

## A G E N D A



## Recommendation for Council Action

Austin City Council	Item ID	33459	Agenda Number	61.
---------------------	---------	-------	---------------	-----

Meeting Date:	6/26/2014	Department:	Transportation
---------------	-----------	-------------	----------------

## Subject

Authorize negotiation and execution of a six month agreement between the City and Movability Austin to expand the City's involvement in transportation mobility programs, in an amount not to exceed \$25,000.

## Amount and Source of Funding

Funding in the amount of \$25,000 is available in the Fiscal Year 2013-2014 Operating Budget of the Austin Transportation Department.

## Fiscal Note

A fiscal note is not required.

Purchasing Language:	
Prior Council Action:	
For More Information:	Robert Spillar, 512-974-2488; Pharr Andrews, 512-974-6476; Gilda Powers, 512-974-7092.
Boards and Commission Action:	
MBE / WBE:	
Related Items:	

## Additional Backup Information

The mission of the Downtown Austin Transportation Management Association (DATMA), also known as Movability Austin, is to support sustainable growth in Downtown Austin by promoting transportation programs and services designed to enhance access, parking, and mobility, as well as improve the quality of life for employees and residents.

If approved, the agreement would provide funding for Movability Austin to:

- Launch a Mobility Week demonstration project in October 2014 to encourage companies inside and outside of the Central Business District to implement commute reduction strategies.
- Recruit companies to accept a measurable role in reducing "drive alone" behavior of their employees by helping them to develop 3-year commute reduction plans. (Companies will be recruited city-wide)
- Provide companies with tools and training to implement a successful commute reduction plan.
- Work with employers to improve access and mobility by helping employees find and use viable travel

options to reduce driving alone at rush hour.

This effort is being coordinated with Movability Austin, Capital Metro, the Greater Austin Chamber of Commerce and the Thrival School, a company geared to innovation and sustainability practices. It will target companies city-wide and will seek to provide measurable outcomes for trip reduction.

Approval of this agreement does not obligate or prohibit the City from funding the program beyond this term.