

Smart Trips Austin Goes Citywide

Engaging the Community During the Pandemic



Fall 2020

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Lonny Stern, Capital Metro

Overview



- What is Smart Trips Austin?
- Program Outcomes
- Launching Citywide
- The Future of Smart Trips Austin



What is Smart Trips Austin?

- Engaging the Community on Mobility Options
- Group walks, Social Rides, Transit Adventures
- Customized Trip Planning



5-10%

Participation
Rate



5-10↓

Percentage point
reduction in
drive-alone trips

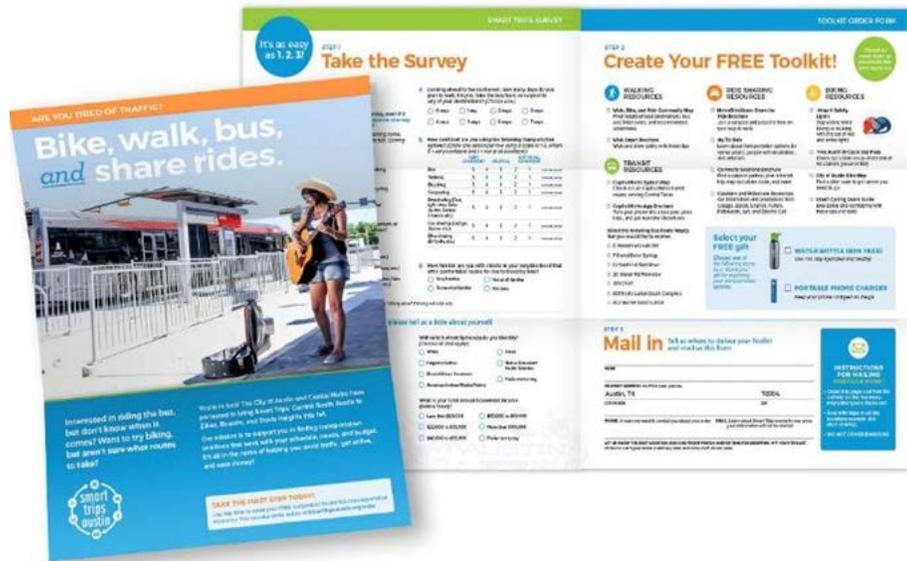


5-10↑

Percentage point
increase in active
and shared trips



Program Components



Pre & Post Program Surveys +
Transportation Toolkits



Local Ambassadors



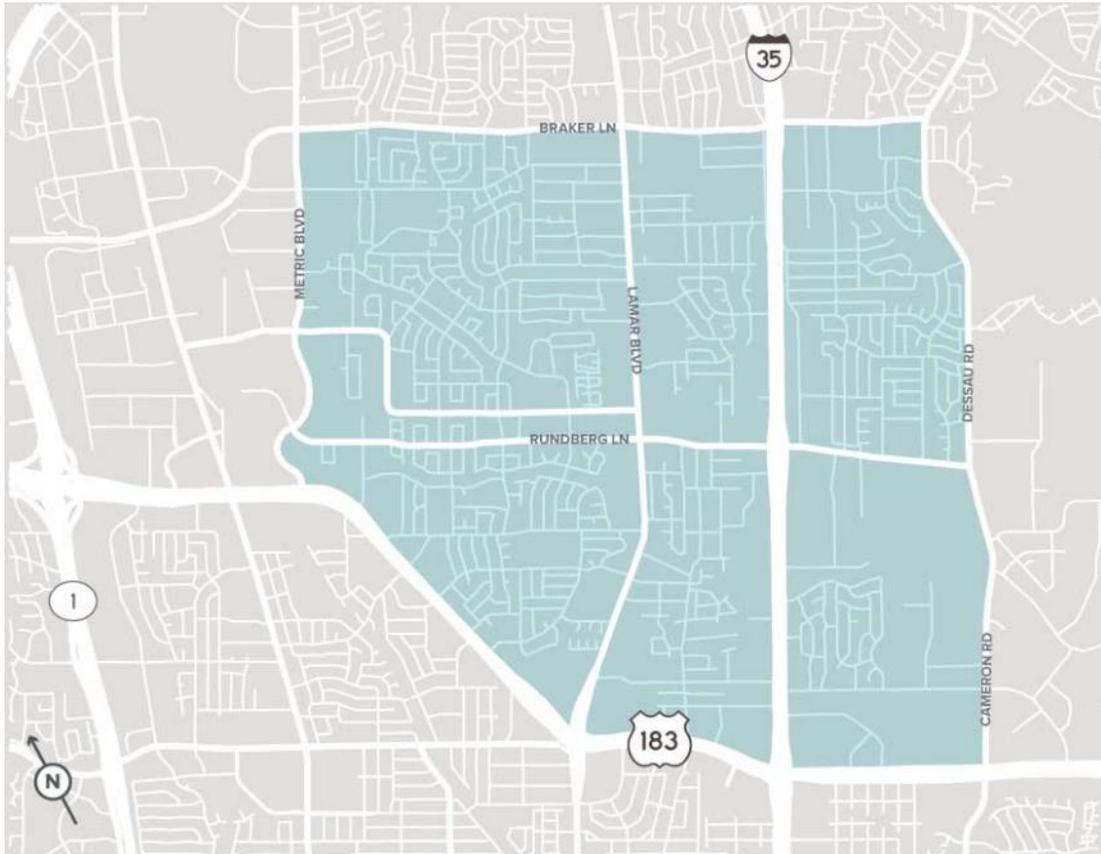
Customized Events



Program Outcomes



2015 | North Austin



2.2 ↓

Percentage point
reduction in
drive-alone trips

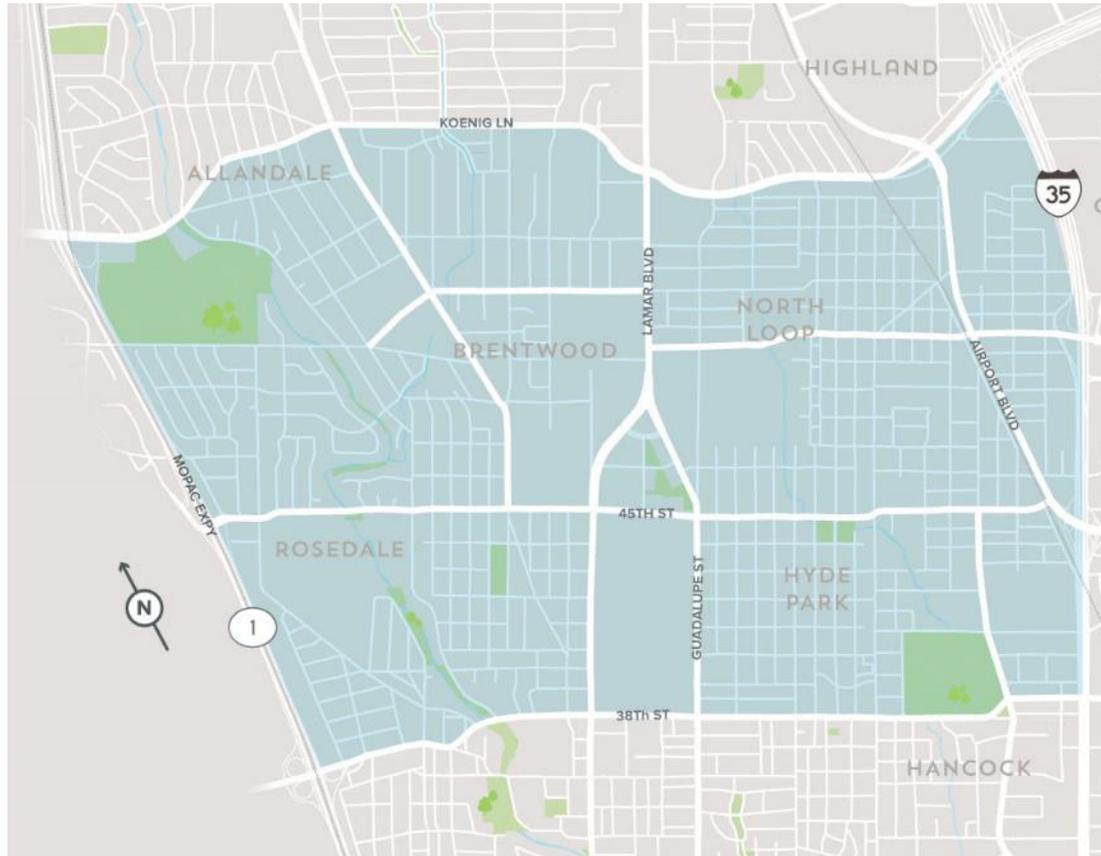


3.4 ↑

Percentage point
increase in active
and shared trips

- 27,512 households reached
- 315 transportation toolkits delivered
- 25 hosted events

2016 | Central Austin



3.4



Percentage point
reduction in
drive-alone trips



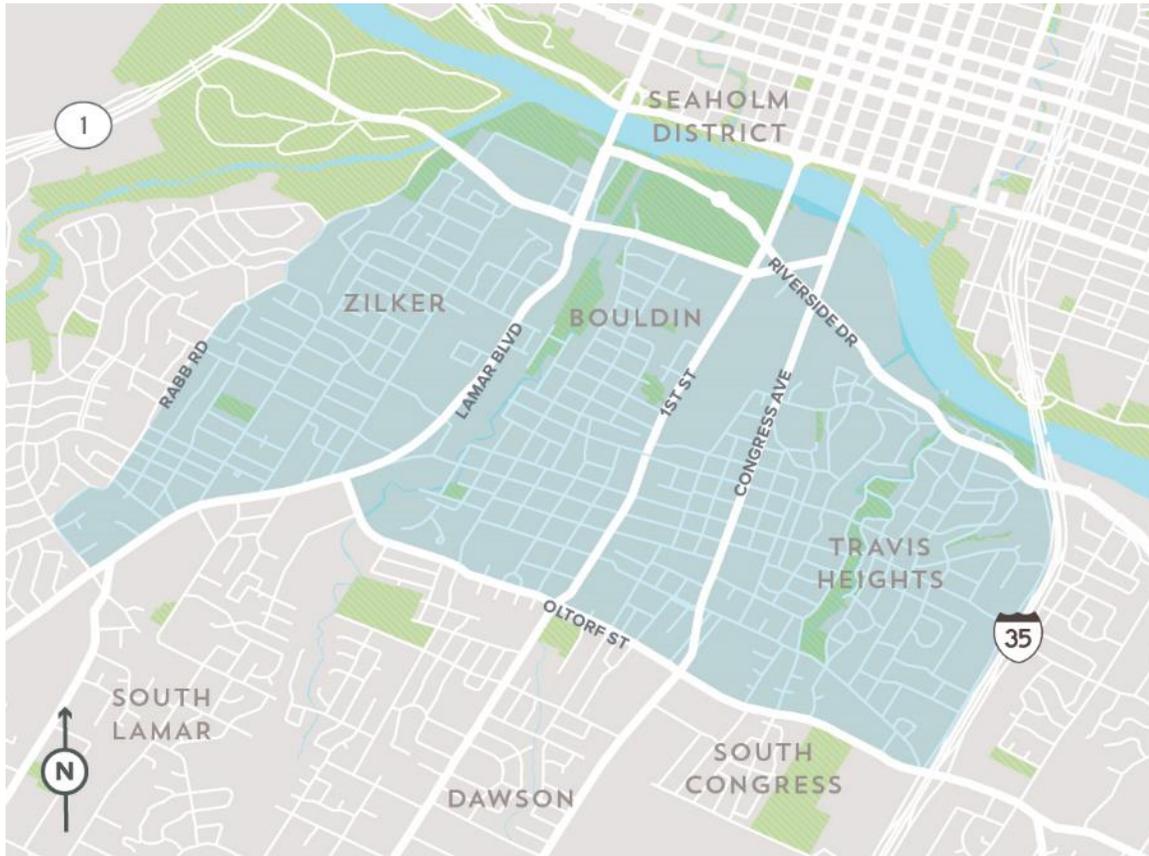
8.5



Percentage point
increase in active
and shared trips

- 12,600 households reached
- 649 transportation toolkits delivered
- 50 hosted events

2017 | Central South



3.7



Percentage point
reduction in
drive-alone trips



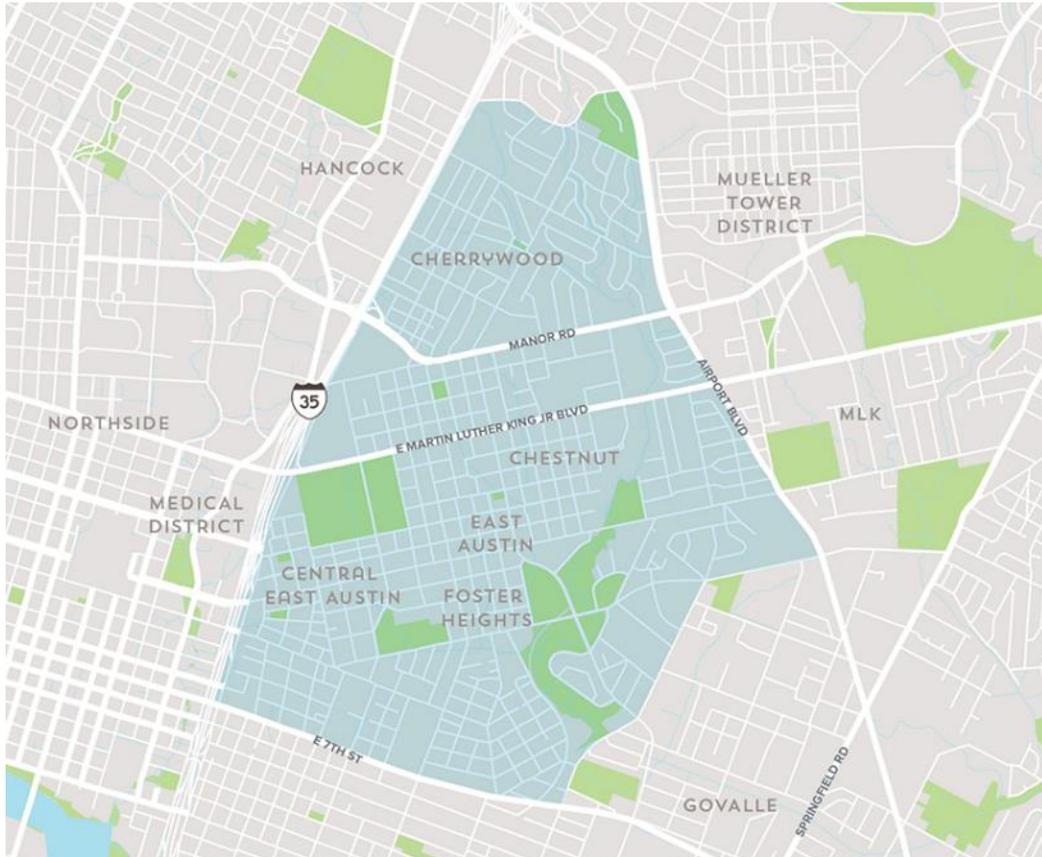
9.0



Percentage point
increase in active
and shared trips

- 12,349 households reached
- 1,005 transportation toolkits delivered
- 47 hosted events
- 36,000 social media impressions

2018 | Central East



1.0 ↓

Percentage point
reduction in
drive-alone trips



15 ↑

Percentage point
increase in active
and shared trips

- 8,042 households reached
- 635 transportation toolkits delivered
- 46 hosted events
- 75,000 social media impressions



Stage Specific Information

4. Select the statement below that best applies to you: REQUIRED

- I drive for most of my trips, and I don't intend to make any changes. = Pre-Contemplation
- I drive for most of my trips. I am considering driving less often, but I'm not sure how to do it. = Contemplation
- I drive for most of my trips, but I intend to drive less often. I know what I would like to do instead, but I haven't yet gotten started. = Preparation
- I already use ways other than driving to get around for most trips, and I have been doing so for **less** than 6 months. = Action
- I already use other ways of getting around for most trips, and I have been doing so for **more** than 6 months. = Maintenance



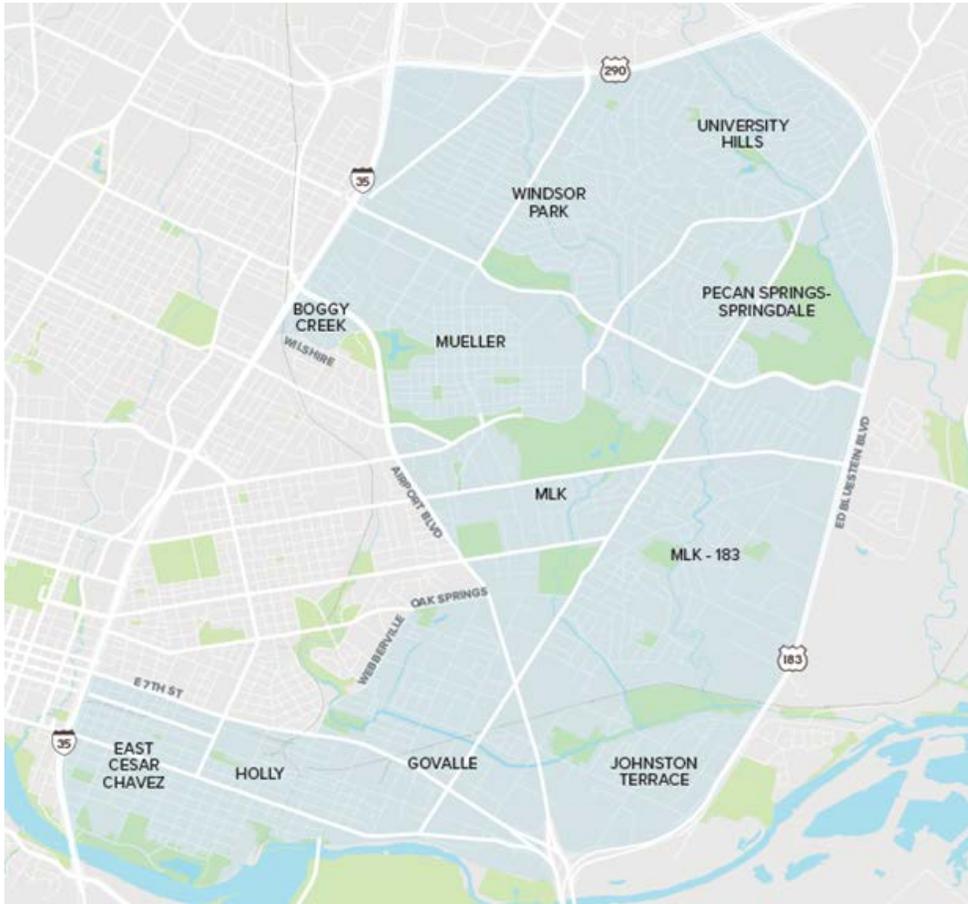
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2019 | Eastside



[2019 Story Map](#)



9.0 ↓

Percentage point
reduction in
drive-alone trips



12 ↑

Percentage point
increase in active
and shared trips

- 25,251 households reached
- 1,247 transportation e-toolkits delivered
- 126 hosted events
- 137,100 social media impressions
- 21 trip plans created

AHEAD

**SMART
TRIPS
AUSTIN**



Serving the Community During a Pandemic



Citywide Launch



**Request
your custom
Resource
Guide & Gift.**



**Connect with
our team of
experts for
one-on-one
support.**



**Join Facebook
LIVE sessions
for tips on
staying active
and connected.**



**Access virtual
resources
like maps
and videos.**

Customized Resources



¡Ordene hoy mismo su Guía de Recursos y regalo GRATIS de Smart Trips!



SMART TRIPS AUSTIN IS HERE TO GET YOU AROUND SAFELY

Obtén tu guía de recursos personalizada llena de recursos de transporte, descuentos y un regalo especial enviado en tres sencillos pasos a tu bandeja de entrada de tu correo electrónico.

El programa Smart Trips Austin es una asociación entre la Ciudad de Austin y Capital Metro.

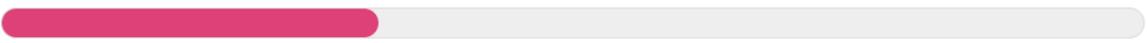
PASO 1 Dinos cómo contactarte

PASO 2 Crea tu guía de recursos personalizada

PASO 3 Dinos cómo te movilizas



Página 1 de 3



Nombre REQUERIDO

Nombre

Apellido

Customized Resources



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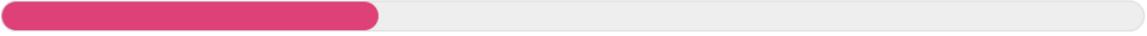
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Página 1 de 3



Nombre REQUERIDO

Nombre

Apellido





Customized Resources



Walking Resources

- [Safe Walking Tips](#)
- [Walking During COVID-19](#) ★

Remote Work Resources

 ★

- [Remote Work Tips](#)
- [Telework Resources \(Movability\)](#)

Transit Resources

- [CapMetro App \(purchase tickets\)](#)
- [Capital Metro Online Trip Planner](#)
- [Fares & Passes Info](#)
- [Schedules & Maps](#)
- [CapMetro's High-Frequency Network](#)
- [Free, On-Demand Pickup Rides](#)
- [Late Night Service Information](#)
- [Park & Ride Locations](#)
- [Reduced Price Fares ID Cards for Seniors](#)
- [MetroAccess \(Paratransit\)](#)
- [Information on Capital Metro & COVID-19](#)

Additional Resources

- [Reduced Cost Transit, Bike-Share, and Scooter-Share Options](#)
- [Guide for Senior Adults, People with Disabilities, and Veterans](#)
- [Help the City Reduce Vehicle Crashes \(Vision Zero\)](#) ★
- [Info on Getting Around Safely During COVID-19](#) ★

Bicycling Resources

- [Interactive Bike Map of Austin](#)
- [Safe Bicycling Tips](#)
- [How to Ride Videos](#)
- [Bike Friendly Transit](#)
- [Austin Energy E-Bike Rebate Program](#) ★
- [Micromobility Laws and Safety](#)
- [Biking During COVID-19](#) ★

Carpool & Vanpool Resources

- [Vanpool Info \(MetroRideShare\)](#)
- [Carpool Matching & Rewards Program \(myCommuteSolutions\)](#)

Your FREE pass(es)



- [Capital Metro Commuter Day Pass \(\\$7.00 value\)](#) - This pass will be sent to you via email in approximately one week.
- [Free Austin BCycle Day Pass \(\\$12 value\)](#)
- [Shared Bike/Scooter/Moped Info & Promo Codes](#)

We hope these resources help you find transportation solutions. Please don't hesitate to reach out to us if you have any questions.

See you out there!

Your Smart Trips Austin team

Ashley Greenstein

Senior Planner
Austin Transportation Department

Lonny Stern

Special Projects Coordinator
Capital Metro

Mia Field

Community Outreach
Ambassador





COVID-19 Safety Infographics



Walk safe to stay safe during COVID-19 using these tips:



- **Keep six feet of distance** from others, watch for cars, and yield to persons with disabilities, pets, children, or toting things.
- **Wear a mask** or always have one ready to protect yourself and others.
- **Stay hydrated** during the day and walk in the shade. At night, seek well lit areas.
- **Stay home** if you are not feeling well.



For local up-to-date information on COVID-19 visit www.austintexas.gov/COVID19

Bike safe to stay safe during COVID-19 using these tips:



- **Ride alone** or with other members of your household, but remember that the safest rides are solo!
- **When riding with others**, stay side-by-side or 20 feet behind the next rider. Wear an athletic mask or cycling buff.
- **Stay hydrated**, wear cool clothing and use sunscreen. Avoid midday summer rides. Choose shaded daytime or lit nighttime routes when possible.
- **Stay home** if you are not feeling well.



Austin B-Cycle offers free bikeshare passes for essential trips: www.smartmobilityatx.com/b-cycle.



Stage Specific Information



We delivered your Smart Trips E-Toolkit to your email inbox - did you have the chance to look through it yet?

Research has shown that getting around in shared and active ways can help you reduce stress, improve your sense of well-being, and connect with neighbors. Spend some time today thinking about what motivates you to change up your commute or daily trips.



Pre-contemplation, Action, Maintenance

We're reaching out to a select group of participants to offer one-on-one support by phone or in person. I am available to help you replace one car trip with a more active mode—like walking, biking, scooting, or transit! During our conversation I can help you find a route, think through how to prepare for your trip, and plan for unexpected bumps along the way. Think of me as your personal Google Maps—but way better.



I hope you'll take advantage of this opportunity to get personalized support, build your confidence, and take this next step towards trying something new. Click [here](#) or on the button below to select a time. Then, start thinking about a trip you'd like to change and we'll plan it out during our meeting.

Select a Time to Get Trip Planning Support

Contemplation & Preparation



Smart Trips LIVE



Powered by StreamYard

Eddie Martinez
I love BCYCLE!!
13:29

Smart Trips LIVE: BCycle
4 weeks ago · 186 Views
11

Powered by StreamYard

SMART TRIPS LIVE
31:19

Smart Trips LIVE: 2020 STA Program
5 weeks ago · 190 Views
5

Powered by StreamYard

SMART TRIPS LIVE PUMA
28:40

Smart Trips LIVE: PUMA
7 weeks ago · 198 Views
8

Powered by StreamYard

FOR MORE INFORMATION VISIT walkaustintx.org
20:03

Smart Trips LIVE: Walk Austin
10 weeks ago · 203 Views
12

Powered by StreamYard

DID YOU KNOW? The biggest ride is the Thursday Night Social Ride hosted at 7PM from Festival Beach
17:56

SMART TRIPS LIVE | Social Cycling Austin
17 weeks ago · 982 Views
14

Powered by StreamYard

JOIN A VANPOOL | capmetro.org/rideshare
18:25

Smart Trips LIVE: Movability
13 weeks ago · 63 Views
5

Powered by StreamYard

Ashley Chris Riley Adam C...
BIKE AUSTIN
25:26

Smart Trips LIVE: Bike Austin
14 weeks ago · 171 Views
7

Powered by StreamYard

DID YOU KNOW? The City of Austin has a goal of 5% bike ridership by 2039
16:51

SMART TRIPS LIVE | ATD's Active Transportation Division
15 weeks ago · 222 Views
7



Newsletters and Social Media



Big Things are Coming... *Transportation Resource Guide*

Dear Smart Trips Family,

Take a moment to close your eyes and imagine your perfect day. Maybe you're at the beach, maybe you're on a trip with your family, maybe you're cozied up with a good book. We bet we know where you're not..... stuck in traffic!

As one of the most congested cities in America, Austin is adding 70 cars a DAY. At Smart Trips Austin, we are here to help you think differently about your daily commute. After all, the less time we spend in our cars and in traffic, the more time we can spend doing the things we love!

Over the past few weeks, the Team has been working hard on a customizable Transportation Resource Guide. We're gearing up for the launch and in the next few weeks, you'll receive an email with instructions on how to order yours. In the meantime you can check out a primer with results from our last [Smart Trips Austin](#) program! Sincerely,

Your Smart Trips Crew



Smart Trips Austin
@SmartTripsAustin · Community



smarttripsaustin

Edit Profile

21 posts 132 followers 42 following

Smart Trips Austin

Smart Trips Austin is here to help you find transportation solutions that work for your everyday trips.

smarttripsaustin.org

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About

See All

Smart Trips Austin is a community-wide encouragement program that aims to reduce drive-alone trips and increase walking, biking and public transit use.

1,083 people like this including 161 of your friends



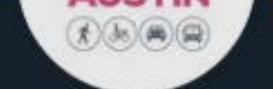
1,161 people follow this

<http://www.smarttripsaustin.org/>

(512) 782-2151

Send Message

info@smarttripsaustin.org



Edit profile

Smart Trips ATX
@SmartTripsATX

Smart Trips Austin aims to reduce drive-alone trips & increase trips taken by foot, bike, bus, scooter, or shared car in ATX.

Austin, TX smarttripsaustin.org Joined December 2015

314 Following 350 Followers



Maps and Videos

smart trips austin | **UTEP** | **UTMSI** | **UTRGV** | **UTSA** | **UTD** | **UTM** | **UTW** | **UTX** | **UTY** | **UTZ** | **UTAA** | **UTAB** | **UTAC** | **UTAD** | **UTAE** | **UTAF** | **UTAG** | **UTAH** | **UTAI** | **UTAJ** | **UTAK** | **UTAL** | **UTAM** | **UTAN** | **UTAO** | **UTAP** | **UTAQ** | **UTAR** | **UTAS** | **UTAT** | **UTAU** | **UTAV** | **UTAW** | **UTAX** | **UTAY** | **UTAZ** | **UTAA** | **UTAB** | **UTAC** | **UTAD** | **UTAE** | **UTAF** | **UTAG** | **UTAH** | **UTAI** | **UTAJ** | **UTAK** | **UTAL** | **UTAM** | **UTAN** | **UTAO** | **UTAP** | **UTAQ** | **UTAR** | **UTAS** | **UTAT** | **UTAU** | **UTAV** | **UTAW** | **UTAX** | **UTAY** | **UTAZ**

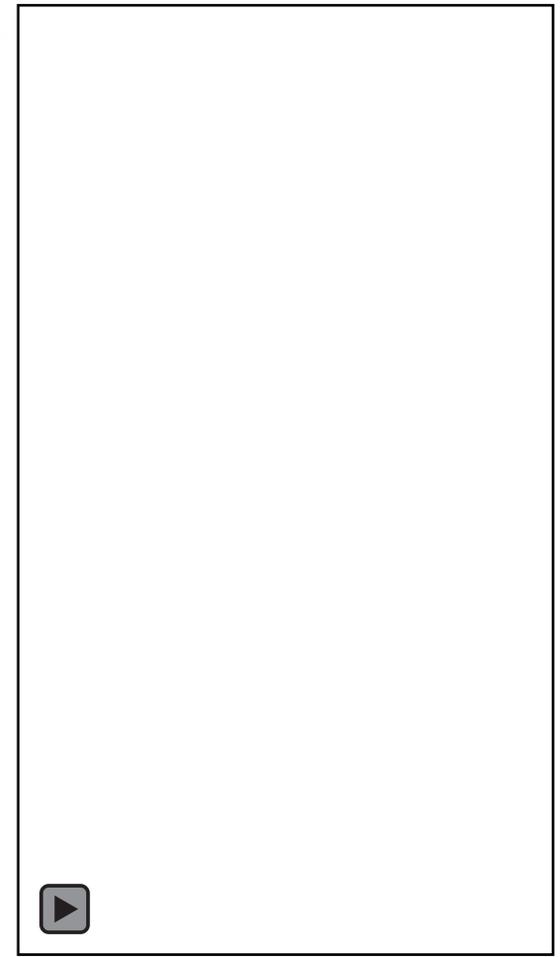
Explore Boggy Creek Trail

Start/End: Giant Spider Sculpture Prohibition Creamery

Length of Ride: About 3.5 miles, 25 minutes

Ease of ride: Comfortable route for beginner riders, primarily following the EastLink Connection and Boggy Creek Greenbelt Trail.

Get to know the Boggy Creek Trail as you ride your way to East 6th Street! Enjoy a relaxing, mostly off road, bike ride down the new Eastlink Trail Connection and end on East 6th Street for live music venues, restaurants, and murals.



The Future of Smart Trips

- Smart Trips: Newcomer
- Equity in Transportation Grant





Thank you!



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