

# Transportation Demand Management Program

Tien-Tien Chan, AICP

Austin Transportation Department

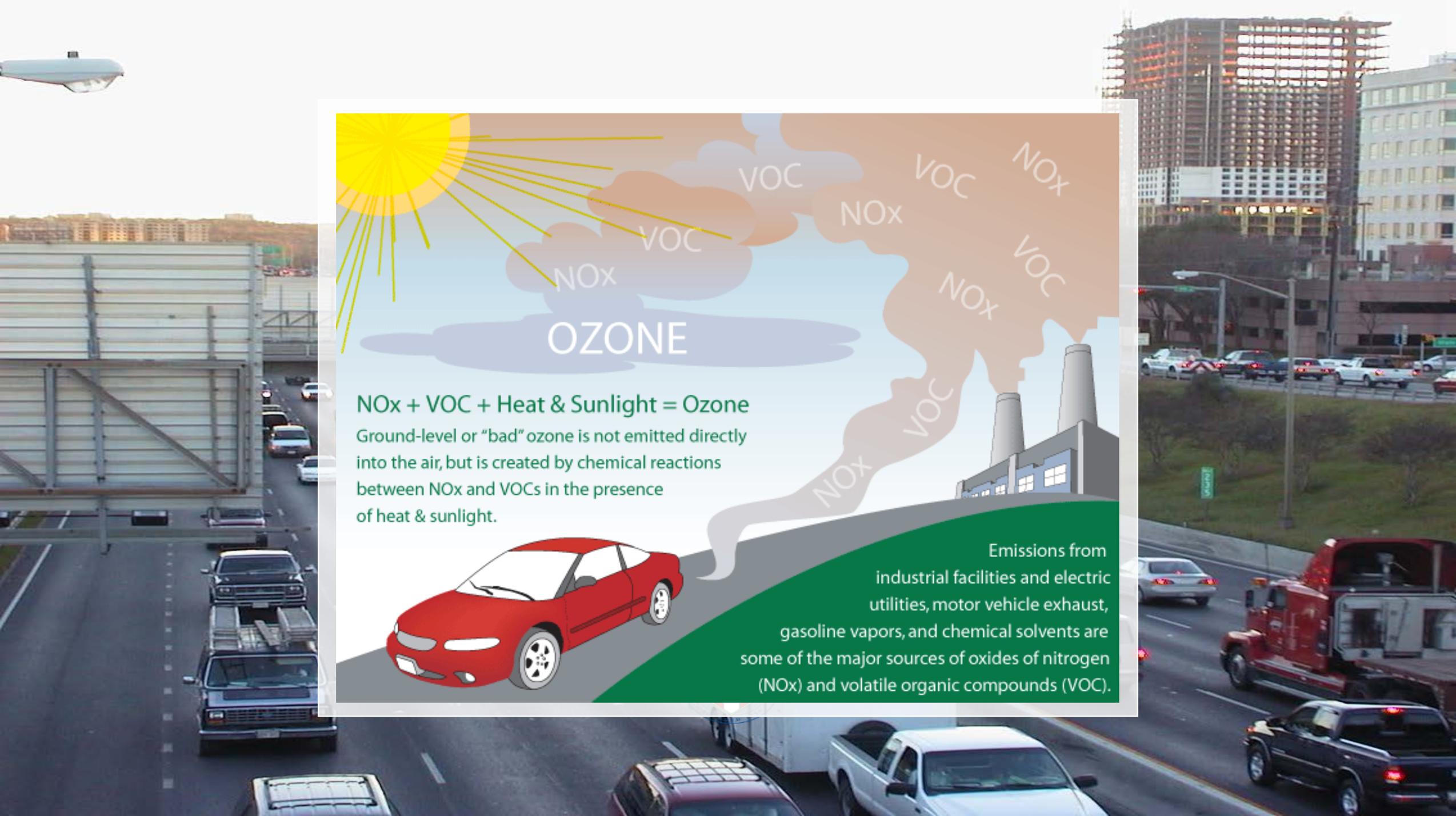
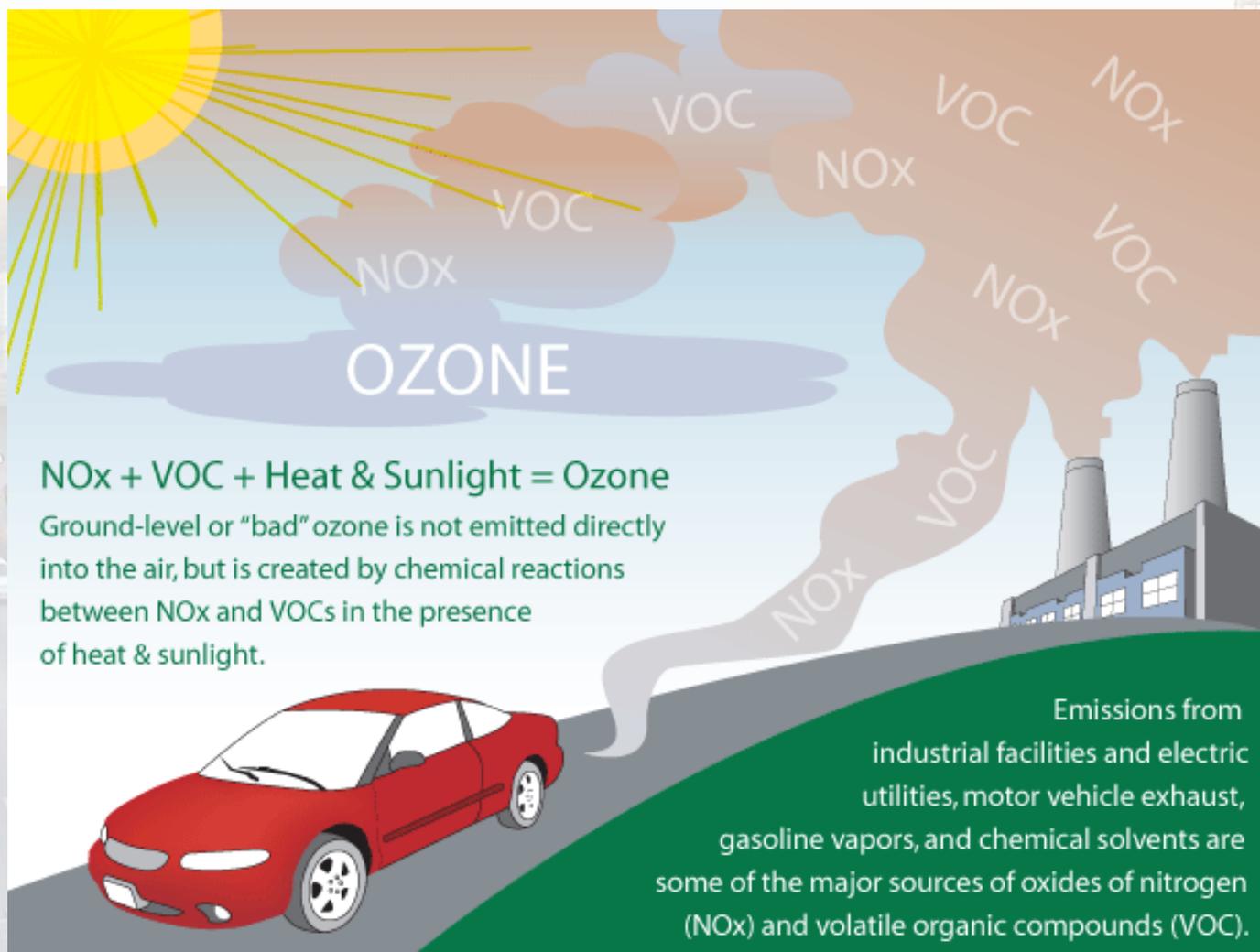


Environmental Commission: May 16, 2018

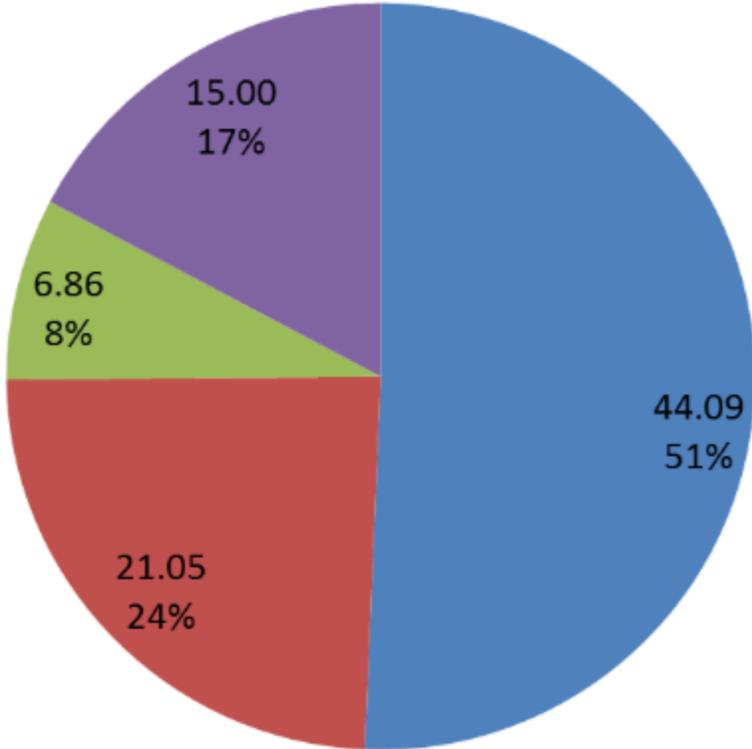


# Ozone Pollution and Motor Vehicles

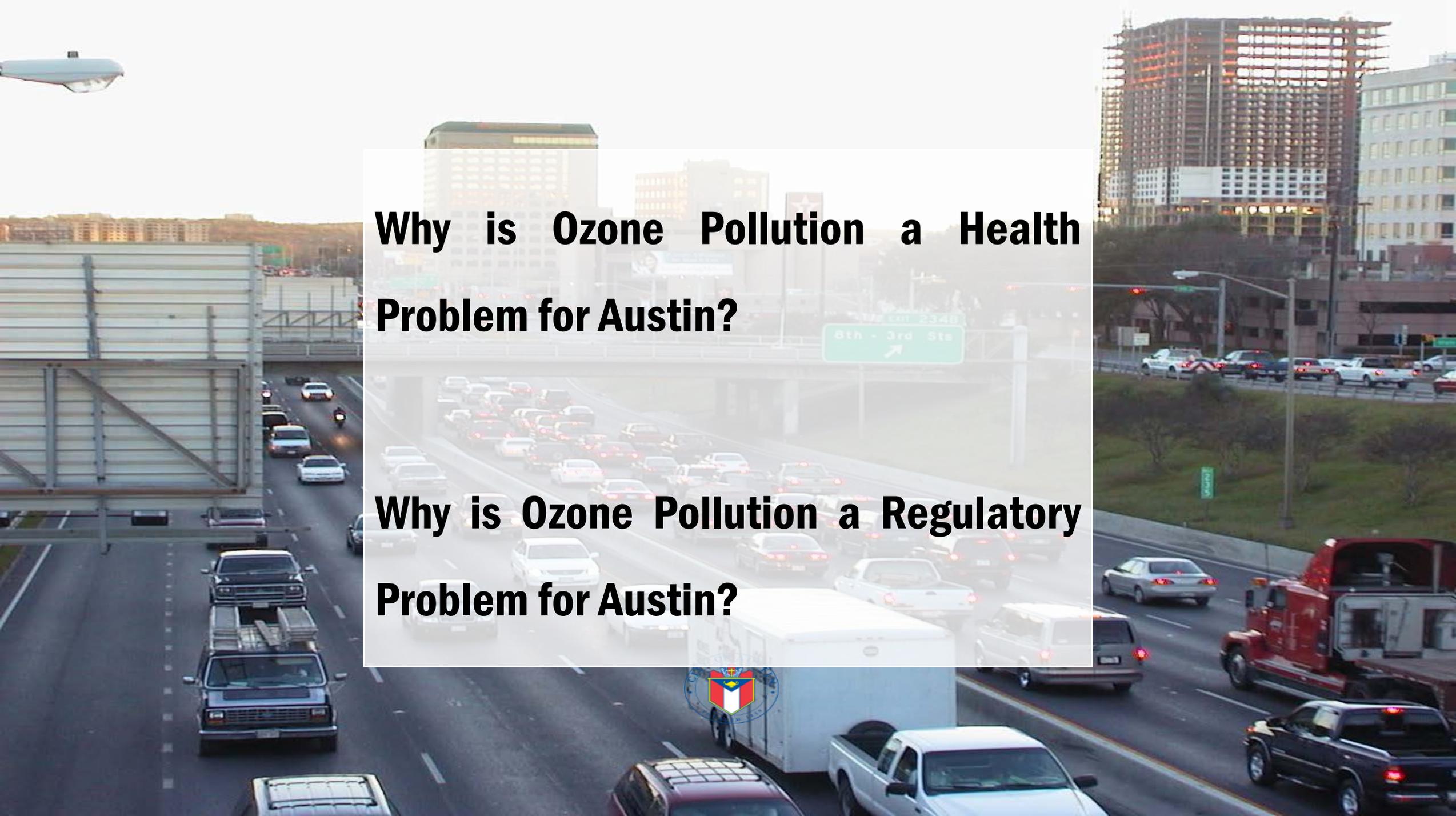




2014 Austin-Round Rock Metro Area  
Ozone Season Weekday NO<sub>x</sub> Emissions (tons per day)



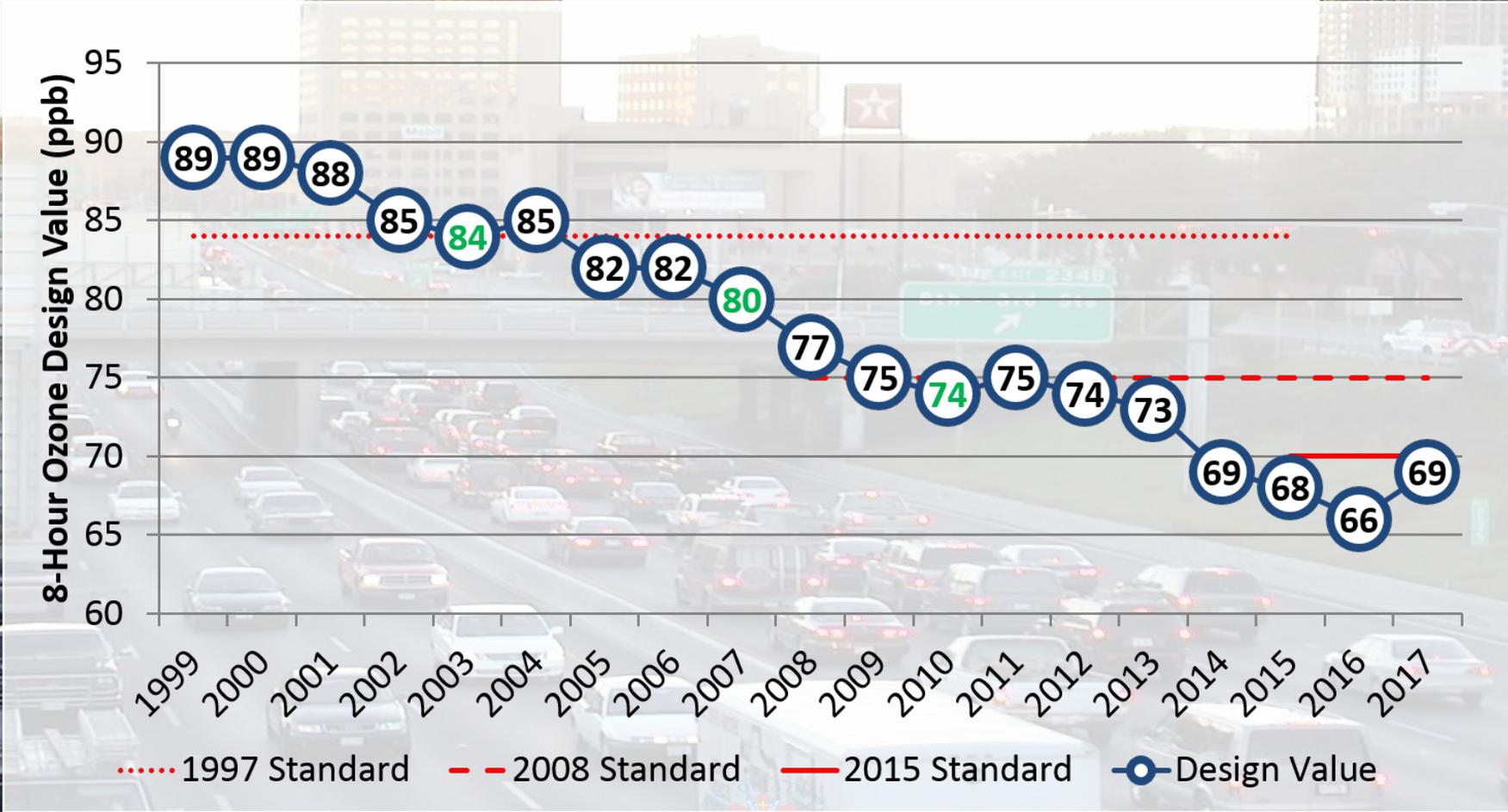
■ On-Road ■ Non-Road ■ Area ■ Point

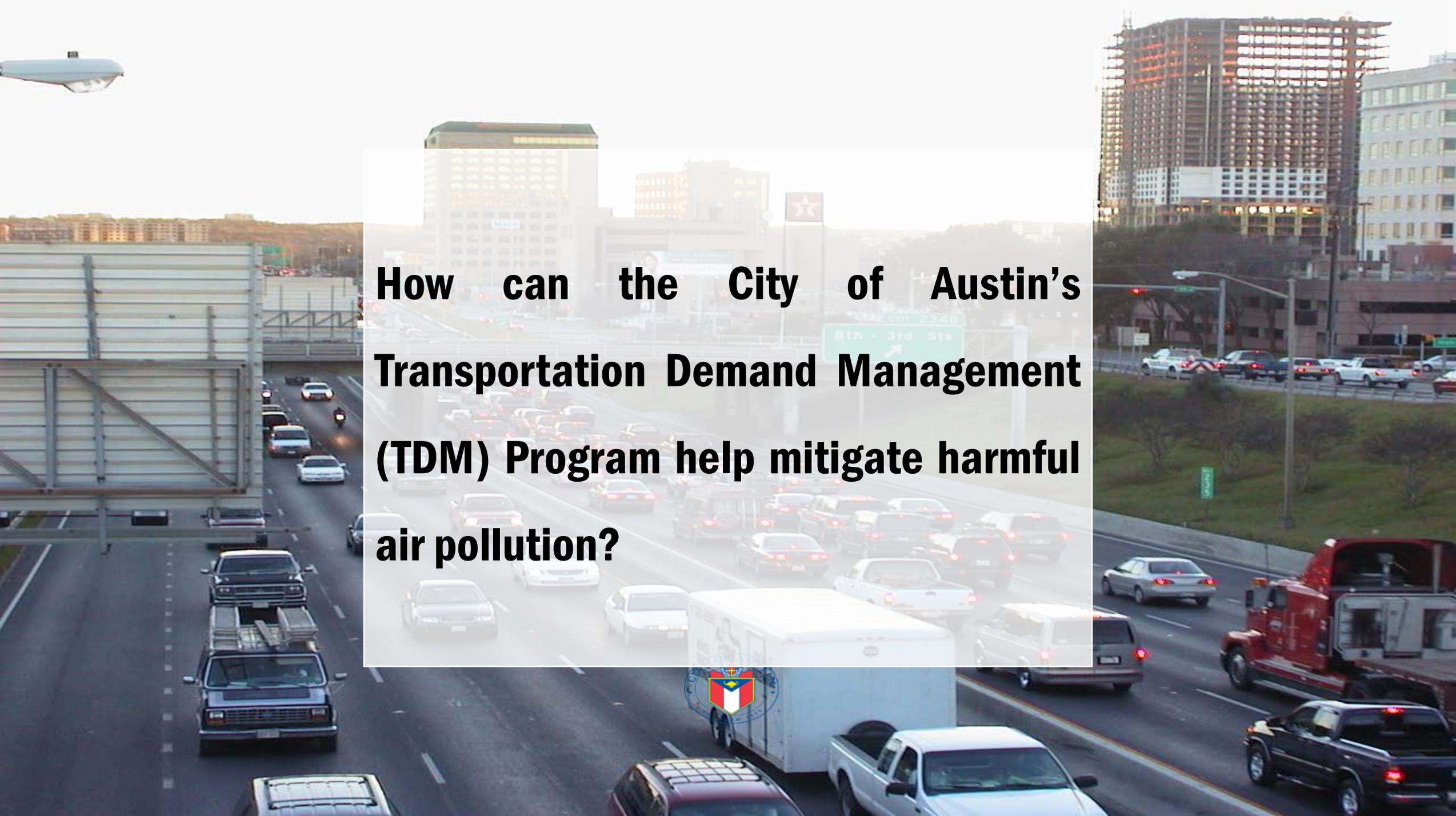


**Why is Ozone Pollution a Health Problem for Austin?**

**Why is Ozone Pollution a Regulatory Problem for Austin?**



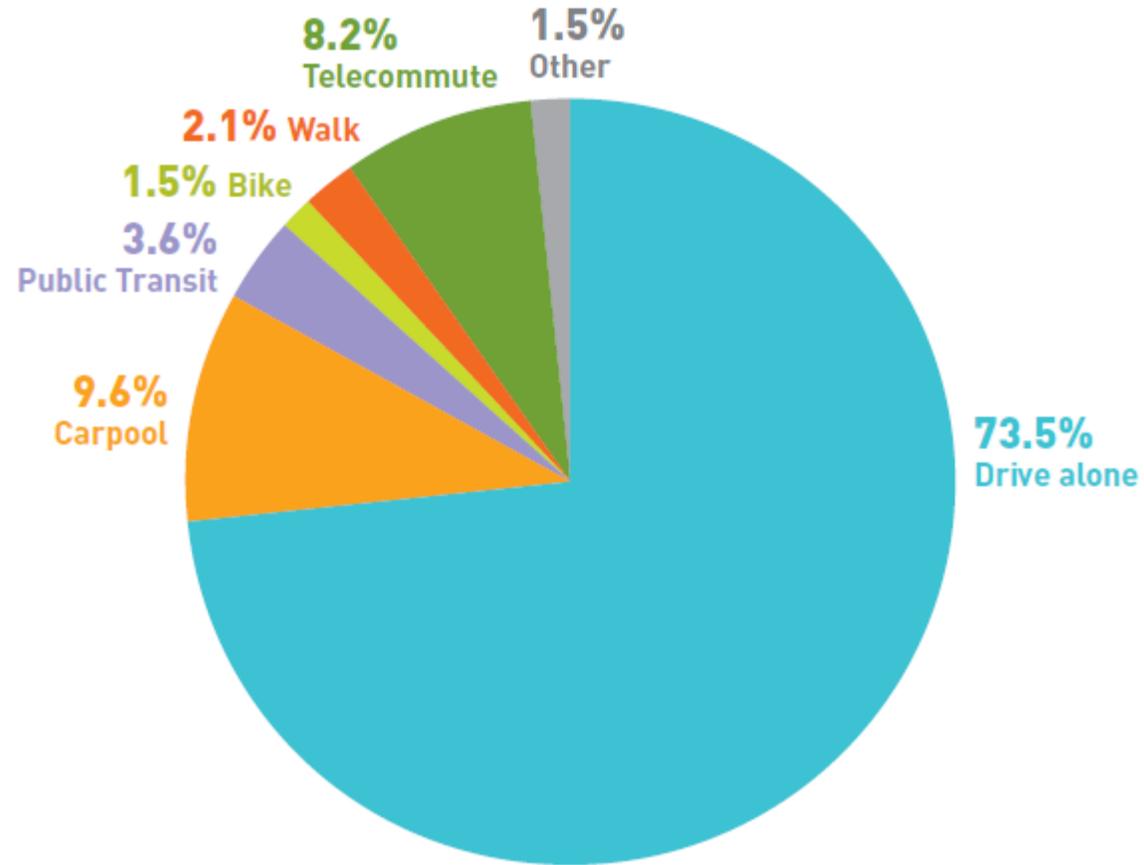




**How can the City of Austin's  
Transportation Demand Management  
(TDM) Program help mitigate harmful  
air pollution?**



## COMMUTE MODE SPLIT: AUSTIN, TX – 2016\*



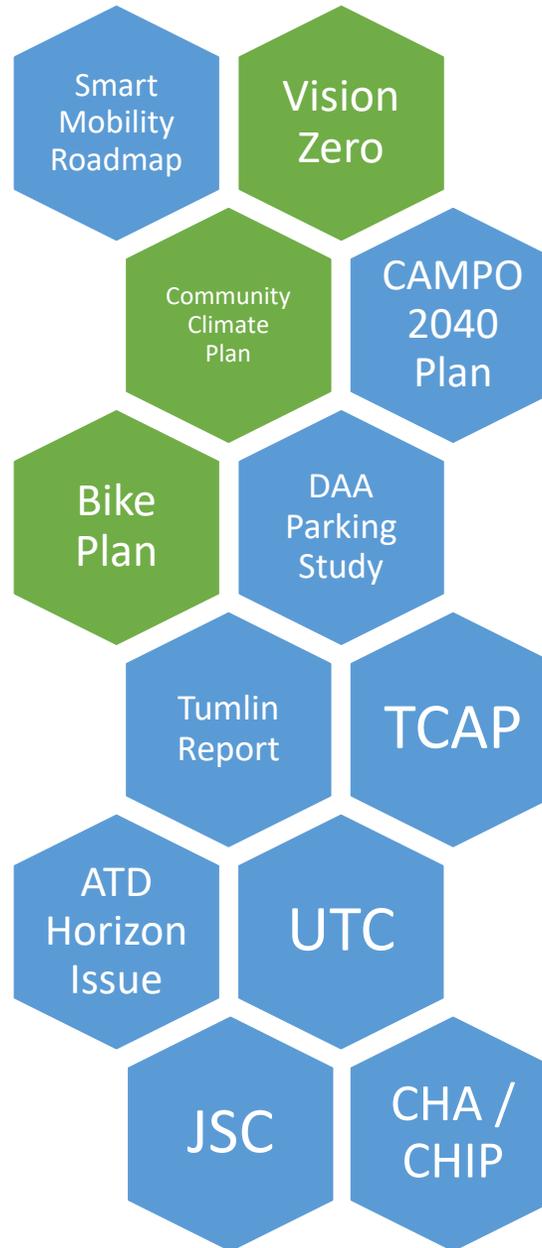
\*Based on American Community Survey data.



**TDM is the idea that we can quickly and cost-effectively improve mobility by changing how we get around rather than trying to build our way out of congestion.**



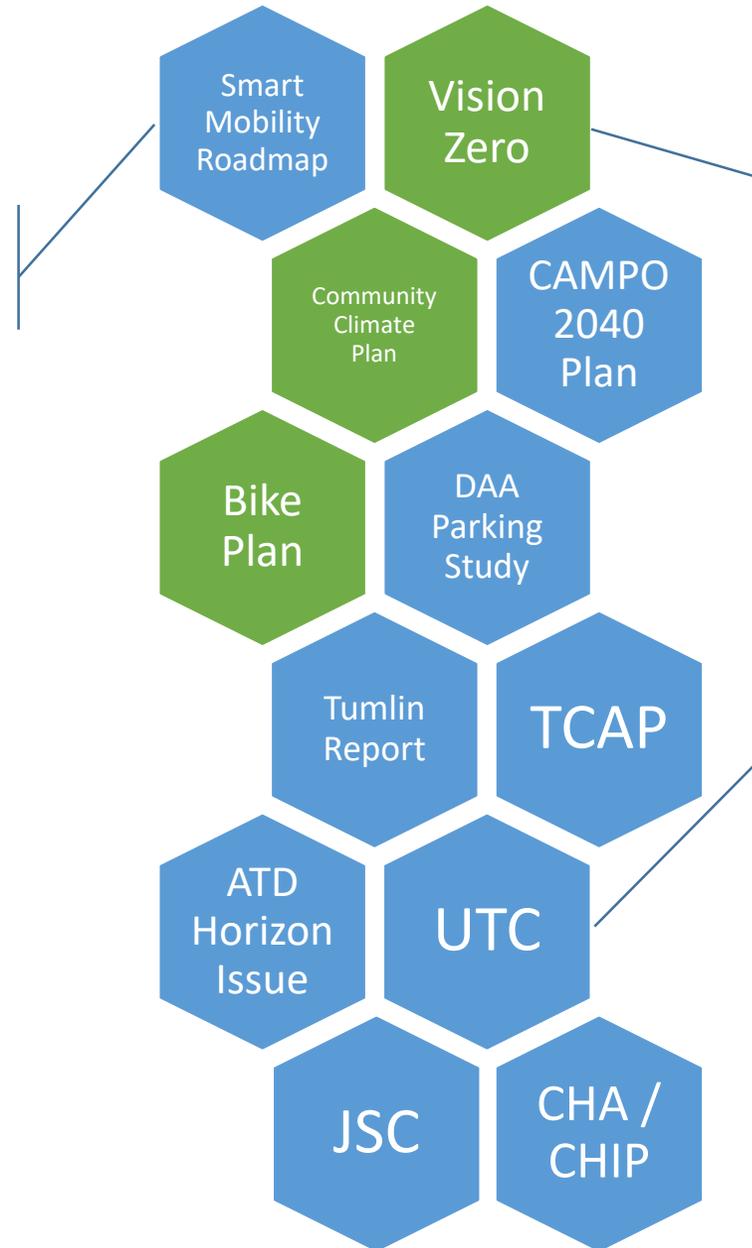
# TDM Supporting Policies



Council Adopted

# TDM Supporting Policies - Detail

“Cultivating shared mobility practices now is important to start the behavioral shift towards a shared, electric autonomous vehicle future.”

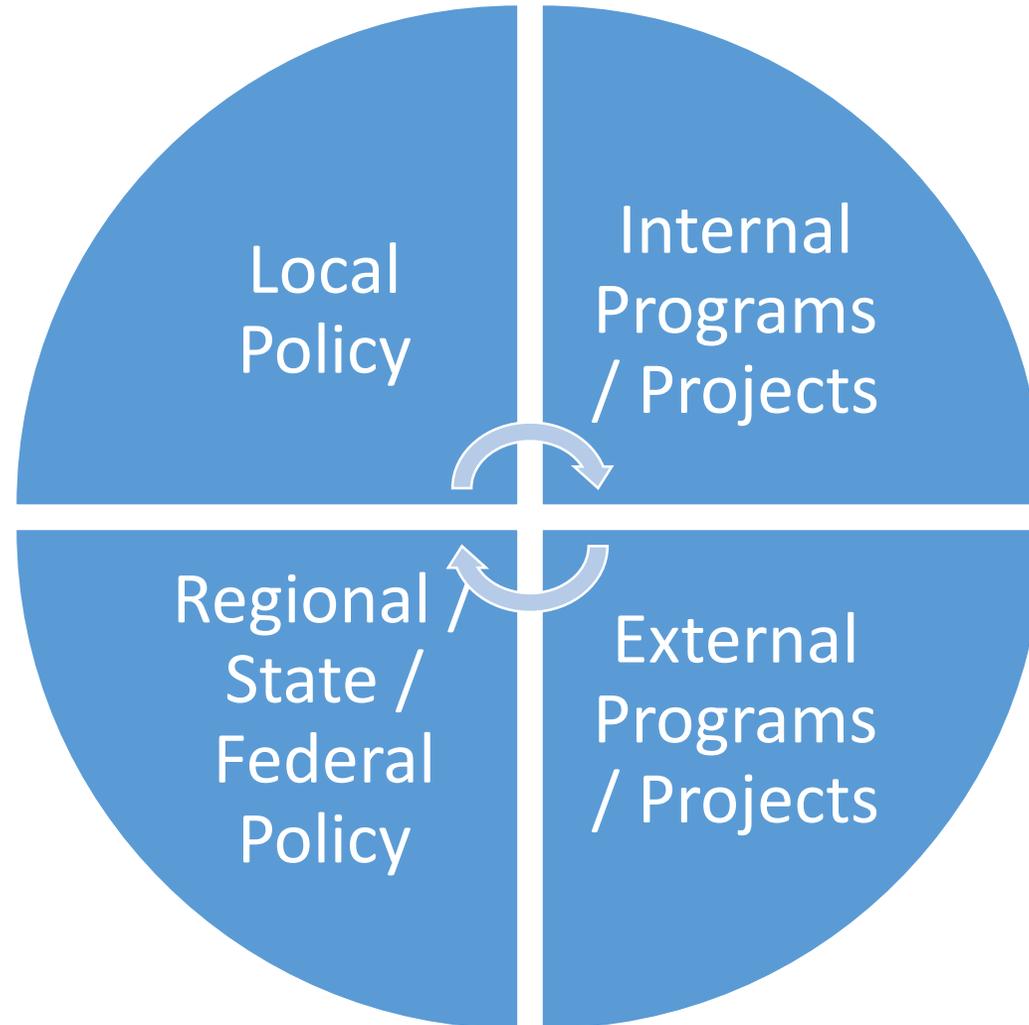


Key Action: Continue to build on Transportation Demand Management strategies

UTC Recommendation: update CCP to prioritize transportation recommendations, remove regulations that promote SOV use, have the City be a leader in commute programs.

Council Adopted

# TDM Opportunities



## Legend

 Active

 Needs Support

 Inactive



Local  
Policy

## CodeNEXT

-  TDM language into code
-  Guidance on parking strategies

## ASMP

-  Develop TDM chapter
-  Public Outreach

## Transportation Criteria Manual

-  TDM implementation language

## Downtown Parking

-  Parking Strategy Team participation

## Education / Reporting

-  Develop TDM educational reports

## Other Opportunities

-  Commuter Benefits Ordinance
-  Citywide Telework Policy

RECOMMENDATION	ALIGNMENT WITH PARKING GOALS					
	Supportive	Multimodal	Available	Cost-Effective	User-Friendly	Adaptable
Design and implement a performance-based parking management program.	✓	✓	✓	✓	✓	✓
Pilot a shared parking program in which City manages private parking as "public" parking. Provide technical assistance to better facilitate shared parking.	✓		✓	✓	✓	
Expand and diversify existing Affordable Parking Program.	✓		✓	✓	✓	
Enhance pedestrian access to parking facilities.		✓	✓		✓	
Explore opportunities to expand and clarify on-street supply.			✓	✓	✓	
Fully invest and implement comprehensive parking signage and wayfinding system.	✓		✓	✓	✓	✓
Define an overall strategy that ensures technology tools support broader parking and mobility goals.	✓		✓	✓	✓	✓
Continue to reinvest parking revenues into downtown and evaluate allocation of additional revenue to multimodal improvements.	✓	✓				✓
Evaluate and implement a park-n-ride or circulator shuttle to improve transit connections and access to remote parking.		✓	✓	✓	✓	
Support comprehensive and coordinated improvements in employee-focused mobility services and programs.	✓	✓	✓	✓	✓	
Revise the zoning code to better support walkable, mixed-use development within the downtown.	✓		✓	✓		✓
Require provision and enforcement of a TDM program for all new downtown development above a certain size.	✓	✓	✓	✓		✓
Revise the zoning code to incentivize sharing of parking.	✓		✓	✓	✓	✓
Create dynamic inventory and adjust on-street regulations to maximize flexibility at the curb.			✓		✓	✓
Define and implement enforcement strategy to support performance-based management. Allocate sufficient resources to parking enforcement.	✓		✓	✓	✓	✓
Establish a formal collaboration between the City, State, and other parking stakeholders.	✓		✓	✓		✓
Enhance event management practices to maximize parking system flexibility and predictability.	✓			✓	✓	✓
Plan for the future to nimbly respond to long-term trends in mobility and parking.	✓	✓		✓	✓	✓
Strategically invest in public and shared parking supply in key locations.	✓				✓	

## KEEP IN MIND...

There is **no silver bullet.**

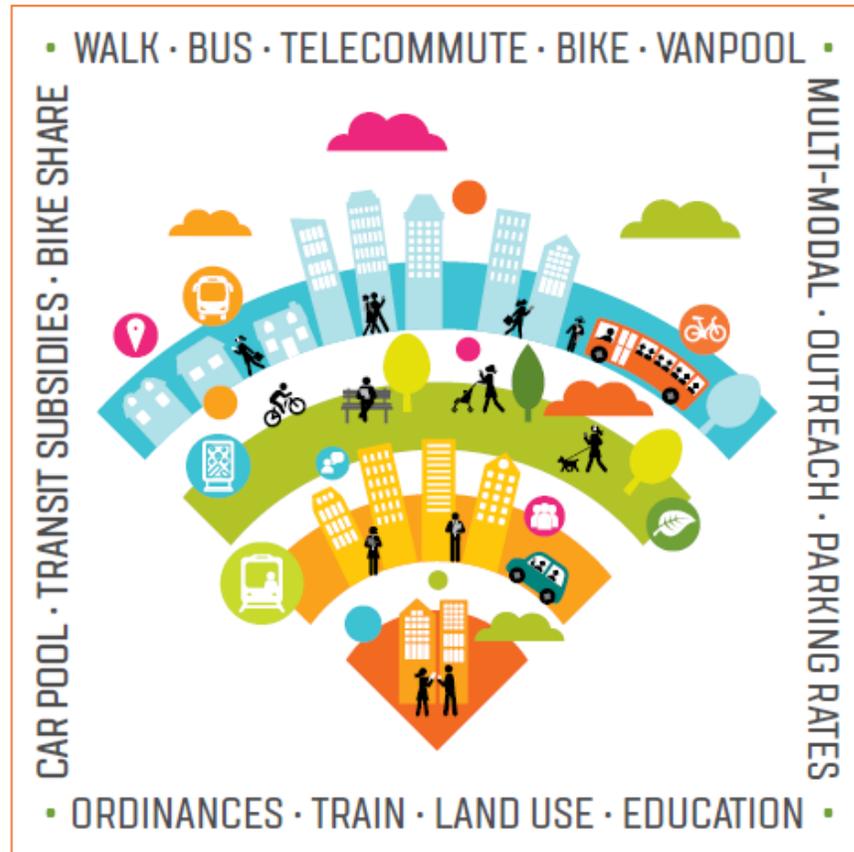
**No strategy on its own** will solve the parking problem.

This is a **toolkit and package** of recommendations that works towards the goals together.



CITY OF AUSTIN

# Transportation Demand Management Program Explainer



CITY OF AUSTIN

# Transportation Demand Management Successes and Progress — 2017



Regional /  
State /  
Federal  
Policy

## CAMPO

- TDM funding pursuits through STBG
- TAC participation
- FHWA sponsored workshop

## Commute Solutions

- Regional Steering Committee
- Pursuit of regional efforts (e.g. Emergency Ride Home program)

## Regional TDM Plan

- Pursuit of funding for plan

Internal Programs / Projects

### Commute Connections

- Maintain program information & updates
- B-cycle pass program
- Full inventory map (e.g. showers, racks, parking)

### Smart Commute Rewards

- Manage administrative leave program & contests
- Coordinate platform upgrades
- Priority Parking pilot

### Commute Trip Reduction Plans

- Service area & department participation
- Development of plans

### Commute Consulting

- Commute consulting for departments who move offices
- 1:1 consulting to employees

### Parking Management

- Gate majority of City garages

### Outreach / Education

- New Employee Orientation
- Health Fair; Citysource newsletters;
- Targeted engagement by building and Department

# New Year, New You! New YETI?

## Travel Smart Contest

(FOR CITY OF AUSTIN EMPLOYEES)



TRAVEL SMART ON YOUR COMMUTE BETWEEN **JANUARY 8-21** TO START  
2018 OFF RIGHT AND YOU COULD WIN A NEW YETI TO TAKE ALONG!\*

## External Programs / Projects

### Development

- Consultation with pipeline projects
- Development focused engagement & outreach

### Employer

- Transportation Management Association (Movability)
- Mobility Challenge
- Bike encouragement through Movability
- Mobility Week or Month (coordinated events with partners)
- Employer focused engagement & outreach catered to specific O/D hot spots; downtown; events; mode specific; etc.

### General

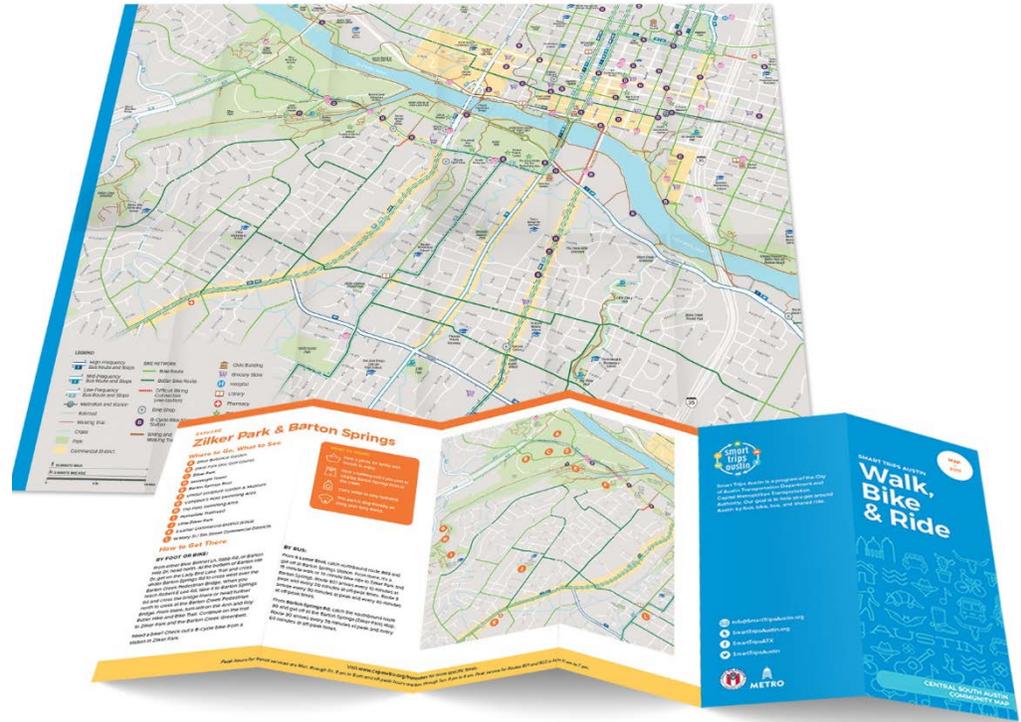
- Annual TDM Report (metrics reporting)
- ATX Detour Day
- Carpool program – City subsidized
- Community facing website / branding
- Year-round education coordinated w/ key events
- TDM basics collateral (e.g. one-pagers)
- Visitor TDM program
- Data Analysis: big data investment

### Schools

- School focused engagement & outreach
- Site specific TDM planning

### Residential

- Smart Trips Program







join today!

[about](#) [members](#) [for employers](#) [contact](#) [for commuters](#)



## Welcome to Movability

Movability is Central Texas' first and only Transportation Management Association solely dedicated to working hand in hand with employers to improve the regions' economic vitality by connecting commuters with mobility options that save time and money.

Movability's members are employers from public and private sectors, and hail from all over the larger Austin region. We work closely with members to create mobility plans that in turn let them connect their employees with a wide range of mobility options. Our members leverage mobility programs to reach their business goals, including attracting and retaining top talent, reducing facilities costs, and leading in corporate stewardship. Members also benefit from exclusive events, networking, and educational opportunities.

## Spotlight

See how everyday Commute Heroes get around using options!

### DeCarlos

DeCarlos Roberson works at the University of Texas at Austin's Dell Medical School and in the mornings he takes the bus or carpools with his wife – depending on how early his kids get up and out the door! DeCarlos also walks his kids to school each morning, so he's a true commute hero. "My favorite [...]"

---

Welcome to our newest [member](#)  
Samsung Austin Semiconductor!

---



SOUTH CENTRAL Waterfront Districts

**Thank you!**

Tien-Tien Chan, AICP  
Austin Transportation Department

[tien-tien.chan@austintexas.gov](mailto:tien-tien.chan@austintexas.gov)

[Austintexas.gov/TDM](http://Austintexas.gov/TDM)



A street scene with a cyclist, a woman pushing a stroller, and a woman walking on a sidewalk. A semi-transparent text box is overlaid in the center.

**Why is TDM such a large piece of the solution?**

# Typical New Construction Costs

Infrastructure	Cost per Mile
Sidewalk (5' wide)	\$150K
Multi-Use Trail (along roadway)	\$320K
Off Road Trail – Improved (S. Walnut Creek)	\$1.2M
Residential Street (new subdivision w/ utilities)	\$1.0 – \$3.0M
Collector Street (2 Lane divided)	\$8.5M
Arterial – 4 Lane	\$11.9M
Add a Lane – Rural Hwy	\$1.6M - \$3.1M
Add a Lane – Urban Hwy	\$2.4M - \$6.9M
Add a Lane – Rural Sensitive	\$5.8M - \$9.9M
Add a Lane Urban Sensitive	\$7.3M to \$15.4 M
New Rural 4-Lane Highway	\$20M - \$40M
New Urban 4-Lane Highway	\$20M - \$300M
Urban Interchange	\$35M

# Estimated TDM Effectiveness



MARKETING/EDUCATION  
1% - 5%\*



TRANSIT SUBSIDIES  
3% - 10%\*



RIDE SHARING  
1% - 15%\*



TELECOMMUTING  
1% - 5%\*



COMMUTE ORDINANCES  
5% - 15%\*



CAR SHARING  
1% - 2%\*



WORKPLACE PARKING PRICING  
2% - 7%\*



VAN POOLS/SHUTTLES  
1% - 13%\*