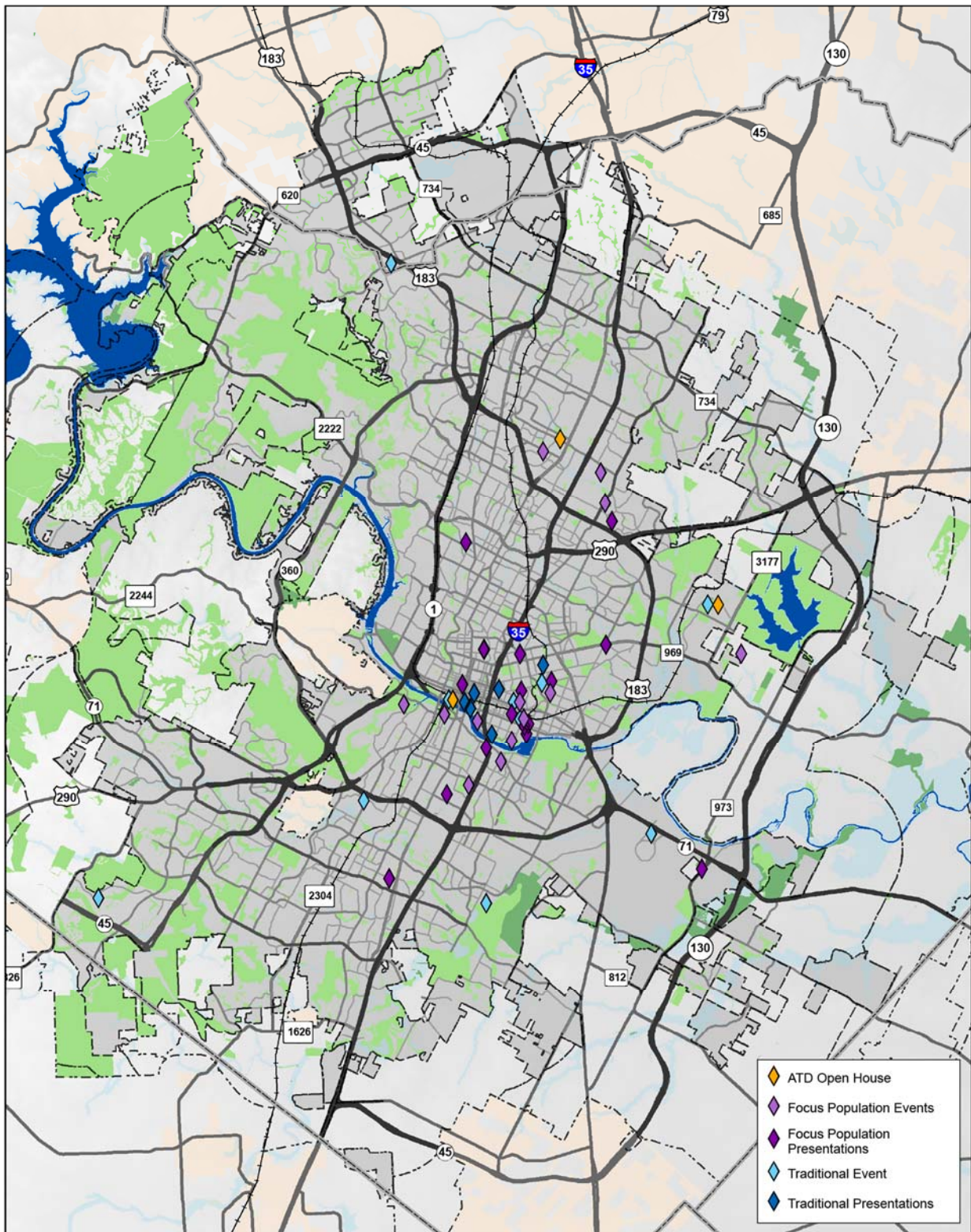
TRAFFIC JAM:
TAKING IT TO THE STREETS

Scenario Board Participants	ASMP MetroQuest Participants	Partner Agencies in Attendence
78	77	12

Traffic Jam Total Attendees
200

SCENARIO "A"	SCENARIO "B"	SCENARIO "C"
AVERAGE RATING: 1.72 STARS	AVERAGE RATING: 3.28 STARS	AVERAGE RATING: 4.41 STARS

Which Ingredients were most important to you?

SCENARIO "A"
- Technology 4%
- TDM 8%
- Urban Trails 7%
- Roadway 7%
- Sidewalks 17%
- Transit 43%
- Bicycle 16%

SCENARIO "B"
- Technology 7%
- TDM 8%
- Urban Trails 6%
- Roadway 2%
- Transit 35%
- Sidewalks 20%
- Bicycle 21%

SCENARIO "C"
- Technology 4%
- TDM 4%
- Urban Trails 7%
- Roadway 2%
- Sidewalks 16%
- Transit 44%
- Bicycle 22%

GETTING THERE TOGETHER ASMP
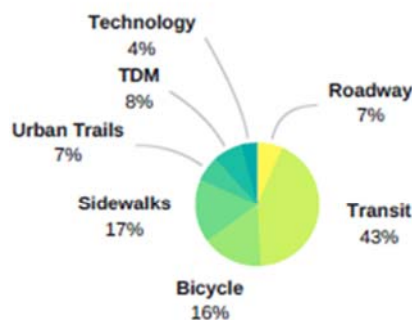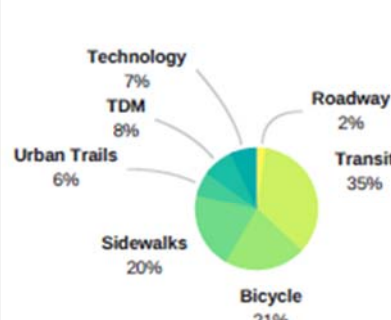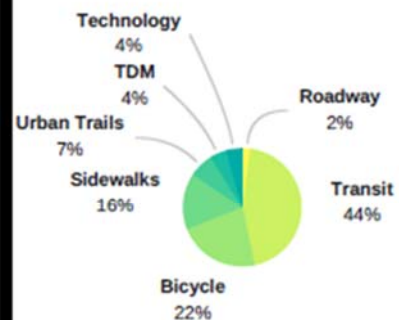
TRAFFIC JAM:
TAKING IT TO THE STREETS

Engagement Summary

Background: Traffic Jam

On March 28, 2018, the City of Austin Transportation Department, in partnership with Capital Metro, hosted an event known as Traffic Jam: Taking it to the Streets. Held to help educate and engage the Central Texas community on Project Connect and the Austin Strategic Mobility Plan (ASMP), participants took part in an open-house style event where individuals could provide input on Austin's transportation future. The event was held at the Austin Central Library where attendees were also able to mingle with City of Austin partner agencies, review the ASMP planning process and other City of Austin plans, explore three mobility scenarios, and partake in the official launch of the ASMP MetroQuest survey and Phase 2 of public engagement for the plan. Overall, the information gleaned from Traffic Jam, and throughout Phase 2 of public engagement, will be used to help create the plan which will act as the North Star for Austin's mobility future.

What could our future look like?

The ASMP planning process developed three mobility scenarios. Each scenario tells a different story of a transportation future by testing a variety of mobility strategies. These scenarios, showcased below, have been evaluated to determine how well they perform against community priorities identified in the first phase of public engagement. Based on the community's feedback, one of these scenarios will serve as the starting point to develop the community's preferred strategy for the ASMP.

SCENARIO "A"

Scenario A emphasizes roadway projects and continues the trend of investment in public transit, bicycle, and pedestrian projects across the city.

SCENARIO "B"

Scenario B emphasizes a more balanced investment in roadway, public transit, bicycle, and pedestrian projects along Imagine Austin Activity Corridors and within Activity Centers.

SCENARIO "C"

Scenario C emphasizes investing in public transit, bicycle, and pedestrian projects along Imagine Austin Activity Corridors and within Activity Centers and fewer roadway projects.

Next Steps

Input collected at Traffic Jam, along with ASMP survey results and Phase 1 public engagement data, will be used to create the first draft of the ASMP document. The first draft will be written over the summer months and Phase 3 of public engagement will follow. Phase 3 will help inform the ASMP team on what changes, recommendations, and edits the community would like to see before a final draft of the ASMP is written and presented to City Council in early 2019.

GETTING THERE TOGETHER ASMP

Appendix J: Open-Ended Comment Tags

Category	Possible Tags	
Comment Type	• General Comment • Project Suggestion • Too Little Information	
Ingredient	• Positive: Added Capacity • Positive: Bicycle • Positive: Bicycle Priority • Positive: Bus Transit • Positive: Cars • Positive: ITS • Positive: Multimodal • Positive: Park & Rides • Positive: Parking • Positive: Rail • Positive: Safety Projects • Positive: Sidewalks • Positive: Transit Priority • Positive: Smart Mobility • Positive: TDM • Positive: Technology • Positive: Trails • Positive: Transit	• Negative: Added Capacity • Negative: Bicycling • Negative: Bus Transit • Negative: Cars • Negative: ITS • Negative: Multimodal • Negative: Parking • Negative: Rail • Negative: Safety Projects • Negative: Sidewalks • Negative: Smart Mobility • Negative: TDM • Negative: Technology • Negative: Trails • Negative: Transit • Negative: Transit Priority

Appendix J (cont.): Open-Ended Comment Tags

Geography	
Geography	- Centers - Citywide - Corridor - Downtown - Local - Regional - Suburbs
Theme	- Accessibility - Affordability - Balanced - Community - Commuting - Connectivity - Convenience - Economy - Education - Efficiency - Enforcement - Environment - Equity - Freight/Goods Movement - Funding - Go Big - Health - Maintenance - Land Use - Realistic - Reliability - Respond to Growth - Toll - Lighting - Weather - Historic Preservation - Vegetation
Project Name	Although many projects were suggested, only 14 were repeated by more than one participant. These were: - Airport Rail Line - East/West Connectivity - Subway System - I-35 - Expanded Transit Schedule - East-West Transit - HOV lanes - MoPac - Regional Rail - Transit Stop Improvements - East/West Roads - North/South Connectivity - Transit to Campuses - South Austin Rail