

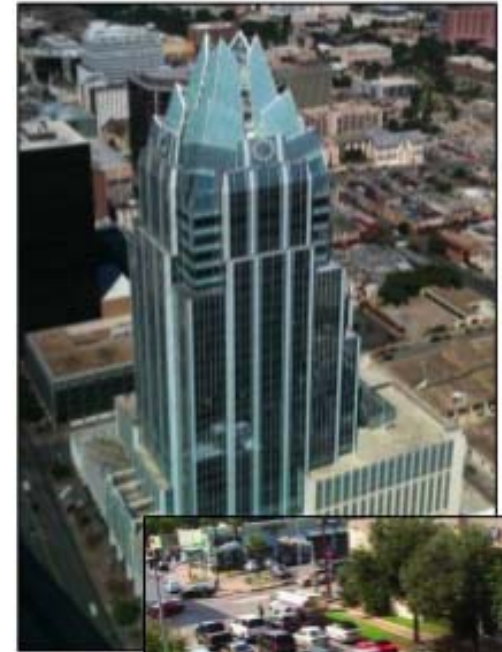
Takeaways from Strategic Mobility Plan

- Austin's population is expected to double in 30 years
- The region's employment core – UT, Capitol Complex, Downtown – are full at peak travel times, limiting growth
- Central Austin's mature roadway system has no room to expand
- We risk losing taxable property base by doing nothing
- Improved mobility calls for providing options

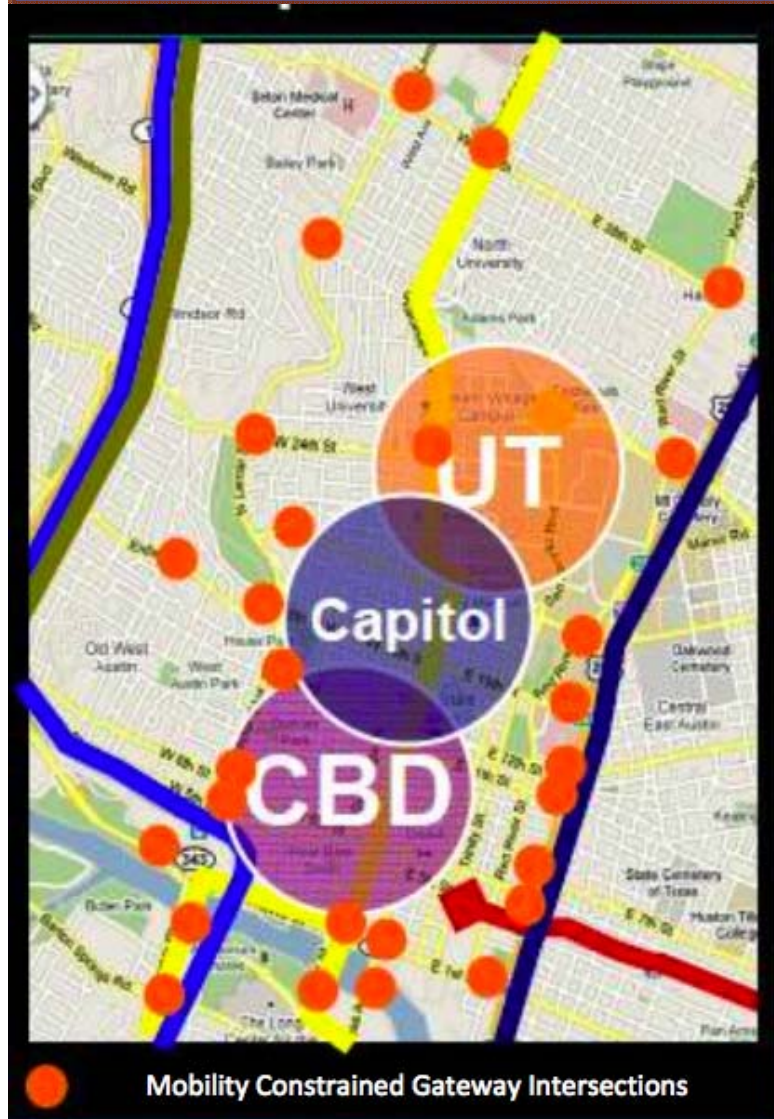
Why Central Austin?

Central Austin is:

- **The economic, cultural, and educational anchor for Central Texas**
 - +75,000 employees
 - +60,000 higher education students
 - +60% of the region's entertainment venues, museums, and civic destinations.
- **A high growth area and major revenue generator for Austin**
 - Downtown services cost less than \$.30 for every tax dollar raised, the other \$.70 subsidizes areas outside of downtown.



What's the problem?



Central Austin is surrounded by
constrained gateway intersections

The problem has existed for years

There are no quick “build” solutions
to increased capacity.

More is coming to Central Austin

Near-Term Pipeline

(Potential 5000 to 7000 new employees)

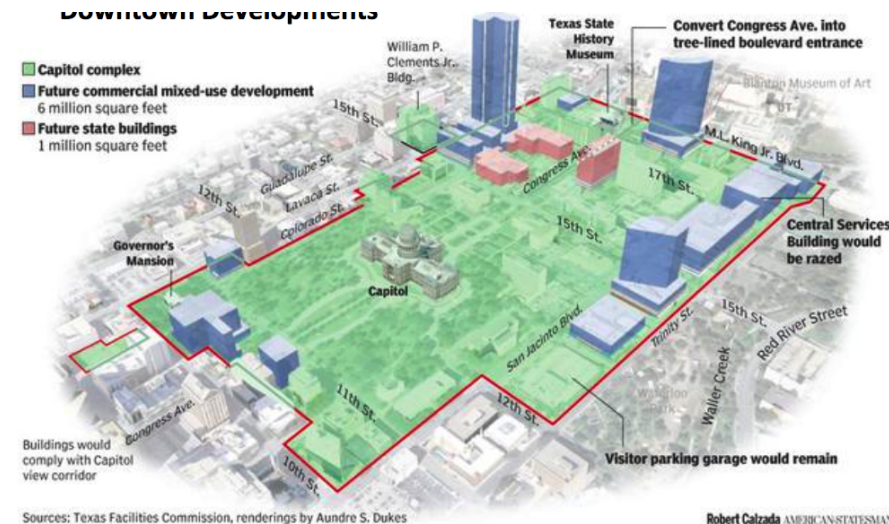
- Federal Courthouse (5th & San Antonio)
- Cirrus Logic Office (6th & West)
- Hyatt Place (3rd & San Jacinto)
- Vermont Multifamily Highrise (8th & Nueces)
- Mixed Use Highrise (5th & Congress)
- 416 Congress Hotel (4th & Congress)
- Capitol Terrace Highrise (Lavaca & 14th)
- Block 51 Residential (5th & Nueces)
- Block 52 Mixed Use Tower (Guadalupe & 5th)
- Green Water Development Site (2nd & West)
- Seaholm Development (Caesar Chavez & Lamar)
- Stubbs Venue Expansion (8th & Red River)
-

Episcopal Church National Archives (7th and Trinity)

- East Block/Shoal Creek Walk (5th & Bowie)
- SevenRio (7th & Rio Grande)
- Convention Center Hotel (2nd & Congress)
- Travis County Complex (4th and Guadalupe)

Capitol Complex Growth Plan

(Potential 5000 to 8000 new employees)



Capitol Complex + Pipeline

(Additional 10K to 15K employees)

TMA Can Make a Difference

- The TMA is focused on downtown employers, but the employees being helped live all over the city and the region.
- TTI estimates that an aggressive TMA effort in the UT-Capital-Downtown area could help as much as 12% of daily commuters shift to options besides one-person, one car during peak hrs
- With a TMA help comes quickly and stays as a flexible tool
 - 1 – 5 years: gives people options, quicker than any other new solution
 - 5 – 10 years: helps reduce “pain” as new projects are built
 - Continuously: helps promote use of new services (e.g., Transit on MoPac managed lanes, Urban Rail, Bike Share, etc.)

TMA & Chocolate Tofu Pie

- **Changing demand is changing behavior**
 - The challenge is similar to getting kids to eat and maybe even like “healthy” foods or adults to stick with a fitness program.
- **The TMA will likely do:**
 - Work with Downtown Employers
 - Build Non-traditional partnerships to create mindful and playful promotion
 - Advocate with confidence and conviction

TMA Will Promote, Support Use of ...

- **Parking Management / Wayfinding**
- **Carshare / Bikeshare**
- **Transit / Rail**
- **Bicycling / Walking / Wheeling**
- **Vanpool / Carpool**
- **Telecommuting**
- **Flex-time scheduling**
- **Incentives / Promotions**

About the Downtown Austin TMA

- **Initial funding \$150,000.**
 - Capital Metro, Downtown Austin Alliance, and Travis County have agreed to fund 25% (\$37,500) each for the next three years.
- **The City of Austin's portion is the final piece**
 - Council will consider an Inter-Local Agreement to join the initial funding partnership with \$37.500 for the next three years.
- **Over the next three years the TMA will become a public-private partnership through employers' membership and contracts for service.**
 - To increase programs and results
 - To decrease the share of the public investment

For More Information

www.DowntownAustinTMA.org

info@downtownaustintma.org

Glenn Gadbois, Executive Director