



# Austin Strategic Mobility Plan



Urban Transportation Commission – 11.14.17  
Austin Transportation Department



# Purpose of the ASMP



# Final Products

**At the end of the ASMP process we will have:**

- A Plan adopted by City Council, amending Imagine Austin
- A coordinated transportation strategy for all modes that supports the growth concept of Imagine Austin



**+ An Updated, Multimodal Roadway Table**

# Where are we now

2016

2017

2018

Oct Nov Dec | Jan Feb Mar Apr May Jun Jul Aug Sep **Oct** Nov Dec | Jan Feb Mar Apr May Jun Jul Aug Sep Oct

COUNCIL TOUCHPOINTS



We are here!



Project Initiation &  
Phase 1 Public Outreach

Analysis

Preferred  
Strategy

Plan Review  
& Adoption

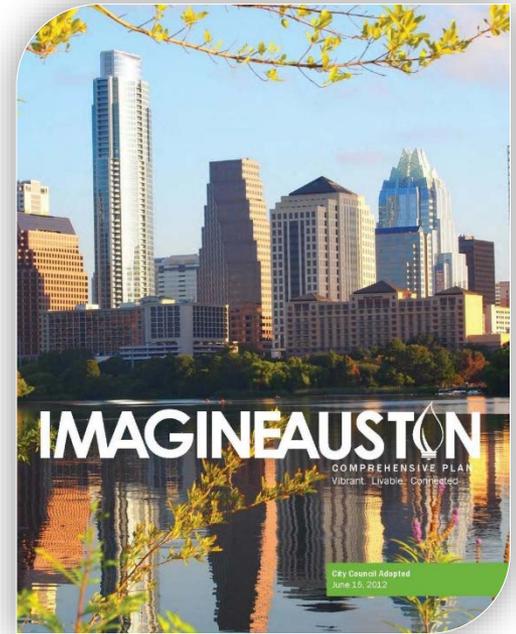
Plan development and documentation

# Defining the Vision

## *Imagine Austin - ASMP Vision*

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

- Interconnected development patterns support public transit and a variety of transportation choices, while reducing sprawl, congestion, travel times, and negative impacts on existing neighborhoods.
- Our integrated transportation system is well-maintained, minimizes negative impacts on natural resources, and remains affordable for all users.
- Austin promotes safe bicycle and pedestrian access with well-designed routes that provide connectivity through the greater Austin area. These routes are part of our comprehensive regional transportation network.



# Goals

Economic Prosperity



Health & Safety



Commuter Delay



Placemaking



Affordability



Travel Choice



Innovation



Sustainability



# Scenario Planning Process



# What is Scenario Planning?

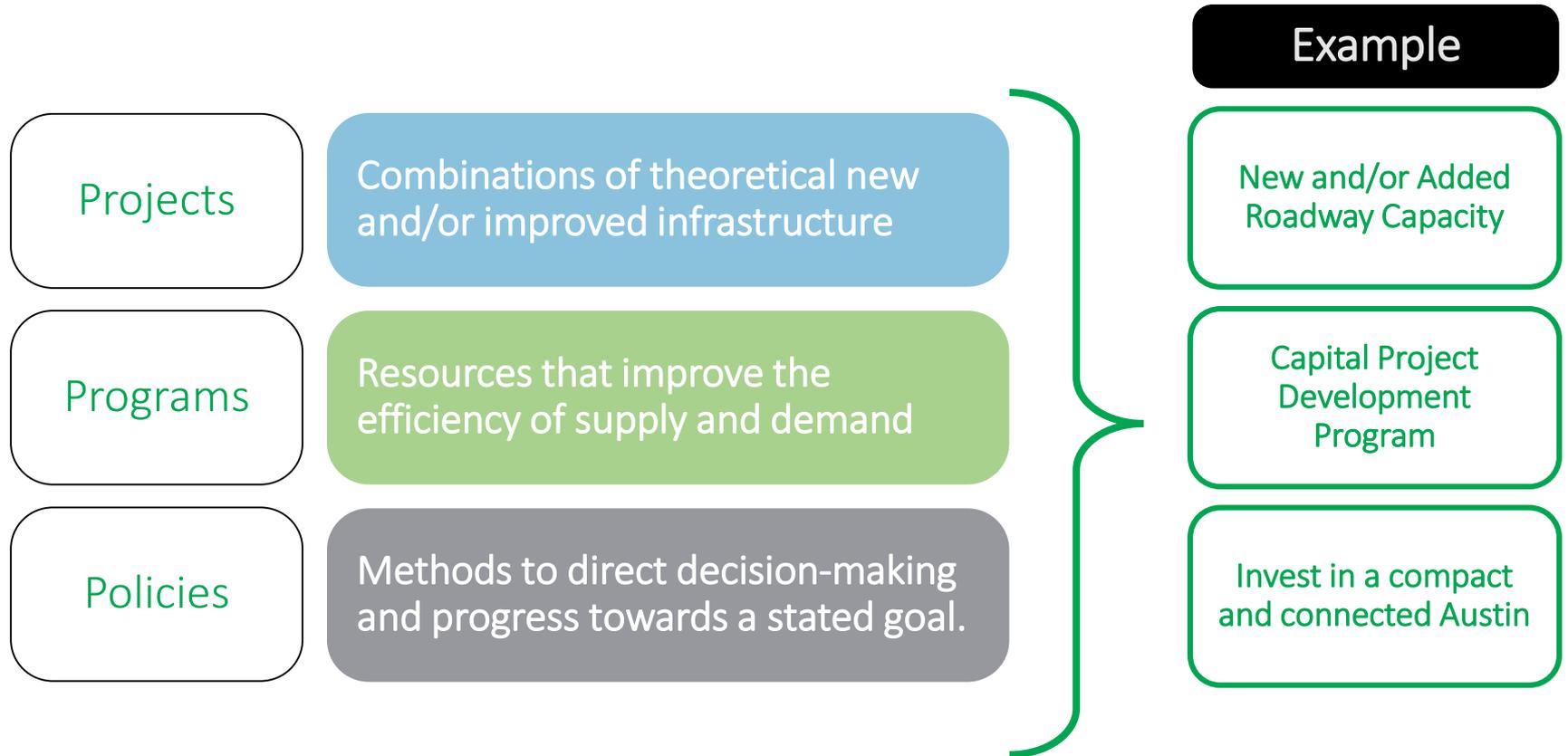
## Scenario Planning |

*Def:* A method to explore how well different **mobility strategies** make progress towards achievement of **goals and objectives**.

**Projects + Programs + Policies**

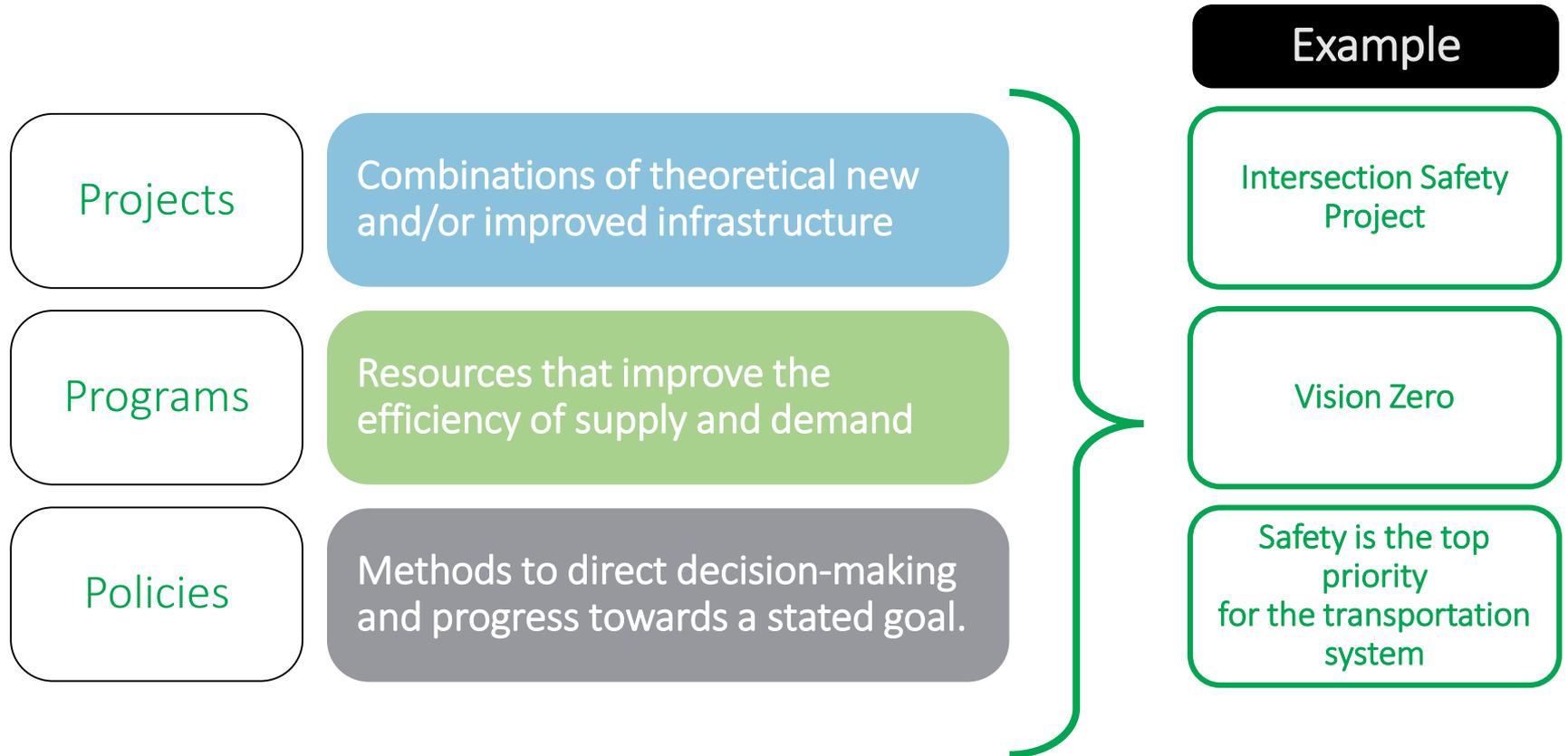
# Mobility Strategies

## *Supply: Roadway*



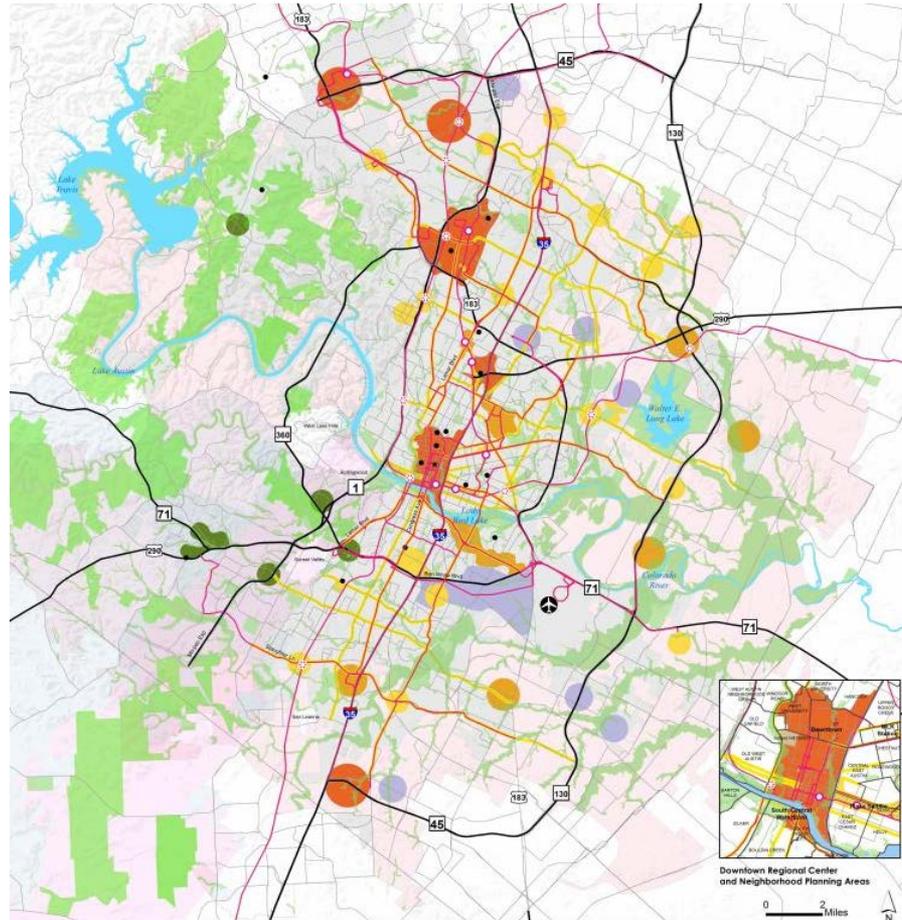
# Mobility Strategies

## *Safety*



# Building our Scenarios

Learn from  
Imagine Austin  
Scenarios,  
developing the  
Mobility Vision



# Scenarios



## Scenario A

Assumptions: Scenario A continues the current trend of transportation programming, investments and policy in Austin. This scenario assumes implementation of projects for roadways, public transit, bicycle, and pedestrian systems throughout the city. The scenario maintains the current trend of investments for all modes, existing levels of transportation demand management programming, and anticipates a small impact from automated and connected vehicles.

# Scenarios



## Scenario B

Assumptions: Scenario B modifies transportation programming, investment, and policy in Austin. This scenario increases the distribution of support for roadway, public transit, bicycle, and pedestrians along Imagine Austin Activity Corridors and within Activity Centers. The scenario assumes higher levels of transportation demand management programming and a modest impact from automated and connected vehicles.

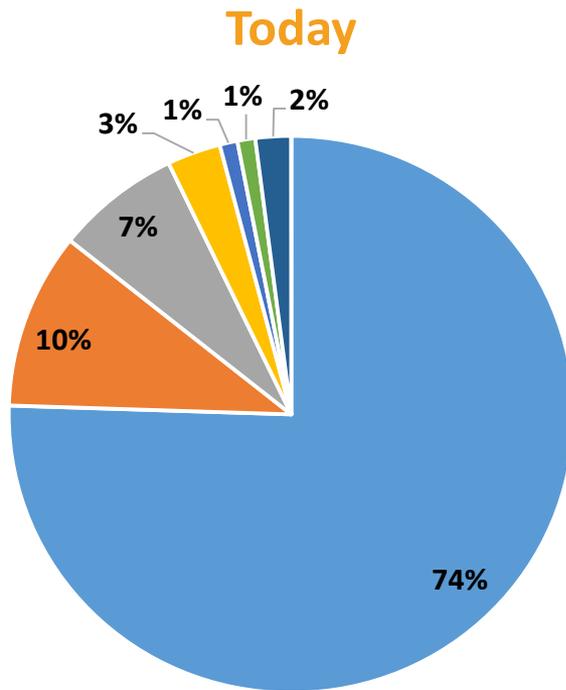
# Scenarios



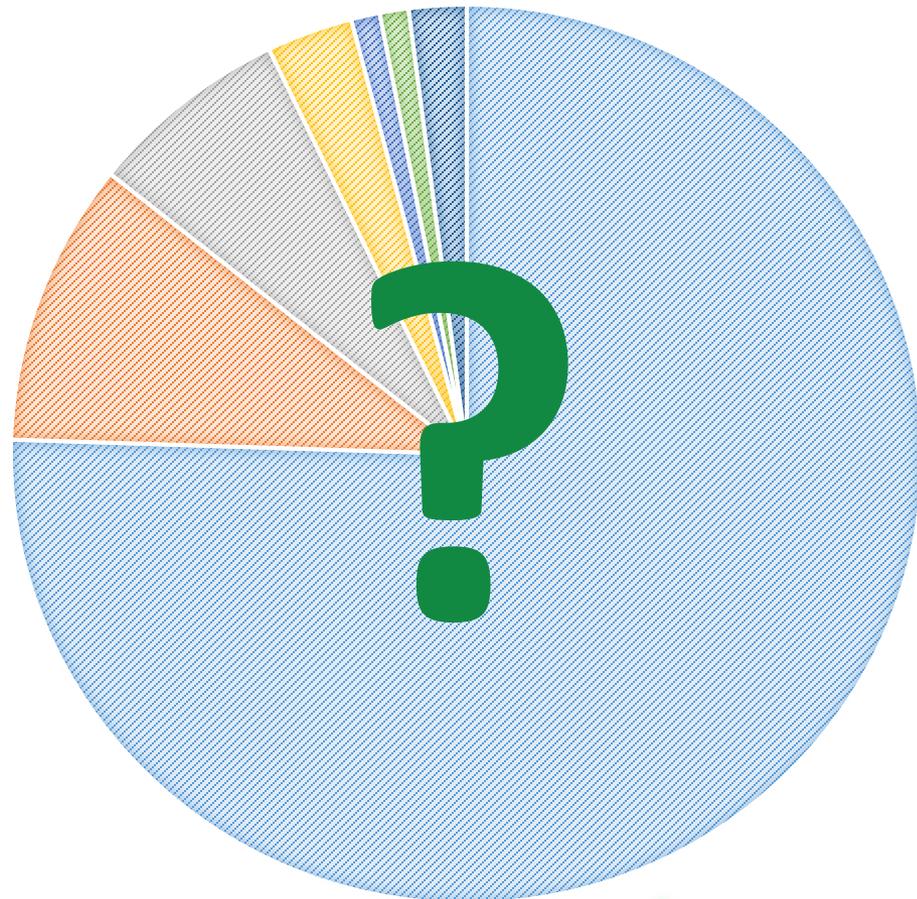
## Scenario C

Assumptions: Scenario C significantly modifies transportation programming, investment, and policy in Austin. This scenario includes the highest degree of distribution amongst roadway, public transit, bicycle, and pedestrians along Imagine Austin Activity Corridors and within Activity Centers. The scenario assumes the highest level of transportation demand management programming and the highest impact of automated and connected vehicles on public transit, ridesharing and freight.

# Motivation behind the Scenarios



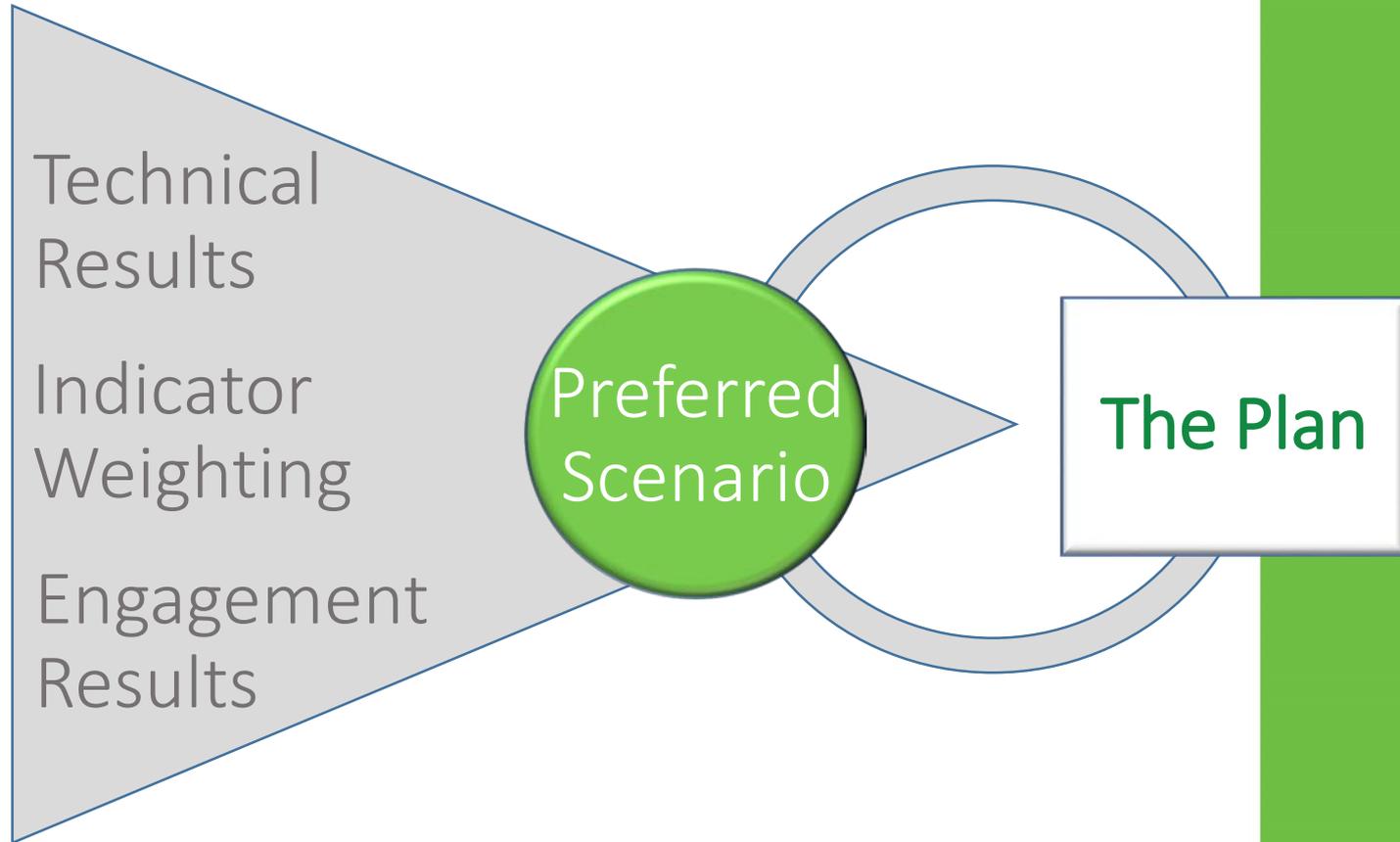
FUTURE



- Drive Alone
- Carpool
- Work at Home
- Transit
- Taxicab, motorcycle or other means
- Bike
- Walk

# Evaluating our Scenarios

Scenarios



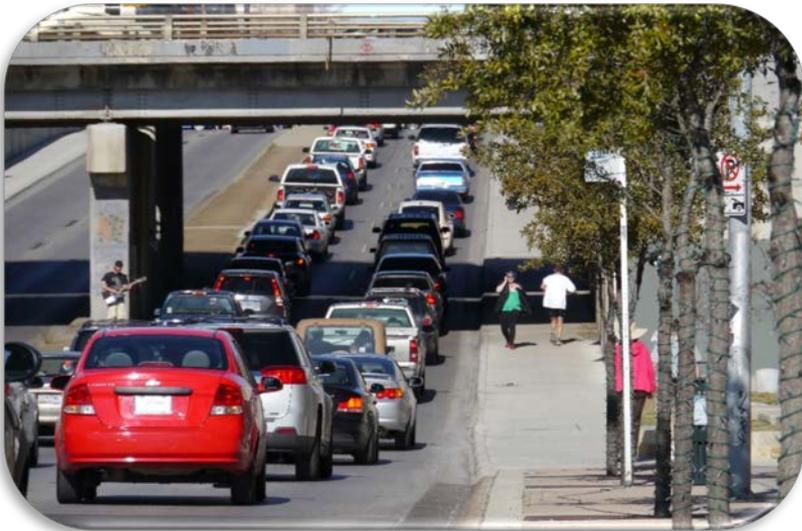
# Indicators



# Scenario Evaluation Indicators

## Commuter Delay

Reduce the amount of time people spend traveling between home and work



## Travel Choice

Promote a balanced transportation network and the ability to make informed choices based on personal needs and preferences



# Scenario Evaluation Indicators

## Affordability

Lower the cost of traveling in Austin by providing affordable travel options.



Image via [Inhabitat.com](https://www.inhabitat.com)

## Economic Prosperity

Promote economic growth for individuals and the City through strategic investments in transportation networks that meet the needs of the 21<sup>st</sup> century



Image via [Matthew Rutledge, Flickr](https://www.flickr.com/photos/matthewrutledge/)

# Scenario Evaluation Indicators

## Placemaking

Build a transportation network that encourages social interaction through quality urban design, and connects users to the many places that make Austin unique



Image via [The Westin Austin at the Domain](#)

## Health & Safety

Protect Austinites by lowering the risk of travel-related injury and promoting public health



# Scenario Evaluation Indicators

## Innovation

Draw inspiration from forward-looking cities around the world, change the way we think about what's possible and set an example for the rest of the country



## Sustainability

Promote integrated designs and quality additions to the built environment while reducing impacts and promoting efficient use of public resources



# Public Engagement



# Multimodal Community Advisory Committee

- Meetings:
  - 2016
    - October 17,
    - December 14
  - 2017
    - January 17
    - April 26
    - June 29
    - August 8



# Tiered Approach

- Mobility Talks
- Austin Public Health Coordination
- Historically Underserved/Underrepresented Communities
  - Minorities, seniors, youth & mobility impaired communities
  - Austin Public Health
  - Spirit of East Austin
  - Employer-Based Engagement
  - Senior centers
  - Universities & schools
  - Habitat for Humanity
  - National Federation of the Blind
  - & more
- & generally available to everyone
  - City Council Town Halls, DAA, neighborhood associations, Chamber, Look Up Austin, etc.

# Prioritizing our Goals – Phase One

## Priority Pyramid



## Thought Wall

“Housing and Transportation Choice”

“Freedom of mobility options”

“Robust and equitable sidewalk network!”

25

“Reduce emissions and commute efficiency”

“Skinny Streets”

**Top Priority from all Participants** (*in-person & online*)

- 1) Commuter Delay
- 2) Affordability
- 3) Health & Safety
- 4) Travel Choice
- 5) Sustainability
- 6) Placemaking
- 7) Economic Prosperity
- 8) Innovation

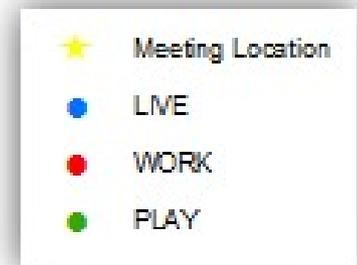
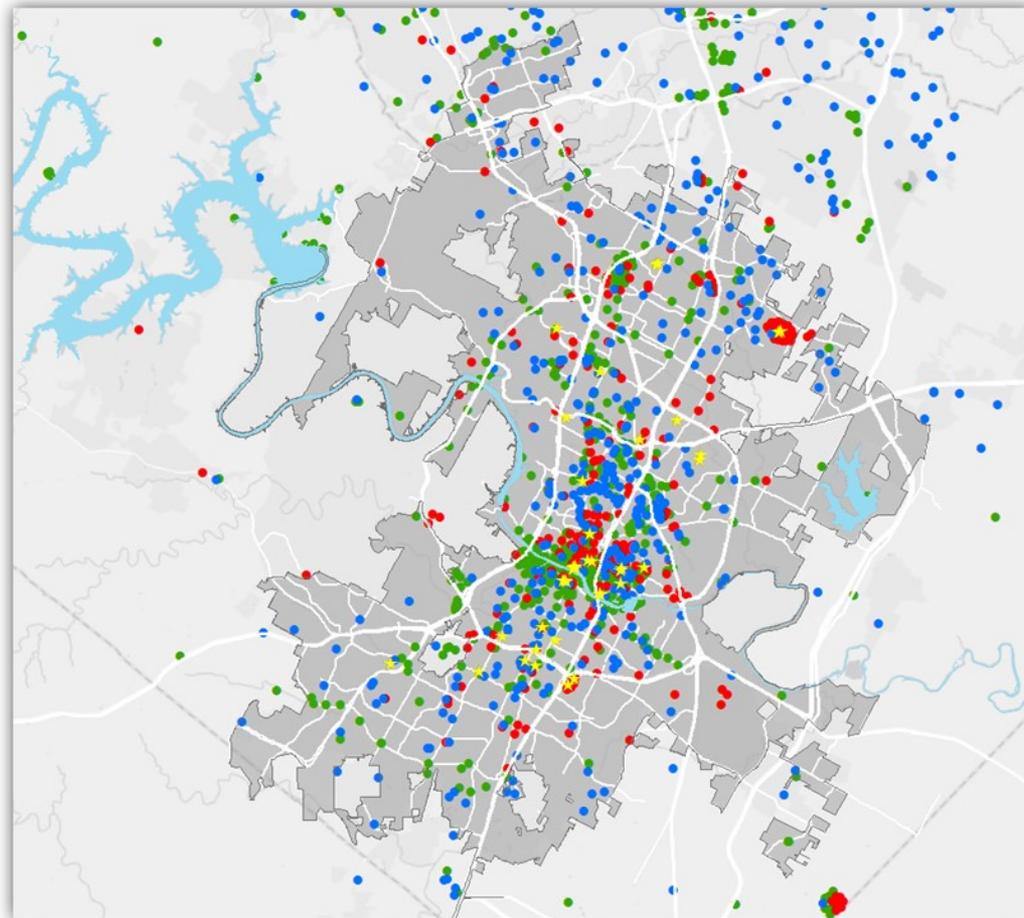
**Top Priority from Underserved Communities Outreach** (*in-person & online*)

- 1) Affordability
- 2) Commuter Delay
- 3) Travel Choice
- 4) Health & Safety
- 5) Sustainability
- 6) Placemaking
- 7) Economic Prosperity
- 8) Innovation



# Prioritizing our Goals – *Phase One*

## Live. Work. Play. Mapping



# Phase 2 Public Engagement

- Evaluating the Scenarios
  - Historically Underserved Community Focused Engagement
  - Online -Survey
  - Traffic Jam



# NEXT STEPS



# Next Steps

- Build Scenarios
- Evaluate Scenarios
- Share results (Report Card)
  - Plan for Phase II Public Engagement
  - January: MCAC reviews scenarios
  - January 2018 – March: Public reviews scenarios
- Create preferred mobility strategy
  - MCAC reviews preferred strategy
  - Draft ASMP Report
  - July 2018 – TBD: Formal Adoption Process

# Council Strategic Plan (CSP)

- Short-term recommendations from **ASMP** → **strategies for the Mobility Outcome**
  - ASMP performance metrics will be CSP metrics
  - Amend Mobility Outcome after ASMP adoption
- Mobility Outcome Challenge Statements organized by **ASMP Chapters**
  - Present to Council at CSP Workshop

# ASMP Outline

## Volume 1: The Plan

### Chapters:

- Purpose & Motivation for the Plan
- Safety
- Demand
- Infrastructure Supply
- Technology
- Sustainability
- Collaboration
- Funding and Implementation

### Appendix:

- Multimodal Table
- Mobility Data by Council District

## Volume 2: The Process

### Chapters:

- Public Engagement
- Visioning and Goal Setting
- Scenario Planning Process
- Technical Analysis

### Appendix:

- Scope of Work
- Public Engagement Plan
- All Materials used in development of ASMP



# Questions?



Austin City Council – October 10, 2017  
Austin Transportation Department

