



# Austin Strategic Mobility Plan Status Update

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CITY COUNCIL MOBILITY COMMITTEE

AUGUST 16, 2018

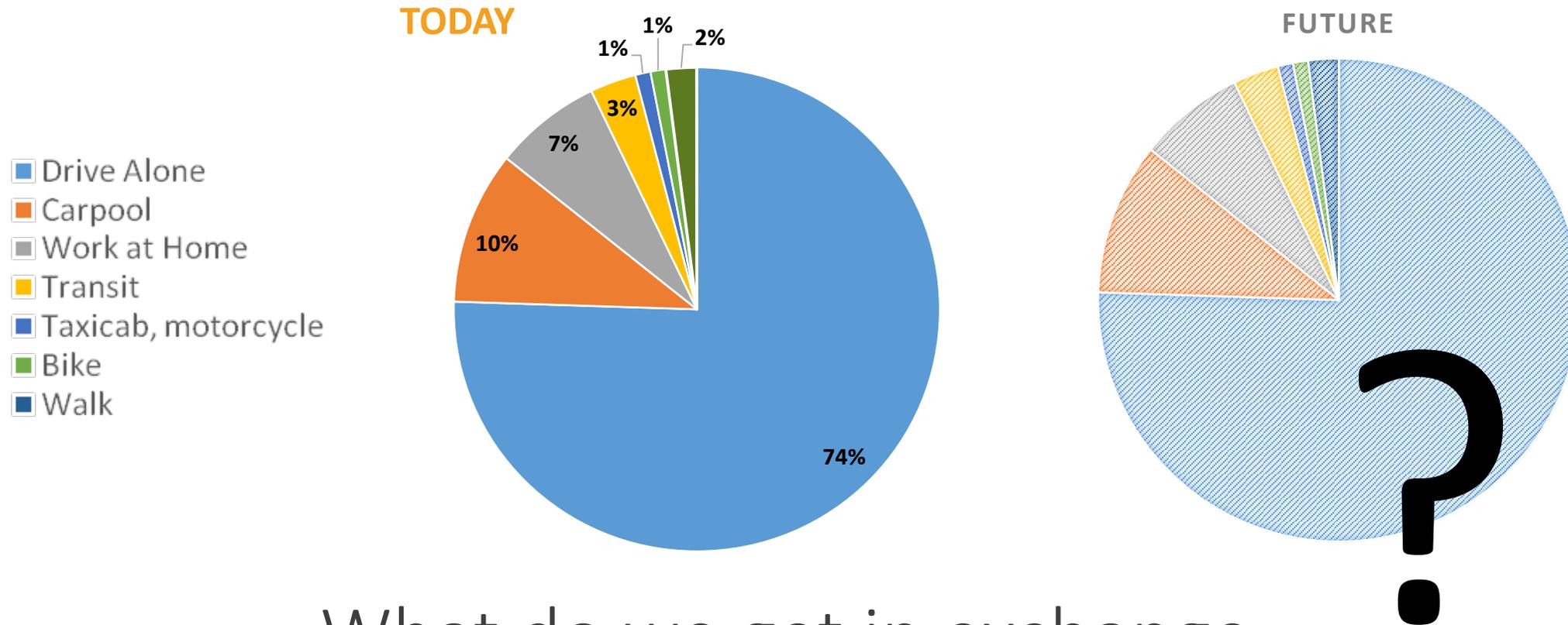
# Topics

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- ❖ Phase II Engagement (*March 2018 to June 2018*)
  - Engagement Strategy
  - Engagement Results
- ❖ Next Steps
  - Developing the Plan
  - Schedule and Deliverables
- ❖ Questions

# Engagement Strategy

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What do we get in exchange  
for more diversified mode-share

# Engagement Strategy

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# Austin Strategic Mobility Plan Ingredients



Scenario A emphasizes roadway projects and continues the trend of investment in public transit, bicycle, and pedestrian projects across the city.

Scenario B emphasizes a more balanced investment in roadway, public transit, bicycle, and pedestrian projects along Imagine Austin Activity Corridors and within Activity Centers.

Scenario C emphasizes investing in public transit, bicycle, and pedestrian projects along Imagine Austin Activity Corridors and within Activity Centers and fewer roadway projects.

			Scenario		
			A	B	C
<b>Roadway</b>		Miles of roadway projects funded by regional partners	300+	80+	50+
<b>Transit</b>		Transit service and dedicated space	New service with routes running in mixed traffic	New routes in partially-dedicated space; 1 corridor with dedicated space	New routes in both partially- and fully-dedicated space for the full system
<b>Bicycle</b>		Miles of bicycle facilities (part of the All Ages and Abilities Network)	200	300	400+
<b>Sidewalks</b>		Miles of sidewalks (as identified in the Sidewalk Plan)	700+	1,000+	2,000+
<b>Urban Trails</b>		Miles of urban trails (as identified in the Urban Trails Plan)	100+	~150	250+
<b>Transportation Demand Management (TDM)</b>		TDM programming investment (promoting strategies such as telecommuting and flexible schedules)	Current levels of programming	Moderate increase in programming	Significant increase in programming
<b>Technology</b>		Investment in Transportation Technology (e.g. signal timing or connected vehicles)	Current trends	Moderate increase in investment	Significant increase in investment

# What did we do?

Type	Engagement	Reach
<b>Targeted Engagement</b> with a focus on historically underrepresented/underserved communities	Paper surveys (in person and mail-in)	480 surveys taken
	Organizational outreach	75+ contacted
	Employer-based events	5 events attended
	Employer-based electronic outreach	34,000+ email inclusions
	Paid, targeted social media	12 posts generating 813 clicks to survey
	Focus groups	8 groups held
	Community events and presentations	49 events attended
	Quality of Life Commissions	4 presentations given
<b>“Traditional” public engagement</b>	“Traffic Jam!” kick off event on 3/28	roughly 200 attendees
	Online survey open 3/28-5/31	5,268 surveys taken
	Organizational newsletters	50+ inclusions
	Unpaid, general social media	29 posts generating 111 clicks to survey
	Bookmarks for libraries and recreation centers	20 libraries + 12 rec centers

# Survey Tools

- Online Survey
  - MetroQuest
  - Translated to Spanish
  - Accessible version available

- Paper Survey
  - Adapted from MetroQuest
  - Translated to Spanish, Vietnamese, traditional Chinese

WELCOME

GOAL RANKING

## Goal Ranking

What to do

Next Task

3 SCENARIOS

4 SURVEY

5 WRAP UP

- 1 Affordability
  - 2 Commuter Delay
  - 3 Travel Choice
  - 4 Sustainability
  - 5 Health and Safety
- Order your top 5 items above this line
- Innovation
  - Placemaking
  - Economic Prosperity

### Affordability



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

Public Engagement Phase One Ranking: #2

**WELCOME** | **GOAL RANKING** | **SCENARIOS** | **SCENARIOS** | **4 SURVEY** | **5 WRAP UP**

Scenario A (5 stars) | Scenario B (5 stars) | **Scenario C (5 stars)**

**Scenario C**  
Emphasizes investing in public transit, bicycle, and pedestrian projects along corridors and within activity centers and fewer roadway projects. [More about this](#)

Please rate this scenario:

**Scenario Performance**

Category	Performance Level
VEHICLE DELAY	BEST
	BETTER
	GOOD
MILES OF ROADWAY PROJECTS	BEST
	BETTER
	GOOD
VEHICLE MILES OF TRAVEL	BEST
	BETTER
	GOOD
MILES OF TRANSIT PROJECTS	BEST
	BETTER
	GOOD
ACCESS TO TRANSIT	BEST
	BETTER
	GOOD
ACCESS TO AFFORDABLE HOUSING	BEST
	BETTER
	GOOD
EQUITABLE DISTRIBUTION OF PROJECTS	BEST
	BETTER
	GOOD
MILES OF BICYCLE FACILITIES	BEST
	BETTER
	GOOD
MILES OF WALKING/BIKING TRAILS	BEST
	BETTER
	GOOD

How your prioritized goals perform:

- Affordability:
- Commuter Delay:
- Travel Choice:
- Sustainability:
- Health and Safety:

Good |   Better |    Best

4 Survey

What to do Next Task

5

WELCOME

GOAL RANKING

SCENARIOS

SURVEY

WRAP UP

General Questions

Affordability

Commuter Delay

Travel Choice

Sustainability

Health and Safety

**Affordability**

Which of the following strategies do you feel would best promote transportation affordability? (select up to 3)

- Invest more transportation infrastructure and programming resources in historically marginalized communities
- Offer more choices in how we travel to reduce personal costs associated with car ownership
- Support opportunities to live, work and play in close proximity, especially along public transit corridors
- Promote policies that provide affordable housing near public transit corridors
- Promote policies that encourage people to drive less
- I'm not sure what the best strategy is.

Next

Help Privacy About MetroQuest

WELCOME

GOAL RANKING

SCENARIOS

4 SURVEY

5 WRAP UP

? What to do

## Wrap Up

### Thank You!

Thanks for your input! Your time spent here will help shape the future of transportation investment in Austin, impacting the entire community. Please visit our [website](#) to learn more.

You also may be interested in learning more about our community's high-capacity transit initiative led by Capital Metro. Please visit [Project Connect](#) to learn more.

### Final Questions (Optional)

In which Austin Council District do you live?

Which best describes your race and ethnicity?

What is your age?

What is your gender?

What ZIP code do you live in?

Do you want to receive project updates?

Submit Final QuestionsSkip

[Help](#) [Privacy](#) [About MetroQuest](#)

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# Targeted Engagement

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- Targeted Organizations
  - Meals on Wheels
  - Housing Authority of the City of Austin
  - Many others!
- Targeted Events and Presentations
- Employer-Based Engagement
- Focus Groups
- Targeted Media



# Targeted Organizations

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## Meals on Wheels

Delivered 2,300 packets through Meal Delivery Program

Packets included:

- Instructions
- Direct contact information for ASMP team
- Scenario Information
- Pre-addressed, pre-stamped return envelope

Focus Group to In-home Care Aides

3 Presentations to “Congregate” Meals

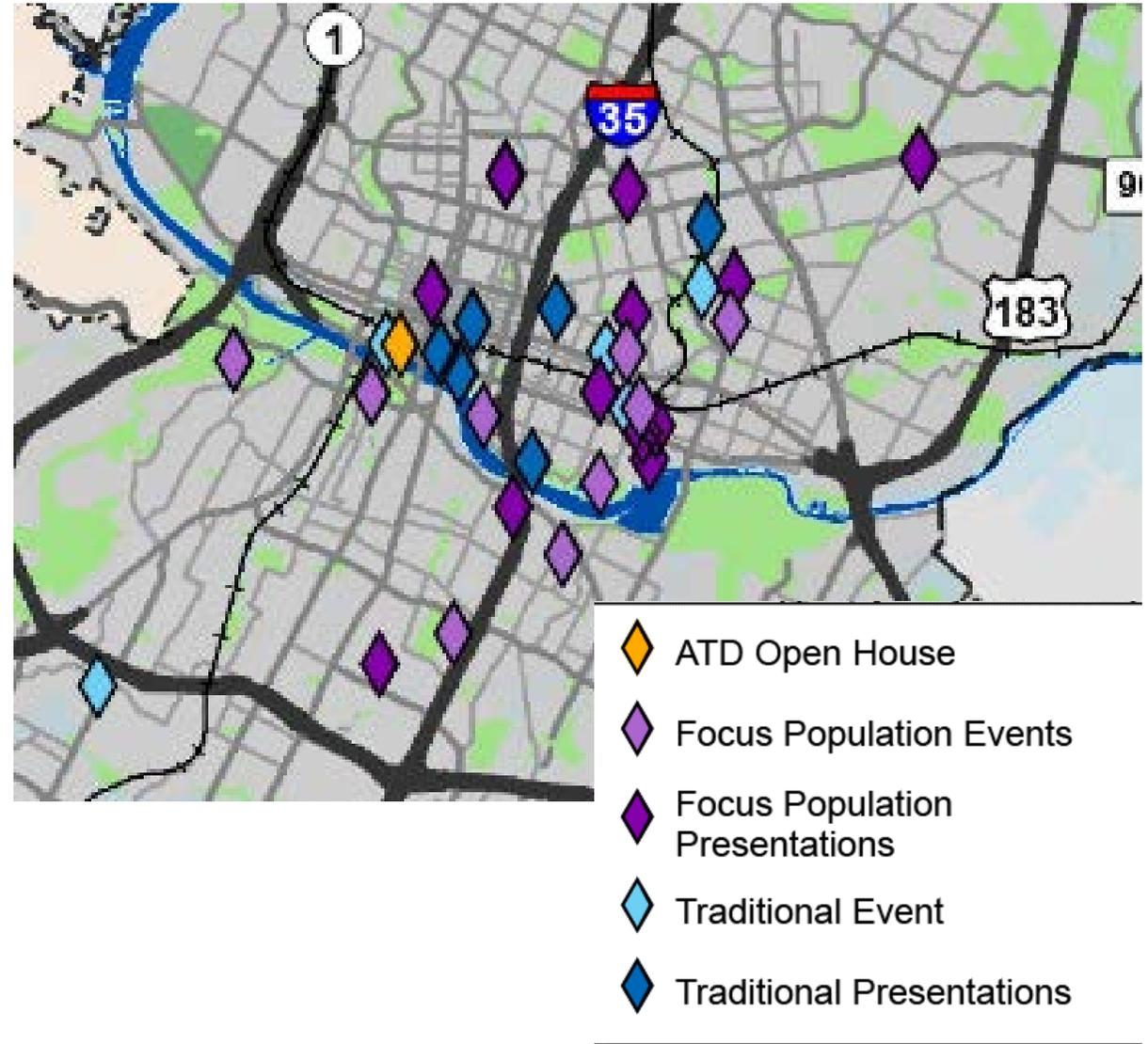
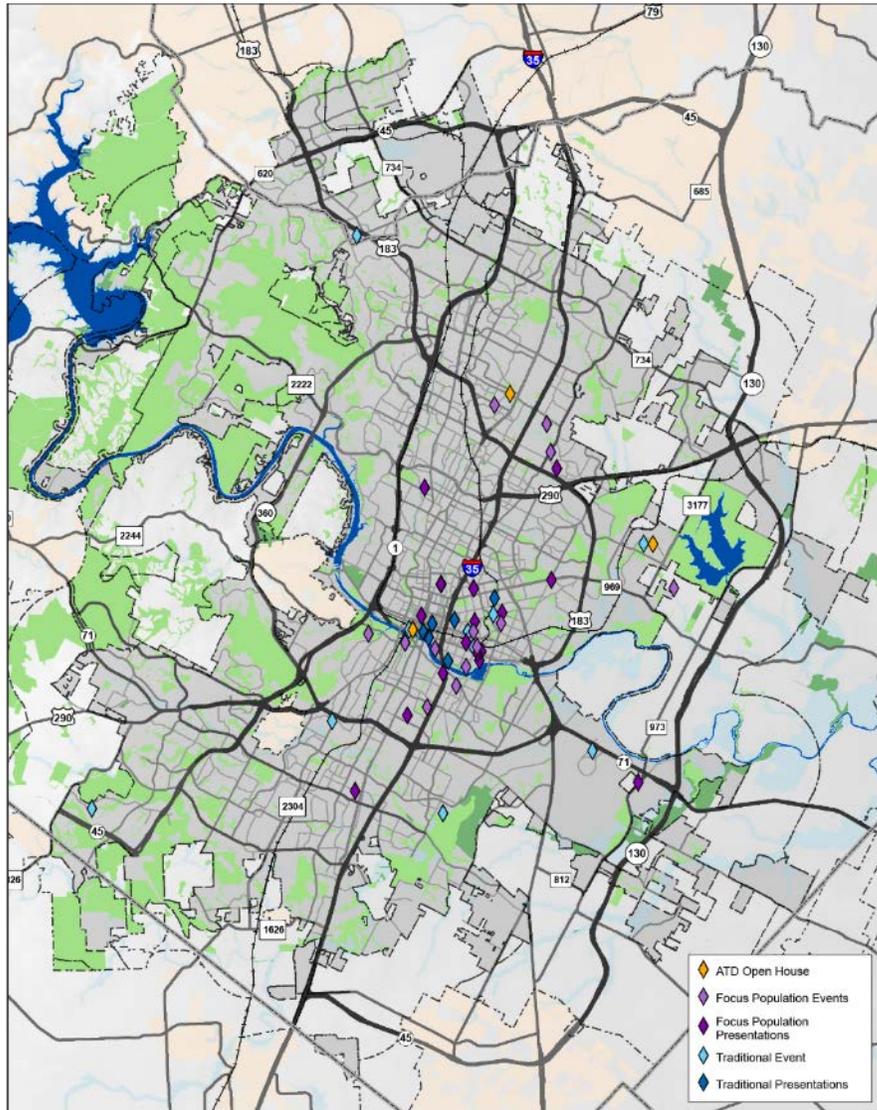
## Housing Authority of the City of Austin (HACA)

Attended “Mayfest”

Gave presentations to 6 Resident Councils

Led Training for Digital Lab Assistant Program

# Targeted Events and Presentations



# Employer-Based Engagement

Participating Employer	Type of Engagement	Result	Additional Notes
Alamo Drafthouse	Come-and-go event	7 paper surveys	Also sent online survey link to 800+ employees
Austin Community College	Online survey distribution	Distributed online survey link to 32,000+ employees and students	
East Communities YMCA	Come-and-go event	42 paper surveys	Distributed online survey link to 1,300+ employees
Goodwill Industries of Central Texas – Community Center	Come-and-go event	35 paper surveys	Distributed online survey link to 440+ employees
Goodwill Industries of Central Texas – Resource Center	Come-and-go event	57 paper surveys	See “Goodwill Industries of Central Texas – Community Center” Above
Google	Online survey distribution	Survey link distributed to 600+ employees	
Huston-Tillotson University	Come-and-go event	50 paper surveys	
Kerby Lane Café	Online survey distribution	Survey link distributed to 50+ employees	
Meals on Wheels	Focus Group	12 employees attended	
St. David’s Healthcare	Online survey distribution	Survey link distributed to 20+ employees	
University Federal Credit Union	Focus Group	15 employees attended	
Wheatville Food Co-op	Focus Group	12 employees attended	Also sent online survey link to 240+ employees

# Focus Groups

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## 8 Groups:

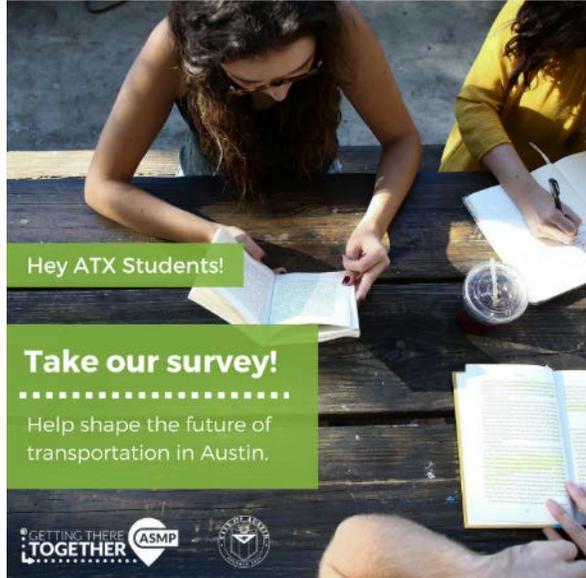
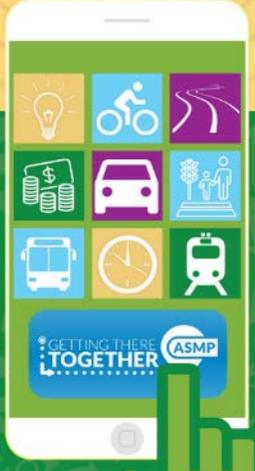
- People aged 65 and older (Seniors)
- People aged 25 and younger (Youths)
- People identifying as a racial or ethnic minority (People of Color)
- People who are blind or have a visual impairment (People with a Mobility Impairment)
- People with a physical mobility impairment (People with a Mobility Impairment)
- Employer-hosted (3)
  - Meals on Wheels Central Texas, In-home Care Division
  - University Federal Credit Union, Steck Financial Center
  - Wheatsville Co-op, North

# Targeted Media

**Hey ATX Students!**

**Take our survey!**

Help shape how we get around Austin.



Hey ATX Students!

**Take our survey!**

Help shape the future of transportation in Austin.



**¡Tome nuestra encuesta!**



**¡Tome nuestra encuesta!**



# Traditional Engagement

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- Public Open Houses
  - March 28 - *Traffic Jam: Taking it to the Streets*
  - Two “Mini-Jams”
- Traditional Media
  - Social media (Twitter, Facebook, NextDoor)
  - E-newsletters
  - Broadcast and print media outlets
- Presentations & Events



Who did we hear from?

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# By Survey Method

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Type	Language	Participants
Online	English	5,172
	Spanish	47
	Accessible (for the blind and visually impaired)	49
Paper	English	465
	Spanish	13
	Chinese (traditional)	2
	Vietnamese	0
Total		5,748

# Survey Participants by Race/Ethnicity

Race/Ethnicity	Total	Percentage based on participants who responded to question (N=4127)	ACS 2016 5 Year Estimates (%)
American Indian/Alaska Native	22	<b>0.53</b>	0.40
Asian	172	<b>4.17</b>	6.80
Black/African American	259	<b>6.28</b>	7.60
Hispanic/Latino	625	<b>15.14</b>	34.5
Native Hawaiian/Pacific Islander	10	<b>0.24</b>	0.10
White	2576	<b>62.42</b>	75.90
Other	133	<b>3.22</b>	6.10
Prefer not to answer	330	<b>8.00</b>	--

# Survey Participants by Age

Age	Total	Percentage based on participants who responded to question (N=4150)	ACS 2016 5 Year Estimates of 18+ population (%)	ACS 2016 5 Year Estimates (%)
Under 18	32	<b>0.77</b>	--	21.4
18-24	274	<b>6.60</b>	15.2	11.5
25-34	967	<b>23.3</b>	25	22.1
35-44	876	<b>21.11</b>	20.8	15.7
45-54	702	<b>16.92</b>	15.9	11.9
55-64	636	<b>15.33</b>	12.6	9.5
65+	539	<b>13.00</b>	10.5	7.9
Prefer not to answer	124	<b>2.99</b>	--	--

# Survey Participants by Council District

District	Total	Percentage based on participants who responded to question (N=4041)	Percentage of participants who know their Council District and live in Austin (N=2733)
District 1 Houston	324	8.02	11.86
District 2 Garza	156	3.86	5.71
District 3 Renteria	247	6.11	9.04
District 4 Casar	172	4.26	6.29
District 5 Kitchen	391	9.68	14.31
District 6 Flannigan	220	5.44	8.05
District 7 Pool	290	7.18	10.61
District 8 Troxclair	232	5.74	8.49
District 9 Tovo	378	9.35	13.83
District 10 Alter	323	7.99	11.82
I don't know	975	24.13	NA
I don't live in Austin	333	8.24	NA

# What did we hear?

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# Goal Prioritization

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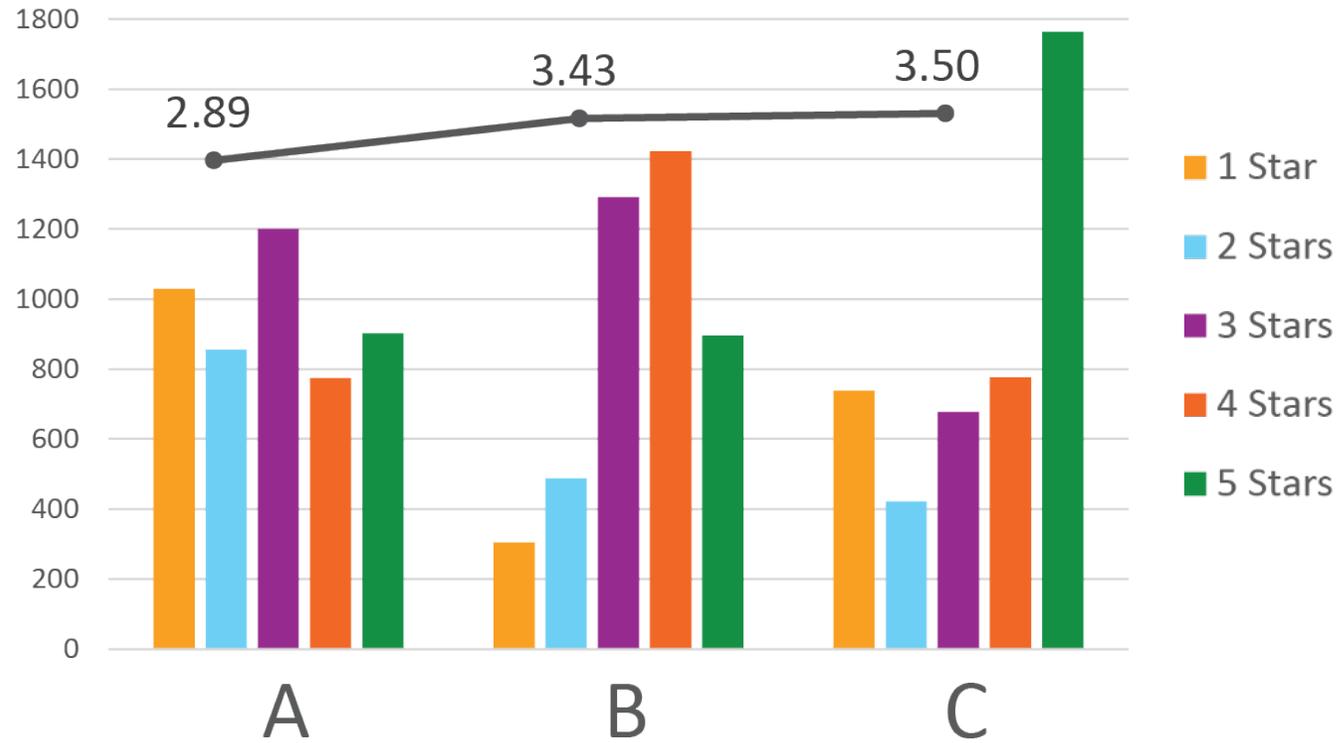
Goal	Commuter Delay	Affordability	Health and Safety	Travel Choice	Sustainability	Economic Prosperity	Placemaking	Innovation
Average Ranking	<b>2.23</b>	2.82	2.84	2.94	3.25	3.43	3.44	3.49
Times Ranked	<b>3913</b>	3706	3410	3402	3398	1990	1895	2375
Times Ranked #1	<b>1746</b>	714	772	611	463	200	187	217

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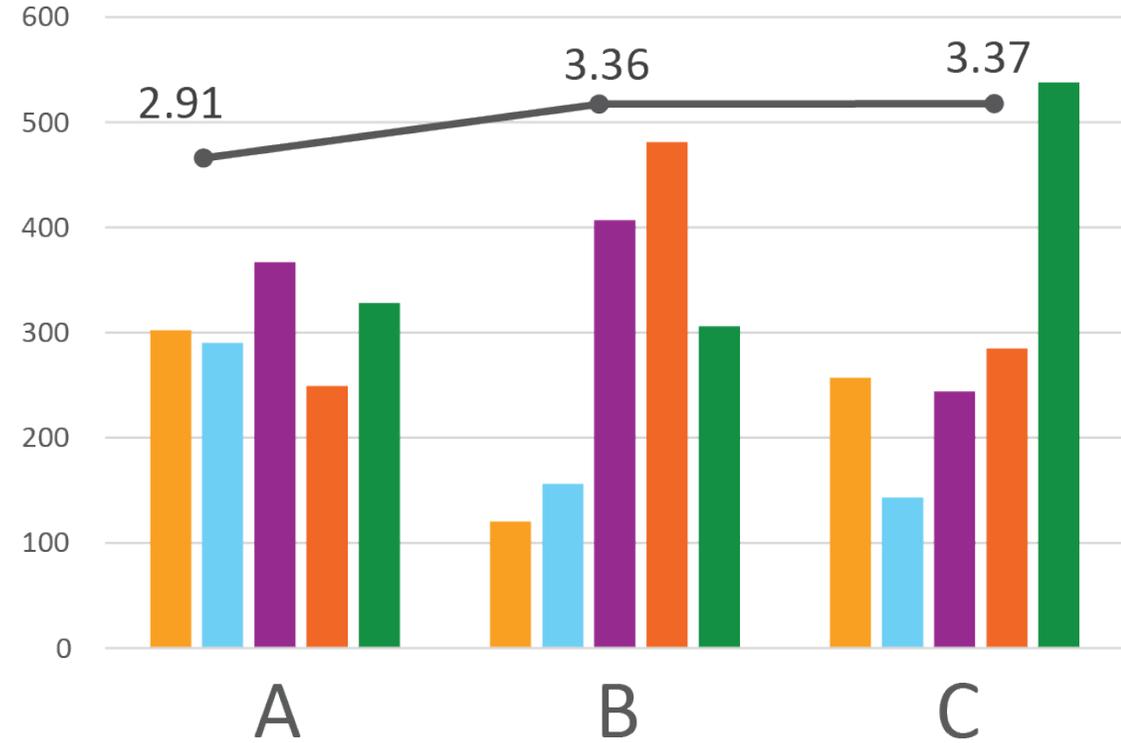
Goal	Commuter Delay	Affordability	Health and Safety	Travel Choice	Sustainability	Economic Prosperity	Placemaking	Innovation
Average Ranking	<b>2.37</b>	2.71	2.81	3.01	3.26	3.40	3.46	3.49
Times Ranked	1109	<b>1148</b>	1060	1005	958	611	529	727
Times Ranked #1	<b>428</b>	250	260	201	128	64	53	73

# Scenario Ratings

## Overall Population



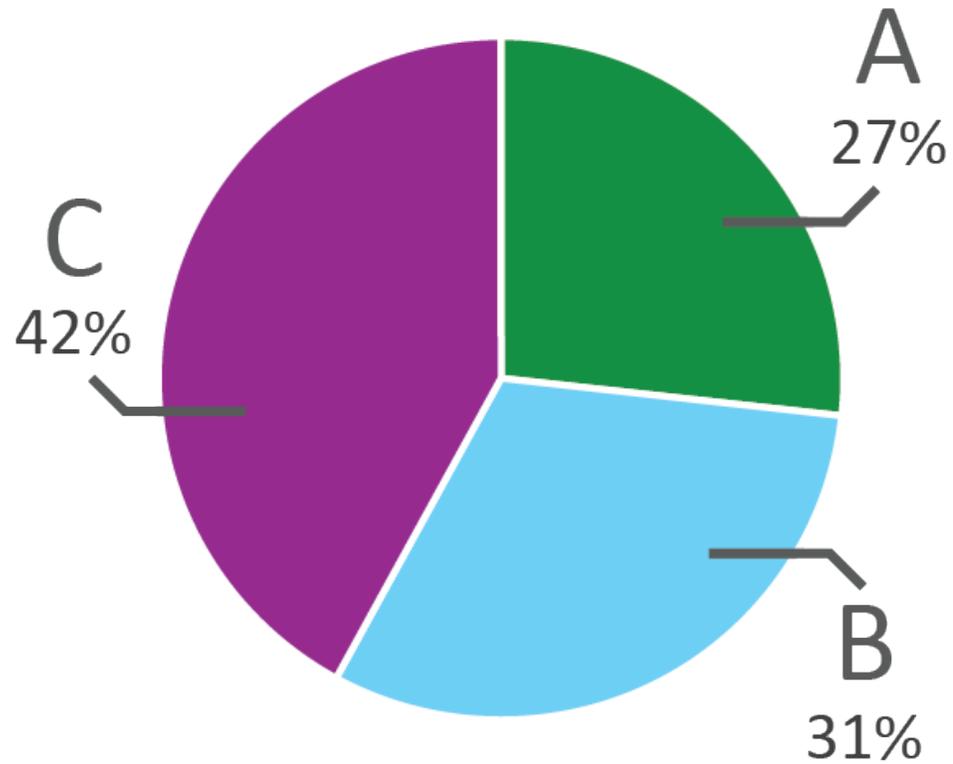
## Focus Populations



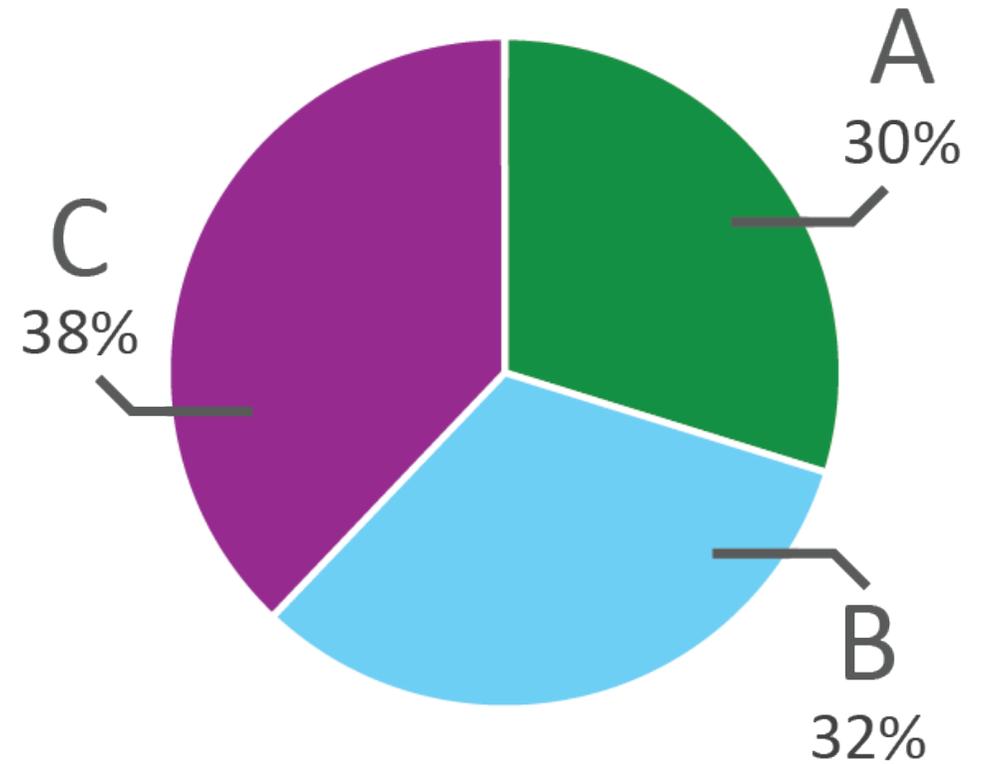
# Scenario Starting Point

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## Overall Population



## Focus Populations



# Top Strategies Chosen (by total # of votes)

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## **Overall**

1. Provide more public transit service and enhance connections to/from public transit  
*(Travel Choice - 1,996)*
2. Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles) *(Sustainability - 1,782)*
3. Improve signal timing and other transportation technologies *(Commuter Delay - 1,765)*
4. Prioritize travel choices, such as taking public transit, walking, or bicycling, making them more convenient and efficient *(Commuter Delay - 1,683)*
5. Reduce serious injuries and fatalities by designing streets for appropriate vehicular speed  
*(Health & Safety - 1,637)*

## **Focus Populations**

1. Provide more public transit service and enhance connections to/from public transit *(Travel Choice - 674)*
2. Offer more choices in how we travel to reduce personal costs associated with car ownership  
*(Affordability - 581)*
3. (TIE) Improve signal timing and other transportation technologies *(Commuter Delay - 575)*
3. (TIE) Reduce serious injuries and fatalities by designing streets for appropriate vehicular speed  
*(Health & Safety – 575)*
5. Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles) *(Sustainability - 569)*

Total strategies to choose from: **27**

# Open-Ended Comments

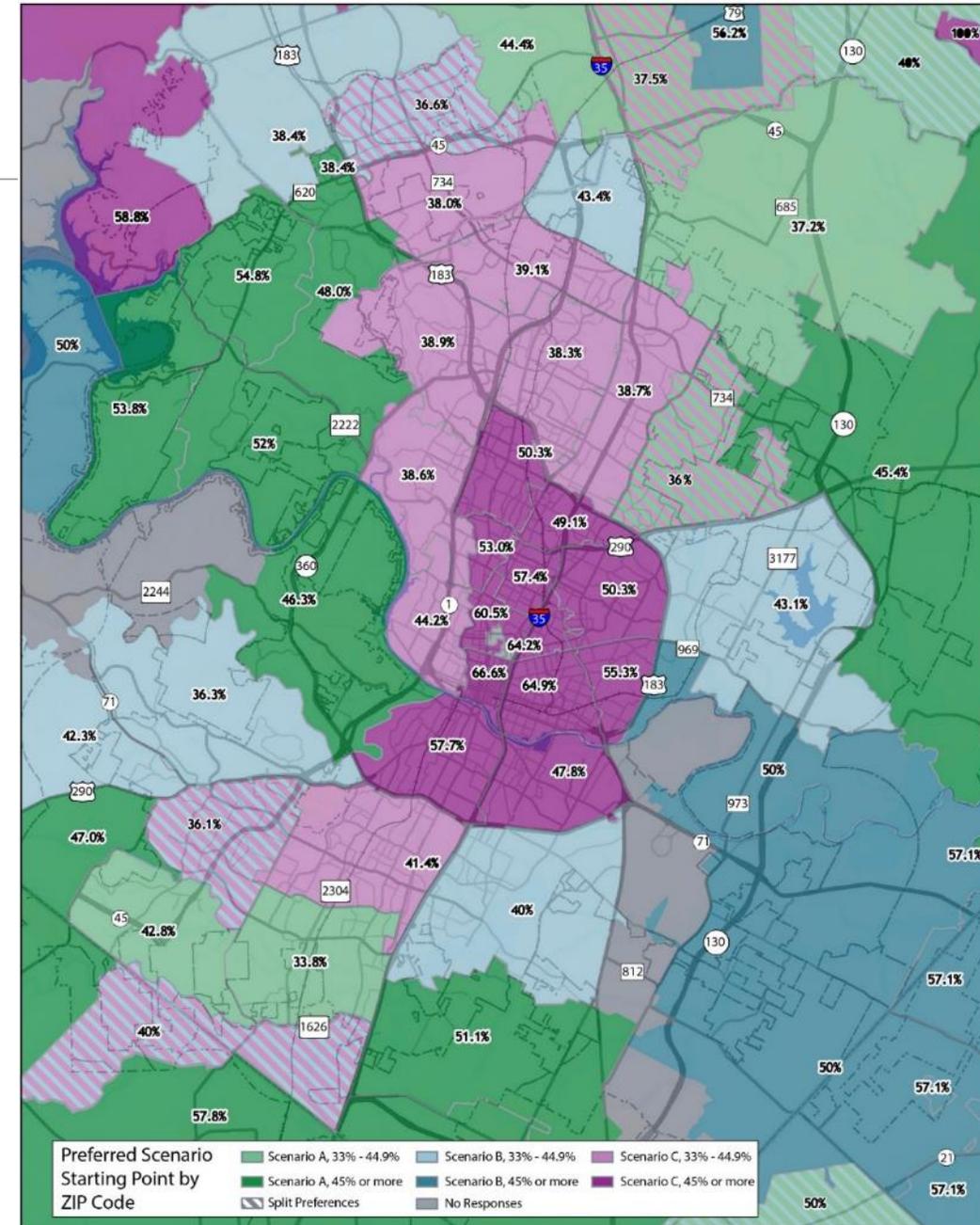
- Over 4,500 open-ended comments received

O v e r a l l	Ingredient	Percent of Comments Received
	Positive: Transit	35%
	Positive: Multimodal	23%
	Positive: Added Capacity	18%
	Positive: Bicycling	16%
	Negative: Cars	14%
	Positive: Sidewalks	12%
	Positive: Rail	12%
	Positive: Safety Projects	9%
	Positive: Bus Transit	7%
	Negative: Added Capacity	6%
	Negative: Bicycling	6%
	Positive: Cars	4%

F o c u s	Ingredient	Percent of Comments Received
	Positive: Transit	33%
	Positive: Added Capacity	19%
	Positive: Multimodal	17%
	Positive: Bicycling	13%
	Positive: Sidewalks	11%
	Positive: Rail	10%
	Negative: Cars	9%
	Positive: Safety Projects	8%
	Positive: Bus Transit	8%
	Negative: Bicycling	6%
	Negative: Added Capacity	5%
	Positive: Cars	4%

# District & ZIP Code Snapshots

District	A	B	C	Preferred Starting Point
	Average Star Rating			
1	2.46	3.47	<b>3.93</b>	C
2	2.92	<b>3.47</b>	3.13	B
3	2.53	3.43	<b>4.19</b>	C
4	2.66	3.46	<b>3.79</b>	C
5	2.76	3.36	<b>3.59</b>	C
6	<b>3.23</b>	3.19	2.88	A
7	2.62	3.56	<b>3.70</b>	C
8	3.10	<b>3.34</b>	3.02	A
9	2.30	3.43	<b>4.18</b>	C
10	2.92	<b>3.27</b>	3.13	C
Outside of Austin	3.18	<b>3.50</b>	3.32	B



# Next Steps

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# Developing the Plan

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- ❖ Developing the proposed Transportation Network
- ❖ Developing proposed Policies and Programs
- ❖ Public Engagement Phase III
  - Workshop draft recommendations with the community

# Developing the Proposed Transportation Network

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- Influence of engagement
    - Starting Point – Scenario C
      - What do you like about the scenario? How would you change it?
      - What transportation strategies would best address your priorities?
  - Technical methodology
    - Evaluate model performance indicators
    - Adjust Ingredients based on what we heard
  - The Transportation Network will consist of the following:
    - Projects are identified by comparing Existing and Future Conditions in the **Street Network Table** (including the Street Impact Fee capital plan)
    - Priority Modal Networks and Highlighted Projects

# Developing Proposed Policies and Programs

Develop policies and programs that support the implementation of the transportation network:

- ✓ Identify chapters of the ASMP to address all 8 Goals
- ✓ Review existing plans
- ✓ Inventory all plan objectives and recommendations
- ❑ Organize and make determinations of what items to include, revise for ASMP
- ❑ Identify gaps in existing policy and needed future policy

## Goals

 <p><b>Affordability</b> Lower the cost of living, working, and traveling in Austin.</p>	 <p><b>Health &amp; Safety</b> Protect Austinites by lowering the risk of travel-related injury and promoting public health.</p>
 <p><b>Travel Choice</b> Promote a balanced transportation network and the ability to make informed choices based upon personal needs and preferences.</p>	 <p><b>Innovation</b> 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.</p>
 <p><b>Economic Prosperity</b> Promote future growth through strategic investments in transportation networks that meet the needs of the 21st century.</p>	 <p><b>Placemaking</b> Build a transportation network that encourages social interaction through quality urban design, and connects users to the many places that make Austin unique.</p>
 <p><b>Commuter Delay</b> Reduce the amount of time workers spend traveling between home and work.</p>	 <p><b>Sustainability</b> Promotes integrated designs and quality additions to the built environment while reducing impacts and promoting efficient use of public resources.</p>

# Plans Reviewed

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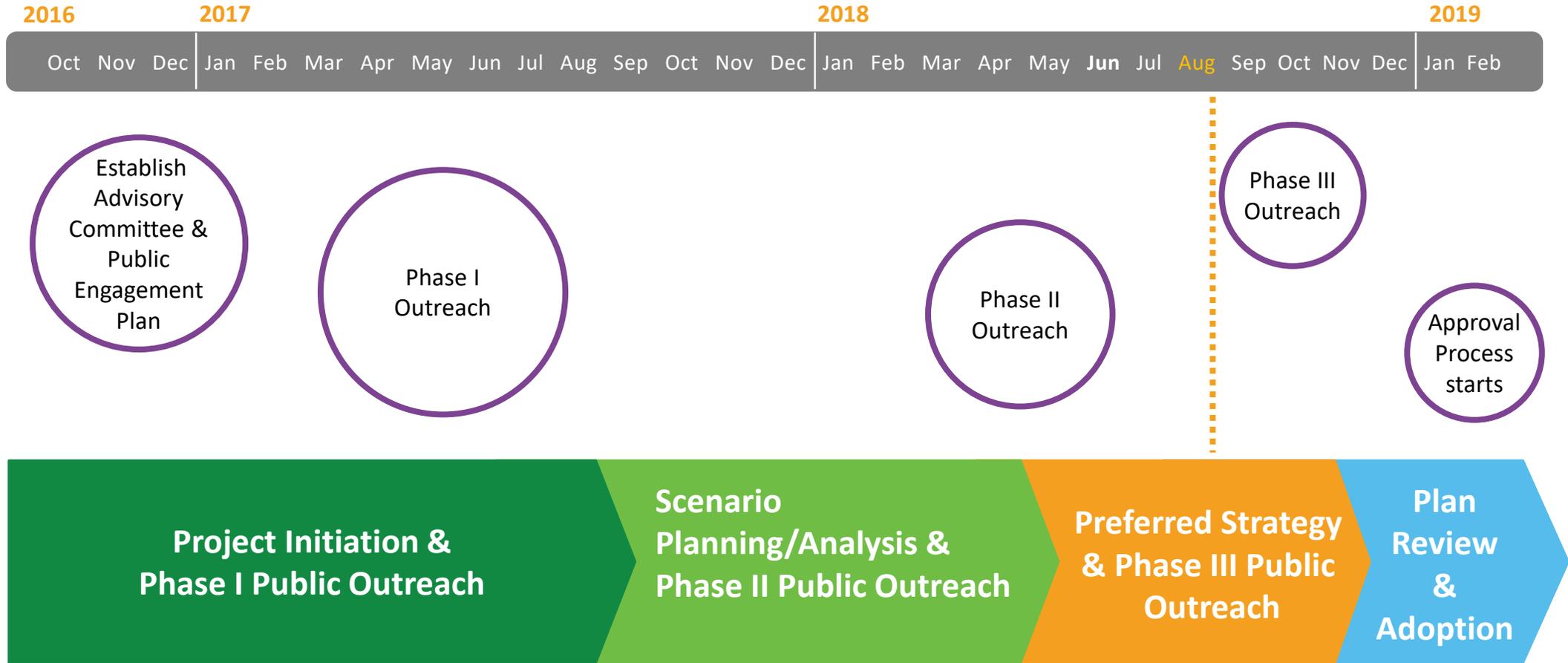
- ✓ AARO - Moving Forward
- ✓ Age Friendly Action Plan
- ✓ Austin Metropolitan Area Transportation Plan
- ✓ Austin Chamber Mobility Report: 2016
- ✓ Austin Community Climate Plan
- ✓ Austin –Travis County Community Health Assessment, Community Health Improvement Plan
- ✓ Bicycle Plan
- ✓ CAMPO 2040 Plan
- ✓ Capital Metro Connections 2025 Service Plan
- ✓ Capital Metro Service Guidelines
- ✓ Climate Resilience Action Plan
- ✓ COA Traffic Congestion Action Plan
- ✓ Complete Streets Policy
- ✓ Downtown Austin Alliance Parking Strategy
- ✓ Food Access Plan
- ✓ Imagine Austin
- ✓ Long-Range CIP Strategic Plan
- ✓ Pedestrian Safety Action Plan
- ✓ Project Connect 2014 System Plan
- ✓ Project Connect 2016 Purpose and Need
- ✓ Regional ITS Architecture Report
- ✓ Regional ITS Deployment Plan
- ✓ Sidewalk Plan/ADA Transition Plan
- ✓ Smart Mobility Roadmap
- ✓ Strategic Housing Blueprint
- ✓ Task Force on Community Engagement Report
- ✓ Task Force on Institutional Racism Report
- ✓ Texas Freight Mobility Plan
- ✓ Urban Forest Plan
- ✓ Urban Trails Plan
- ✓ Vision Zero Action Plan
- ✓ Watershed Plan

And  
More!

# Schedule & Deliverables

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# Where are we now?



# Calendar of Activities

	Month	Action
Developing the Plan	July/August	<ul style="list-style-type: none"> <li>• Department Policy workshops</li> <li>• Council Briefing Memo – Status Report</li> </ul>
	September	<ul style="list-style-type: none"> <li>• Phase III Public Engagement begins (in small bites)</li> </ul>
	October /November	<ul style="list-style-type: none"> <li>• Council 1 on 1's</li> <li>• Community group meetings</li> <li>• Finalize draft ASMP</li> </ul>
Plan Review and Adoption	December	<ul style="list-style-type: none"> <li>• Present Final Draft Plan</li> <li>• Begin Review and Approval Process (Boards and Commissions)</li> </ul>
	January 2019	<ul style="list-style-type: none"> <li>• Directors– Metrics &amp; Strategies Discussion of ASMP/Austin Strategic Direction 2023</li> <li>• Council– Metrics &amp; Strategies Workshop of ASMP/Austin Strategic Direction 2023</li> </ul>
	February 2019	<ul style="list-style-type: none"> <li>• Council adoption process begins</li> </ul>