



# Transportation Demand Management

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# TDM Overview



- TDM is a set of strategies aimed at maximizing traveler choices and encouraging the use of multimodal transportation instead of single occupancy vehicles (SOVs).
- Moved to Smart Mobility Office in February 2021.
- Rebrand to Get There ATX in winter of 2021.
- Focus on education and behavioral change.

# Get There ATX Brand

- Rebranded from Smart Trips Austin to Get There ATX in Q4 2021
- Get There ATX Website
  - <https://www.getthereatx.com>
  - A one-stop resource about Austin's many alternative transportation options.
- Get There ATX Social Channels:
  - Instagram: [@GetThereATX](https://www.instagram.com/GetThereATX)
  - Twitter: [@GetThereATX](https://twitter.com/GetThereATX)
- COA Commuter Page
  - Provides access to mobility benefits for COA employees.





# COA Employee Transportation Benefits

**All City of Austin employees, both temporary and regular, can receive the following alternative transportation benefits:**

- An annual MetroBike Membership
- An annual CapMetro Transit Pass Transit passes
- Up to a \$300 E-Ride Rebate – Austin Energy program
- An \$85/month subsidy to use CapMetro's Vanpool Service



# COA Employee Transportation Benefits

**All City of Austin employees, both temporary and regular, can receive the following alternative transportation benefits:**

- Up to two ride reimbursements/year through the “Safe Ride Home” Program
- Eligibility to enter in Quarterly Sustainable Trip Contests
- Telework options (vary based on departmental needs)
- City Commute Committee (C3): Internal communications group who share TDM info and resources.







- MetroBike is the City of Austin's own public bikeshare system.
  - 847 traditional and electric bikes
  - 79 dock stations
- Our interlocal agreement with Capital Metro was amended in July 2022.
  - To fund MetroBike for the next 10 years.
  - Integrate Bike Share of Austin's operations into Capital Metro's operations.
  - Expand the program by threefold.
  - Fully electrify the bike fleet.





# Pilot MetroBike Art Initiative



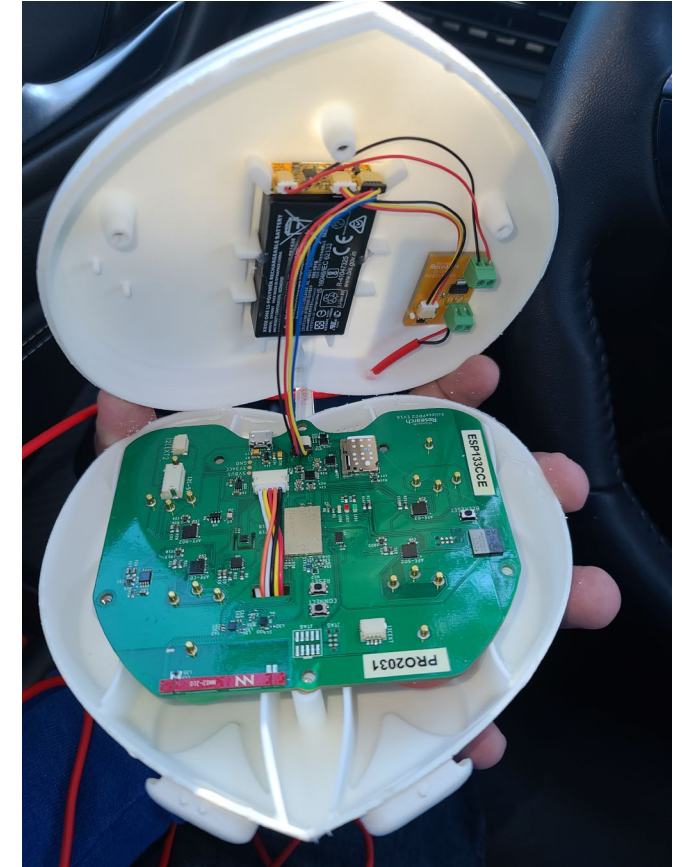
The TDM team is currently conducting a MetroBike art initiative pilot for Austinites to gain a sense of pride and ownership utilizing the MetroBike system that is for the city by the City. This pilot will run through the end of the year.

We were pleased to showcase local artist Jesse Melanson's artwork through:

- Two geometric designs were featured on 200 MetroBike e-bikes as of May 2022
- Two art panel designs were featured at 20 MetroBike stations as of April 2022

# Air Quality Program

- Capital Area Council of Governments Regional Air Quality Program
  - TDM is a member and funds this program.
- UT + Microsoft Eclipse Air Quality Sensors Pilot Project
  - Run by ATD and OOS to install air quality sensors.
- Idling Education
  - Heavy Duty Vehicle Idling working group.
  - Idling and Air Quality messaging on Get There ATX social channels.





# Community Engagement & Outreach

## Ghisallo Cycling Initiative



- Leads a mix of bicycle, walking, and/or multi modal trips.
- Conduct trainings for potential Community Ambassadors.
- Prioritizes educational programming.

## New Movers Project



- Partnering with Nelson/Nygaard.
- Identifies recently-arrived Austinites.
- Provides free transit and MetroBike passes to incentivize sustainable trip choice.

## Movability, Inc.



- Regional transportation management association (TMA).
- Mobility planning for small and large organizations.
- Focus on regional outreach and branding.

# Community Engagement & Outreach

## Social Campaigns



- Get There ATX Fall 2022 media campaign using digital ad networks and on-screen ad space at ABIA.
- Recruiting UT student ambassadors to promote Get There ATX.

## Presentations



- ACT (in person on MetroBike)
- NABSA (virtually on MetroBike)
- NACTO (virtually MetroBike)
- YPT (virtually on MetroBike)
- Bike Month Presentation for the Chronic Disease Prevention & Active Living Coalition
- Movability (virtually on “Using TDM to Meet Sustainability Goals”)

## Awards and Recognition



- 2022 Association for Commuter Transportation Conference Awards.
- @GetThereATX is a finalist for Best of Instagram.
- New Movers is a finalist for Best Print Marketing.



# Events



## Bike to Workday – May 2022

- City Hall mega refueling station:
  - hosted multiple mobility groups
  - provided refreshments to participants
  - remarks from City Leaders



## Soul Food Truck Fest – June 2022

- Community Event promoting over 50 different African American vendors
- Opportunity to inform & promote Get There ATX & Vision Zero



# What's Next?

- Continue prioritizing education and encouraging behavioral change.
- Focus on data.
- Expand brand and program recognition.
- Create programming that helps us meet our SD23 and ASMP goals.







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**THANK YOU**

