

Top Strategies to Reach 50/50 Mode Share by 2039

Reduce traffic fatalities, serious injuries by focusing on safety culture, behaviors

We must strategically promote a culture of safety by emphasizing education and encouragement focused on behaviors that contribute the most to traffic injuries and fatalities, while continuing to incorporate safe design principles into our multimodal infrastructure.

Move more people by investing in public transportation

We should invest in a complete public transportation system, with high-capacity vehicles in dedicated transit pathways, because it has the ability to move the most people in the region and through the core of Austin.

Manage congestion by managing demand

Transportation demand management (TDM) is an approach to tackling congestion through strategies that more quickly reduce our impact on the transportation network rather than adding costly capacity.

Build active transportation access for all ages and abilities on sidewalk, bicycle, and urban trail systems

Expand multimodal transportation choices by completing the sidewalk, bicycle, and urban trail systems, with a focus on completing the highest priority projects in the near-term.

Strategically add roadway capacity to improve travel efficiency

We should strategically add capacity for motor vehicles and improve connectivity in our the street grid to better distributetrips across the community and connections as we welcome new infill development. Working with partners to improve intersection operations and reduce bottlenecks in the roadway system will help smooth the flow of traffic.

Connect people to services and opportunities for better health

Our transportation network should increase access to healthy food including community amenities such as grocery stores, healthcare, workforce assistance, and childcare. By increasing choices for how we travel, we can provide the community with improved opportunities to meet these needs.

Address affordability by linking housing and transportation investments

We must coordinate housing and transportation investments to maximize affordability and minimize displacement knowing that mobility is a key component of household affordability.

Right-size and manage parking supply to manage demand

We should dynamically manage parking demand and supply to balance the needs of people and goodsdelivery. Dynamic parking management includes innovative curb space management and pricing as a tool to manage congestion.

Develop shared mobility options with data and emerging technology

Focus on shared mobility capabilities in the piloting of emerging technology. From public transportation to shared and on-demand mobility services, technology and data can connect our vehicles and infrastructure with people.

Build and expand community relationships with plan implementation

Recognizing the impact our transportation network has on our community, where we choose to live, and how we interact with each other, it is vital that all voices in our community are heard and are sought out to participate in the development of transportation projects and programs.

Challenges

Our current transportation network, trends, and opportunities present us with various challenges. To achieve our goals and vision of a mobile, safe, and interconnected Austin, we will have to address these challenges. Strategies to tackle these challenges motivated the recommendations in this plan.

Challenge 1: How might we lower the risk of travel-related injury and protect and promote public health?

Safety is the most important consideration in transportation decision-making. Even with that mission defining much of the work of the City, dozens of people die each year on Austin's roads.

Our

transportation network's most vulnerable and at-risk users, people who walk, bike, and ride motorcycles, as well as people of color, people with lower incomes, and those experiencing homelessness are disproportionately affected.

In addition to protecting Austinites from serious injury and death, transportation can affect public health in other ways. For instance, reducing vehicle-miles traveled reduces emissions associated with automobiles. Emissions, specifically ground-level ozone, have health effects for at-risk populations, including children and seniors. Transportation can also promote public health by increasing access to healthy food [including community amenities such as grocery stores](#), healthcare, recreational opportunities, and active transportation options for commuting or meeting daily needs that can allow for physical activity as part of a daily routine.

Challenge 2: How might we supply a multimodal transportation network (for driving, walking, bicycling and taking transit) that can meet the demands of a growing region while providing equitable access to transportation choices, opportunities, and services?

With Austin's population doubling approximately every 20-30 years, our region struggles with the demand that growth has on our transportation network. The challenge is furthered by the fact that 74 percent of Austinites drive to work or school alone. The demand on our roadways is especially evident in the traffic congestion we see during peak hours. The average driver in Austin spends more than 50 hours in traffic every year. Consequently, congestion costs each Austin commuter approximately \$1,200 annually in excess fuel, vehicle wear and tear, and time lost. In total, congestion costs the region over \$1 billion annually.

Traffic congestion can lead to unreliable and slower travel times, as well as other critical externalities such as inefficiencies in goods movement, emissions from vehicles idling in traffic, and reduced access to jobs and services. Unpredictable traffic makes getting around Austin difficult, and a lack of alternative travel options leaves many with no choice but to sit in traffic jams.

While growth can bring economic vibrancy to the city, an efficient and accessible multimodal transportation network is required to supply these benefits for all Austinites. Barriers in mobility connectivity have created hurdles to individuals without vehicles, or those who frequently rely on transit services to reach higher wage jobs in various parts of Austin. Communities outside the core of the city struggle to access frequent and reliable public transportation services near where they live and work.

People who do live relatively close to where they work find transit uncompetitive with driving alone because of commute time.

Adding supply to the transportation network for all modes, including driving, walking, bicycling, taking transit, and emerging mobility solutions, is a desire of the community that we heard throughout engagement efforts. Participants indicated our lack of options contributes negatively to their quality of life, access to jobs, and congestion throughout the community.

Additional Direction for Amendment 2:

Where “healthy food” is referenced, add “including community amenities such as grocery stores”

Policy 3

Optimize public safety priorities

Manage public safety needs supported by the transportation network including street safety, emergency response, flood risk, disaster resiliency, and public health to minimize the risk of injury and death

Our community faces various risks to our health and safety—such as car crashes, fire, floods, and diseases—and transportation is integral to countering such risks. Our transportation network is vital to the mitigation of and response to these hazards, and we should work with all of the public safety agencies throughout our community to ensure that our transportation network is able to support public safety in a manner that best protects our community and minimizes risks overall.

We must do what we can to work wherever possible to improve safety and coordinate with partners to minimize the impacts of unforeseen hazards. In 2017, there were over 30,000 vehicle crashes on Austin's streets, and over 16,000 required a police report due to the level of physical damage or seriousness of the health outcome. These crashes resulted in over 450 serious injuries and 76 fatalities. Improving our community's public safety requires safe streets that are planned, designed, and maintained to minimize risk and protect human lives. While we can design for safety on our streets, we must also be aware of other risks posed by nature, such as wildfires or flooding. Agencies working to minimize these dangers, such as police, medical responders, and firefighters, rely on our transportation network to respond to incidents and provide help to our community. Emergency response also requires enhanced connectivity, so the use of devices like cashgates should be a last resort as they slow down emergency response.

Sometimes the goals for combating all of these hazards align; for example, a connected street grid benefits our ability to get around by multiple modes, public health, and emergency response, among other things. However, sometimes there are competing goals among the different agencies working to minimize risk. We believe that our community must approach public safety holistically, with a focus on creating the best outcome to minimize risk and danger to our community. When conflicting priorities arise, we must work together to develop solutions and make evidence-based decisions around policy and design that uphold the prevention of injury and the preservation of human life as the highest priorities.



Policy 3

Support the creation of Mobility Hubs

Support and develop Mobility Hubs of different scales that provide diverse amenities for families to serve as connection points between public and private transportation services and multimodal transportation options

Mobility hubs play a vital role in the network by facilitating safe and easy connections between shared travel modes, as places for people to switch from a personal vehicle to a shared mobility service. Mobility hubs are more than a typical transit station or park-and-ride facility. They create welcoming and attractive places for travelers that include amenities, information resources, and a variety of both public and private transit services. Mobility hubs can be coupled with placemaking efforts, creating safe, accessible and connected places for people to engage with fellow passengers and the wider community.

By creating mobility hubs integrated with public transportation, we can offer a wide variety of first-mile/last-mile options for people to use. Some of the services located at mobility hubs could include bike- and scooter-share, car-share, access to shuttles, and ride-hailing services. Mobility hubs should also incorporate different electric vehicle charging devices for locals and visitors alike. These mobility hubs could incorporate services like package pickup so that people can pick up mail along their trips, reducing the overall number of deliveries drivers make to individual addresses.

Mobility hubs are community spaces where we can share mobility knowledge with each other. Community programming such as repair and maintenance classes, at mobility hubs, can help people learn how to care for their personal vehicles like cars and bicycles. These spaces could also empower community members to try out and use other shared mobility options, such as showing people which bus route would be best for their trip.

Mobility hubs must emphasize equity and access as integral design components to help guide the modes and services available at each unique location. Mobility hubs will offer a different set of services based on where they are, how many people use them, and what the needs of specific communities are, but they will all be high-quality places where we can take advantage of all the options that shared mobility has to offer. Mobility Hubs should provide diverse amenities for families that provide a family friendly environment.



Additional Direction for Amendment 4:

Where “transportation HUBs or transit stops” are referenced look for opportunities to emphasize on creating family friendly transit stops that provide amenities for families.

Policy 5

Allocate signal timing to coincide with modal priorities

Prioritize green time based on the priority networks and surrounding context

Much like we allocate space in our transportation network, we can also allocate time. We control the green and red times not just for our motor vehicle signals, but also our pedestrian walk signals, bicycle or transit signals, and turn arrows. This gives our transportation network flexibility when dealing with different travel demands on certain streets across different modes throughout the day. To keep our network moving as safely and efficiently as possible, we will time our signals to allow for the most efficient movements along priority networks whenever possible.

Properly-timed signals require a combination of data, technology, and evaluation. The Vehicle, Transit, and Bicycle Priority Networks as well as our Public safety trucks (EMS and Fire) deserve careful consideration and coordination when prioritizing green time for the most efficient travel of each of these modes. These roadways carry the most people and are critical to our overall transportation network. These priority networks are the basis for where we should focus signal retiming. Our equipment should also allow us to control and quickly change them to avoid interruptions and ensure smooth operations. By planning for, installing, and maintaining infrastructure that accommodates quick response across different modes of transportation, we can achieve a safe, efficient, and reliable transportation network.

