

A G E N D A



Recommendation for Council Action

Austin City Council	Item ID	37790	Agenda Number	79.
Meeting Date:	11/20/2014		Department:	Transportation
Subject				
<p>Authorize negotiation and execution of a 36-month agreement between the City and Movability Austin to provide funding and extend the City's involvement in transportation demand management programs, in the amount of \$45,000 for 12 months with two 12-month renewal options, for a total agreement amount not to exceed \$135,000.</p>				
Amount and Source of Funding				
<p>Funding in the amount of \$45,000 is available in the Fiscal Year 2014-2015 Operating Budget of the Austin Transportation Department. Funding for the remaining months of the contract period is contingent upon available funding in future budgets.</p>				
Fiscal Note				
<p>A fiscal note is not required.</p>				
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:	October 11, 2011, recommended by the Urban Transportation Commission on a 5/0/0/2 with Commissioners Holbrook-White and Schaubert absent.			
MBE / WBE:				
Related Items:				
Additional Backup Information				
<p>Movability Austin is the Transportation Management Association for downtown Austin. Movability Austin is working with Downtown employers to improve access and mobility by helping employees and visitors find and use viable travel options to reduce driving alone at rush hour and make Downtown even better. The mission of 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.</p> <p>If approved, the agreement would provide funding for Movability Austin programs that:</p> <ul style="list-style-type: none"> Improve accessibility and mobility of employees, residents and visitors (collectively "Riders") to, within, and from the central Texas (Austin) area by researching and understanding the current travel behaviors and challenges for Riders. This research will aid transportation agencies by providing information to maximize the efficiency and usability of current services and programs; thereby, potentially initiating new programs or 				

services to improve accessibility and mobility within the area.

- Improve knowledge and awareness of mobility programs and services available for travel within Austin. Movability will work to provide information regarding the range of transportation options available including individualized marketing to match employee needs with residential interests and needs with specific information, incentive programs, and supportive training
- Develop an employer/employee focused marketing campaign to educate and promote employer based Transportation Demand management strategies. The marketing campaign will include, but not be limited to the following: carpool parking, parking cash out, and transit pass programs, employee/commuter rewards and incentives, alternative work arrangements (e.g. telecommuting, flex-time, and compressed work schedules), and working with area employers to promote and populate existing rideshare databases.
- Assist City Staff in pursuing a 20% reduction in drive-alone commuting by the year 2020 as part of a regional commitment to increase accessibility to the downtown Austin activity center.

This request authorizes a new interlocal agreement to secure funding for Movability Austin programs in an amount not to exceed \$45,000 annually for a period of no more than three years. Approval of this agreement does not obligate or prohibit the City from funding the program beyond the three-year term.