I. Pledge of Allegiance

II. Public Comment:

III. Advisory Committee Updates:
   1. Update on the Customer Satisfaction Advisory Committee (CSAC)
   2. Update on the Access Advisory Committee (AAC)

IV. Board Committee Update
   1. CAMPO update

V. Consent Items
   1. Approval of minutes for the February 27, 2017 Board Meeting.

VI. Action Items:
   1. Approval of a resolution authorizing the President/CEO, or her designee, to implement the June 2017 Service Changes described in the attached document beginning Sunday, June 4, 2017.
   2. Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute an interlocal agreement with the City of Round Rock for operation of transit service in the City of Round Rock for an amount not to exceed $4,669,337.
   3. Approval of a resolution authorizing the President/CEO, or her designee, to execute a contract modification with Creative Bus Sales to purchase up to two (2) Cutaway Vans, in an amount not to exceed $334,526.
   4. Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with RC Data Communications, LLC to renovate the Transit Station IT infrastructure in an amount not to exceed $272,565.
5. Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with MA Smith Contracting Co., Inc. for additional parking at the Howard Lane Park & Ride in an amount not to exceed $287,677 for the construction of approximately 85 new parking spaces, lighting, irrigation and landscaping.

6. Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with Contract Land Staff, LLC, to implement a cloud-based Real Estate Portfolio Management system in an amount not to exceed $645,000 over a seven-year period.

7. Approval of a resolution for the Board of Directors to certify to Travis County Emergency Services District 14 (TCESD14) and to the Texas Comptroller of Public Accounts the net obligation owed to Capital Metropolitan Transportation Authority (Capital Metro) by Travis County Emergency Services District 14.

VII. Presentations:
1. Economic and Traveler Impact Analysis
2. Capital Metro Career Enhancement Program
3. Smart Trips: Central Austin Overview & Evaluation Report
4. Bus Stop Improvements and Amenities

VIII. Reports:
1. President's Report

IX. Items for Future Discussion:

X. Adjournment

ADA Compliance
Reasonable modifications and equal access to communications are provided upon request. Please call (512)389-7458 or email gina.estrada@capmetro.org if you need more information.

BOARD OF DIRECTORS: Wade Cooper, chairperson; Beverly Silas, vice chair; Juli Word, board secretary; Delia Garza, Ann Kitchen, Terry Mitchell, Rita Jonse and Pio Renteria. Board Liaison: Gina Estrada (512)389-7458, email gina.estrada@capmetro.org if you need more information.

The Board of Directors may go into closed session under the Texas Open Meetings Act. In accordance with Texas Government Code, Section 551.071, consultation with attorney for any legal issues, under Section 551.072 for real property issues; under Section 551.074 for personnel matters, or under Section 551.076, for deliberation regarding the deployment or implementation of security personnel or devices; arising regarding any item listed on this agenda.
TITLE:  CSAC Minutes for March 2017
Call to Order:
Chairman David Foster, CSAC

Chairman Foster called the meeting to order at 6:00 p.m.

Introductions:

Committee members present were Chairman Foster, B.J. Taylor, Betsy Greenberg, Oscar Gaytan, and Rich MacKinnon

Capital Metro staff members present were Sam Sargent and John Andoh

Allen Demling provided citizens communication.

Citizen Communication:

Mr. Demling expressed his concern with the administration of Capital Metro’s MetroBike shelter program. Specifically, he hopes the agency will provide email updates to members of the program a month before their membership expires. While the expiration date is printed on the tap card, the email would be another reminder for members that it’s time to renew

Mr. Demling continued, stating that with the limited amount of space for bicycles on MetroRail trains, MetroBike is a critical program and should be better promoted by the agency. He suggested more advertising, free trial periods, demand-based pricing, or the ability to have shorter membership periods during major events like SXSW.

Chairman Foster recommended reaching out to the City of Austin’s Bicycle Advisory Committee and more outreach by Capital Metro staff on the program. Mr. Sargent stated that he is working with Marketing, Communications, and Customer Service to promote the MetroBike program through social media, a blog post, and other means. A future agenda item focusing solely on cycling and transit will be added to the committee work plan.

Mr. Demling also suggested more advertising of the CSAC and Access Advisory Committee’s to encourage more citizen’s communication. Mr. Sargent will work with the Communications and web teams to ensure that there are more reminders about the times and locations of these meetings.
New Business

June 2017 Service Change Concepts
Mr. Sam Sargent, Community Involvement Coordinator, Capital Metro

Mr. Sargent updated the committee on the proposed June 2017 Service Changes. The changes will be relatively minor, with the usual suspension of AISD school related trips and the E-bus service. UT Shuttle service will also be transitioned to summer schedules.

On the main campus of UT, two stop pairs are slated for closure along 21st Street, where the university is building a pedestrian mall. This will affect mainline Routes 18 and 412 (E-Bus) and UT Shuttle Routes 640, 642, and 663. All have been on detour during construction and the proposed service change will make these detours permanent.

One stop pair is slated for closure on Red River between the UT School of Nursing and the Frank Erwin Center as part of a rerouting off the single lane street. Those stops are presently served by mainline Routes 10, 20, 37, and 100 (Airport Flyer) and UT Shuttle Routes 670, 671, and 672. All will be rerouted to a Trinity and San Jacinto alignment.

Mr. Sargent explained that Community Involvement staff will be taking input on the proposed changes throughout the month of February, with two webinars having already occurred on Monday, March 6th and a public meeting on the UT campus midday on Friday, March 10th. The Capital Metro Board of Directors is slated to vote on the proposed changes at the March 27th regular meeting.

2017 Legislative Update
Mr. Sam Sargent, Community Involvement Coordinator, Capital Metro

Mr. Sargent provided an overview of transit and agency-oriented legislation that’s been filed in the 2017 Texas legislative session. These included construction congestion mitigation (“bus on shoulders”), removing the need for a referendum when there are changes to the agency’s rail plan, and other housekeeping legislation.

Chairman Foster asked for an update on what projects the City of Austin has used the “quarter cent” funds on. Mr. Sargent will follow up for the April 12th meeting of the committee.

Transit Development Plan (TDP) Updates
Mr. Sam Sargent, Community Involvement Coordinator, Capital Metro

Mr. Sargent provided an update on the Transit Development Plans (TDP) that Capital Metro, CARTS, CAMPO, and regional city staff are working on. He explained the transit challenge in the region beyond congestion, that non-member cities of Capital Metro are already at the state’s maximum sales tax rate and cannot join the Authority as full members without rolling back Economic Development Corporations and other sales tax uses.
In June 2008, Capital Metro established a Service Expansion Policy that allowed cities outside the service area to contract for service with full cost recovery. The funding incentive for these projects comes from FTA Section 5307 funds. The policy was revised in 2014 to expand the program and provide new options for service expansion.

Mr. Sargent explained that the policy revision was regionally coordinated between Capital Metro, CARTS, TxDOT, the City of Austin, regional city governments, and CAMPO. Regional goals were established, including providing seamless service to avoid fragmentation in the urbanized area. Additionally, the program seeks to provide access to FTA funds based on a city’s proportionate share.

Mr. Sargent continued, outlining the program’s guidelines, including the yearly application process and the need for a TDP before Section 5307 funds are used for service. The regional Section 5307 Review Team is responsible for reviewing plans and providing recommendations to Capital Metro. The Capital Metro Board of Directors is responsible for the distribution of funds.

To date, public outreach for the TDPs in Georgetown, Round Rock, Pflugerville, Hutto, and Buda has included 18 intercept surveys and public meetings, 9 community event sponsorships, engagement of 41 regional stakeholders, a Spanish language focus group in Hutto, 746 online survey responses, and ongoing support to staff in the respective cities.

Mr. Sargent highlighted the status of each active TDP:

- Georgetown: TDP approved, with fixed-route service to begin in August of 2017.
- Hutto: TDP approved, funding approved for a park and ride lot in the FY2017 budget.
- Buda: TDP approved, with work continuing on securing a park and ride lot.
- Pflugerville: TDP completed, city council to consider adoption.
- Round Rock: 10 Year Transit Master Plan completed, currently coordinating with Capital Metro on implementation of transit service.

Mr. MacKinnon suggested that, moving forward, TDP cities should pay similar to UT, so that there is an annual negotiation on how much a city pays in and how much service they receive. Full members of Capital Metro should receive the equivalent of “Most Favored Nation” status in trade, where members receive the best rates of service and TDP cities have a different rate. This could incentivize full membership in non-member cities. Mr. MacKinnon also asked that CARTS work with Google to provide data that would make integrated trip planning easier.

Action Items

Approval of the January 2017 Minutes

The committee opted to table approval of the January 2017 meeting minutes until the April 12th meeting.
Adjournment

The committee adjourned at 7:45 p.m.
TITLE: ACC Minutes for March 2017
Access Advisory Committee  
March 8th, 2017  
2910 E. 5th Street, Austin, Texas 78702  
5:30 – 6:25 p.m.

Call to Order:  
Vice Chairman Paul Hunt, Access Advisory Committee  

Vice Chairman Hunt called the meeting to order at 5:30 p.m.

Introductions:  

Committee members present were Chairman Chris Prentice, Vice Chairman Paul Hunt, and Molly Birrell.

Capital Metro staff members present were Chad Ballentine, Martin Kareithi, and Jordan Smith.

David Chappa represented RideRight.

Citizen Communication:  

Vice Chairman Hunt expressed concern that LeFleur operators were using radios in their vehicles, while no other MetroAccess contractor does. Additionally, RideRight used to have a 2 service animal, 2 passenger limit, but that may have changed. He requested additional information on the policy.

Mr. Ballentine stated that he would look into the radio issue with LeFleur, as well as the service animal policy with RideRight. His understanding was that the vans should hold 2 service animals and 3 passengers.

MetroAccess Statistics & Technology Update  
Chad Ballentine, Director of Paratransit, Capital Metro  

Mr. Ballentine provided his regular update on MetroAccess statistics. Ridership for January was 55,116, which is close to the 2016 monthly average. On-time performance was 93.88 percent, while chargeable no-shows were at 2.95 percent. The total number of registered passengers stood at 5,666 in January 2017, with 174 applications processed that month.

Ms. Birrell asked about additional fixed route and rail services during SXSW. Mr. Ballentine replied that there would be increased frequency and span of service on both MetroRapid and MetroRapid, but that customers should consult the special service brochures or the Capital Metro website for more details.
New Business

**Upper Eastside Flex Service Update**  
*Chad Ballentine, Director of Paratransit, Capital Metro*

Mr. Ballentine explained that the Upper Eastside Flex pilot would be changing from a flexible fixed route to an on-call service that makes use of new technology. The service area will not change from the Upper Eastside Flex, but the service will operate more like a TNC using a third party application.

Mr. Ballentine explained that the vehicle will not be a sedan, like a TNC, but will look similar to a service like Chariot. Two retired paratransit cutaway would be put back into service, with new branding. Like the previous pilot, this service will be free. The goal is for the response time to be 15-minutes or less.

For those customers who cannot or do not want to download the mobile app, trips within the designated zone can be booked through the MetroAccess call center. The pilot vendor is Ride with Via and the service will begin as part of the June 2017 Service Change.

Chairman Prentice asked what the cost per passenger has been on the Upper Eastside Flex and whether the cost for the new pilot would be the same. Mr. Ballentine said he would get back to the committee with that number.

Vice Chairman Hunt asked if other areas were being considered for an on-call pilot like this, as Mueller has a good amount of fixed route service. Mr. Ballentine explained that Capital Metro wanted to be able to compare “apples to apples” between the previous pilot and the new one. Once success or failure is measured, more on-call services may be introduced in areas with less fixed route service.

**Connections 2025 Update**  
*Chad Ballentine, Director of Paratransit, Capital Metro*

Mr. Ballentine updated the committee that the Connections 2025 plan had been approved at the February Board of Directors meetings. The implementation of the plan will follow the usual three time a year Service Change process, including public outreach and meetings. No cuts to service will be made until alternatives are identified.

Mr. Kareithi and Mr. Ballentine discussed the benefits of the frequency increases, especially as it relates to less waiting time at stops and faster transfers. Chairman Prentice expressed concern over the ability to keep buses operating at the proposed frequencies on account of area traffic and the minimal improvements to transit found in the 2016 transportation bond.

Mr. Ballentine explained that the proposed Innovation Zones are still being worked out and that fixed route will not be eliminated in one of these zones until a workable replacement is available.
Vice Chairman Hunt asked that there be a regular update on Connections 2025 going forward, because it is the third most important issue to the committee after fixed route and paratransit services. Chairman Prentice asked that the committee be consulted throughout the process of creating the Innovation Zones.

**Action Items**

**Approval of the February 2017 Minutes**

Approval of the minutes were postponed until next month due to quorum issues. The April meeting of the Access Advisory Committee will also be moved to the second Wednesday of the month (April 12th).

**Adjournment**

The committee adjourned at 6:25 p.m.
Approval of minutes for the February 27, 2017 Board Meeting.
I. **Pledge of Allegiance**

II. **Safety Briefing**

Donna Simmons gave the Safety Briefing. She highlighted pedestrian safety tips for SXSW. Pedestrians account for 1/3 of the traffic fatalities in Austin. Pedestrians should wear bright colors and abide by laws. Drivers should be alert and not assume that pedestrians will abide by laws.

III. **Public Comment:**

Council Member Ellen Troxclair stated the importance of bus service in Southwest Austin. The 333 and 30 buses service many important landmarks in South Austin including an ACC campus, hospital, and a food pantry. People move to these areas specifically for proximity to bus routes. She supports Board Member Kitchen's amendment to the Connections 2025 plan.

David Foster, Chair of the Customer Satisfaction Advisory Committee presented CSAC's resolution. They support the Connections 2025 plan overall and are in favor of higher frequency service. CSAC is concerned about Routes 5, 7, and 30. CSAC supports grandfathering in mobility-impaired customers who would lose MetroAccess service.

Fill Hendrix, citizen, asked the board when there would be a decision made about Route 29. Chair Cooper responded that the board will vote on Connections that afternoon. Board Member Kitchen noted that the area is on the list of proposed innovations in her amendment.

Ann Simpson, citizen, lives on the West side and stated that her area is underserved. Her closest line is Route 18 and she also uses the 21/22. East-West service is important to reduce car traffic which is such a problem in Austin.

John Woodley, citizen, would like transcription services at the meeting. He has issues with the guidelines for MetroAccess service. President Watson stated that there will be upgrades to the Boardroom which will include improvements for hearing-impaired individuals.

John Laycock, from AURA, presented a report that shows how Connections 2025 will enhance access to frequent service across the Austin area. Frequent transit increases job retention rates and is especially important to people in poverty.

Jay Blazek Crossley, from the Project Connect/MCAC Committee, spoke on the importance of high-frequency service. He lived in Houston and helped with the change to their bus service - the buses there are up to four minute frequency and they are changing people's lives.

Cindy Hintikka, citizen from the Great Hills area, would like her neighborhood considered in the plans for innovation zones. She has done a neighborhood survey and consulted with a planner.
Jerry Spoor, from the Maple Run neighborhood, wants the system to be redesigned and wants to present his idea to the board.

Heidi Ross, citizen, stated again how important Route 21/22 is for her son and his friends at O. Henry Middle School. The innovation zones should connect the routes on either end of Exposition to maintain connectivity. She is concerned that the proposed Route 335 is becoming shorter and less connected.

Mike Gorse, citizen, expressed his broad support for Connections 2025. High-frequency service is important to him and to the public. He hopes that MetroAccess clients will be grandfathered in.

David King, citizen, wants the board to consider Routes 30 and 333 in South Austin and Routes 383 and 392 in North Austin. Low-income families are being pushed to the edge of the city and they deserve bus service even though they are not in high-density areas.

Susan Pantell, citizen, is concerned about the equity analysis for Connections 2025. The equity analysis should be conducted across the board, not route-by-route since this will be too granular. Project Connect should be included as well. Title VI covers income level as well. She will lose Route 7 in St. John's but nobody in her neighborhood knows about the change.

Brian Sullivan, citizen, spoke on the restoration of Route 29. He is a 4th-generation Austinite who rode the bus as a kid and continues to now. The bus is not only about efficiency, it is also about being connected to your fellow citizens.

Timothy Bray, citizen, lives in Austin and has lived without a car in different neighborhoods. He spoke to the practical benefits of high-frequency service.

Heiwa Salovitz, from Adapt of Texas, lives in the Plaza Saltillo area and would like to see access prioritized in that project. He does not want people orphaned by the change of service in Connections 2025.

Hem Ramachandra, citizen, wants the board to look into on-demand transit. Also, if the bus stops were as they used to be in the 1980s with three sides protected, perhaps more people would ride.

Brennan Griffin, from AURA, reiterated the points of his colleagues. He urged the board to consider low-income residents who live in the urban area as well as those in suburban poverty. He thinks that BRT on pedestrian-unfriendly corridors like I-35 should be cut in favor of preserving MetroAccess service.

Jennifer McPhail, from Adapt of Texas, is concerned about people that ride Paratransit. There are ways to keep innovating so that those customers feel integrated into the community. She rides the 320 every day and would like to see this route kept and improved.

Pamela Rogers, President of the Maple Run Neighborhood Association, spoke after the Connections 2025 presentation. She stated that the bus in her neighborhood is needed, but the public has not attended meetings. Board Member Kitchen clarified that they are not cutting any routes today.

April Stady, citizen, is a MetroAccess client. She has had to change churches because of changes to routes and does not want that to happen again. She is concerned about being grandfathered in since she is dependent on the service for her daily life.

IV. Advisory Committee Updates:

Chris Prentice, Chair of the Access Advisory Committee, gave an update from the Committee meeting. The AAC finalized their resolution regarding Connections 2025, which was distributed to the board. He is concerned that the plan cuts routes and will leave customers with disabilities without transportation. Capital Metro should prioritize those that need transit over those that simply want it or are potential customers. The resolution states that anyone who was qualified for MetroAccess on 2/15/2017 will not be disqualified from service.

1. Update on the Access Advisory Committee (AAC)
V. Executive Session of Chapter 551 of the Texas Government Code: Section 551.072 for real property issues - Real Estate - Downtown Rail Property.

The executive session was moved to the end of the meeting. The board entered Executive Session at 2:28 and returned at 3:34.

VI. Board Committee Updates:

1. Operations, Planning and Safety Committee
Because the meeting was running long a report was not given this month.

2. Finance, Audit and Administration Committee; and
Because the meeting was running long a report was not given this month.

3. CAMPO update
Because the meeting was running long a report was not given this month.

VII. Consent Items

1. Approval of minutes for the January 23, 2017 Public Hearing and the January 23, 2017 Board Meeting

2. Approval of a resolution authorizing the President/CEO, or her designee, to amend an existing Interlocal Agreement (ILA) with Travis County to include RideShare services for the term of the agreement of October 1, 2016 until October 30, 2017 and in an amount not to exceed $15,000 for RideShare services.

3. Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with Piatra, Inc. for the relocation of exhaust fans at the North Operations and Maintenance Facility in an amount not to exceed $400,000.

4. Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with Railworks Track Systems, Inc. for the expansion of the North Operations Rail Maintenance Facility in an amount not to exceed $182,800, for the construction of a rail turnout to provide a storage area for four new rail cars.

5. Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute contracts with Verizon Wireless and Level3 to renew the telecommunications contracts for an additional year with four additional option years, in an amount not to exceed $3,114,540 (which contains a 10% contingency of $283,140) over a five-year period.

6. Approval of a resolution authorizing the President/CEO, or her designee, to execute a modification of the contract with Huitt-Zollars, Inc. for engineering consulting services for the TIGER V grant projects to add $489,105 for additional engineering work to be performed, for a total contract amount not to exceed $3,333,404.

VIII. Action Items:
1. Approval of a resolution authorizing President /CEO, or her designee, to initiate the implementation of the recommendations of Connections 2025.

Board Member Kitchen made the motion to approve the Connections 2025 resolution with her amendment. She noted that analysis under Title VI will be conducted before any routes are cut or changed. She said that mobility innovation zones will not be successful without the community's help. Her amendment includes a specific list of mobility innovation zones. Barton Hills / Zilker has been added, although it is not the highest priority area. MetroAccess service will be maintained while alternatives are considered, and changes will be approved by the board. The board will have the ability to exempt MetroAccess customers from changes to their service. Capital Metro will continue to work with the community in areas that are growing. Staff will develop metrics that indicate progress and report on them regularly.

Todd Hemingson, Vice President of Planning and Development, presented on Connections 2025. Budget and land use constraints drive the need to make choices, which is what Connections 2025 is. The process has lasted 15 months thus far. Goals are to build ridership, to match service to markets, enhance the customer experience, and ensure financial sustainability. There will be a focus on mobility innovation zones where the goal is to lower the per passenger cost. The service change process will begin once the plan is approved, but it will be a period that will involve Title VI analysis as well as approval from the public and the board.

After two additional public comments, there was discussion. Vice Chair Silas is not comfortable with the added sentence in Item 3 that would give the board the authority to exempt MetroAccess customers from changes. She does not want to get that far into the details of individual cases. She asked Todd what the implications are of doing this. Todd responded that exempting individuals would cost up to $1 million / year. Board Member Kitchen wants to state these issues clearly for the public in this document. Board Member Garza would have appreciated more options and choices in the process. She is afraid that we are prioritizing people who may use the service over people who do use it. President Watson suggested changing the word “utilized” on page 2 to “evaluated.” This was approved by Kitchen and Garza. On page 3 in Item 4, Chair Cooper suggested the addition of “as appropriate” after “and develop plans.” This was accepted. Todd suggested changing the guideline for monthly reporting on metrics to monthly and / or quarterly. This was accepted. Board Member Mitchell stressed the importance of communication with the areas and governments that Capital Metro serves. Vice Chair Silas reminded the board that the service area and Austin city limits do not perfectly align. Chair Cooper suggested a change to the last item on page 3 of the amendment, to add “and surrounding jurisdictions” after “Travis County.” This was accepted. Board Member Renteria stated that low-income people who live on the outskirts of the city are the people that need transit most since they probably do not have cars. The motion carries 8-0.

RESULT: ADOPTED AS AMENDED [UNANIMOUS]
MOVER: Ann Kitchen, Board Member
SECONDER: Delia Garza, Board Member
AYES: Silas, Mitchell, Word, Cooper, Garza, Kitchen, Jonse, Renteria

2. Elections of Capital Metro Board Officers

Vice Chair Silas would like to compare the structure and practices of the Capital Metro Board with those of peer agencies. This can be discussed at the next board worksession. Chair Cooper added that it may be helpful to form committees / task forces to do deep dives into issues of Access and Innovation Zones. Vice Chair Silas wants to look at term limits, rotation through executive positions, and how the executive positions are structured.
RESULT: ADOPTED [UNANIMOUS]
MOVER: Ann Kitchen, Board Member
SECONDER: Rita Jonse, Board Member
AYES: Silas, Mitchell, Word, Cooper, Garza, Kitchen, Jonse, Renteria

3. Approval of a resolution authorizing the President/CEO, or her designee, to negotiate, finalize and execute provisions of the Master Development Agreement and/or Ground Lease with Plaza Saltillo TOD, Ltd., related to the development of the owned property locally known as the Plaza Saltillo project.

Board Member Mitchell presented the resolution for the ground lease with Endeavor/Plaza Saltillo TOD, Ltd. Board Member Kitchen clarified that the amount in Item 1 is in fact in addition to Item 2. She proposed the following change: "The amount will be matched by the developer in addition to any existing fee in lieu commitment and in addition to the amount of Capital Metro's participation through the rent abatement in Item 1 above."

RESULT: ADOPTED AS AMENDED [7 TO 0]
MOVER: Terry Mitchell, Board Member
SECONDER: Sabino Renteria, Board Member
AYES: Silas, Mitchell, Word, Garza, Kitchen, Jonse, Renteria
RECUSED: Cooper

IX. Presentations:

1. Economic and Traveler Impact Analysis
Because the meeting was running long this item was not presented. It will be rescheduled for March.

2. Bus Stop Improvements and Amenities
Because the meeting was running long this item was not presented. It will be rescheduled for March.

X. Reports:

1. Planning/Development
Because the meeting was running long this report was not given this month.

2. Operations
Vice President of Bus and Paratransit Operations Dottie Watkins presented the report.

3. Finance
Reinet Marneweck gave the highlights from the Finance report. Revenues are on track for the YTD. Sales tax receipts are also tracking close to budget. There is a decline in sales tax growth as a trend.

4. President's Report
Because the meeting was running long this report was not presented.

XI. Items for Future Discussion:

XII. Adjournment

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BOARD OF DIRECTORS: Wade Cooper, Chairperson; Beverly Silas, Vice Chair; Juli Word, Board Secretary; Delia Garza, Terry Mitchell, Ann Kitchen, Rita Jonse and Pio Renteria. Board Liaison: Gina Estrada (512)389-7458, email gina.estrada@capmetro.org if you need more information.

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Approval of a resolution authorizing the President/CEO, or her designee, to implement the June 2017 Service Changes described in the attached document beginning Sunday, June 4, 2017.
SUBJECT:
Approval of a resolution authorizing the President/CEO, or her designee, to implement the approve June 2017 Service Changes described in the attached document beginning Sunday, June 4, 2017.

FISCAL IMPACT:
Funding for this action is available in the FY2017 Operating Budget.

STRATEGIC PLAN:
Strategic Goal Alignment:
1. Deliver the best possible customer experience

Strategic Objectives:
1.2 Improve system reliability and convenience, 1.3 Ensure an attractive and accessible transit environment

EXPLANATION OF STRATEGIC ALIGNMENT:
Service Changes are in accordance with Capital Metro’s Service Standards. These changes are designed to meet Goals 1-4 in Capital Metro’s Strategic Plan: 1). Deliver the best possible customer experience, 2). Demonstrate Regional Leadership, 3). Demonstrate the value of public transportation in a dynamic community, and 4). Continue to improve organizational practices and develop staff.

BUSINESS CASE:
These changes are intended to improve the overall customer experience through the minor modification of select schedules in order to improve On-Time Performance. In addition, select services are suspended during the summer (end of school year) but will be reinstated in August to coincide with the start of the fall semester of area public and higher learning institutions. Finally, minor route modifications in the University of Texas’ Main Campus and the new Dell Medical Center in Downtown are required as a result of new construction.

COMMITTEE RECOMMENDATION:
This agenda item will be presented to the full board.

EXECUTIVE SUMMARY:
Staff is recommending the following for final approval at the March board meeting.

• UT Main Campus (Speedway Pedestrian Mall) – The University is completing its final stages of a complete transformation of Speedway Avenue (within the center of campus) to provide a pedestrian mall that can be used for a variety of activities. During the course of construction, all services previously bisecting Speedway
(along 21st Street) were detoured. With the completion of the pedestrian mall, the University has asked to minimize vehicular conflicts. Thus, routes previously operating in this section will instead be realigned permanently to the perimeter of this area.

- Dell Medical School (Red River) – with the pending full opening of the new Medical School, there is a need to review services that once operated along Red River Road in this section. It is proposed that University shuttles (670, 671 and 672) in addition to Route 100 Airport Flyer would provide direct access while other routes in the vicinity would serve the perimeter.

- Minor Schedule Adjustments - In an effort to continue improving overall system performance, select routes will receive minor adjustments to their schedules. Minor modifications have been made to select services in order to improve on-time performance and are the result of public and staff feedback received during the course of outreach. Final changes will be listed in final public documents.

- School Related Changes – Normal transition of UT Shuttle, E-Bus, and select trips on mainline routes to summer service levels.

These changes are intended to improve the overall customer experience and are in accordance with the FY 2017 budget. These changes will have no impact on MetroAccess services.

DBE/SBE PARTICIPATION: Does not apply

PROCUREMENT: Does not apply.

RESPONSIBLE DEPARTMENT: Planning and Development
RESOLUTION
OF THE
CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY
BOARD OF DIRECTORS

STATE OF TEXAS
COUNTY OF TRAVIS

RESOLUTION (ID # AI-2016-286)
June 2017 Service Changes

WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro management endeavor to provide cost-effective fixed-route transit services that respond to and build ridership demand while minimizing impacts on current riders; and

WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro management recognize the need to consider citizen comments and staff recommendations received during several public meetings and at the March 10, 2017 Public Hearing; and; and

WHEREAS, an equity analysis of these Service Changes, as required under the Federal Transit Administration’s (FTA) Title VI review, found no disparate impact (minority) or disproportionate burden (low-income) on affected populations;

NOW, THEREFORE, BE IT RESOLVED by the Capital Metropolitan Transportation Authority Board of Directors that the President/CEO, or her designee, is authorized to implement the June 2017 Service Changes described in the attached document beginning Sunday, June 4, 2017.

________________________
Secretary of the Board

Juli Word

Date: ______________________
Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute an interlocal agreement with the City of Round Rock for operation of transit service in the City of Round Rock for an amount not to exceed $4,669,337.
SUBJECT:
Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute an interlocal agreement with the City of Round Rock for operation of transit service in the City of Round Rock for an amount not to exceed $4,669,337.

FISCAL IMPACT:
This action reimburses Capital Metro for expenses incurred.

STRATEGIC PLAN:
Strategic Goal Alignment:
2. Demonstrate regional leadership

Strategic Objectives:
2.2 Pursue service expansion opportunities

EXPLANATION OF STRATEGIC ALIGNMENT:
Through this ILA, Capital Metro will demonstrate regional leadership by the operating the City of Round Rock’s transit service. Coordination on this project also supports implementation of the Regional Service Expansion Policy.

BUSINESS CASE:
As the FTA Designated Recipient for transit funding for the Austin Urbanized Area, Capital Metro is responsible for allocating FTA Section 5307 funds within the urbanized area. In 2012, the City of Round Rock opted to become a direct recipient of FTA Section 5307 funds through a Memorandum of Understanding with Capital Metro and implemented demand response service. The city now desires to expand transit services and requests that Capital Metro operate those services. This ILA will reimburse Capital Metro for operation of Round Rock’s transit services.

COMMITTEE RECOMMENDATION:
This agenda item will be presented to the full board.

EXECUTIVE SUMMARY:
The City of Round Rock currently operates demand response transit service within the city and extraterritorial jurisdiction using a combination of Section 5307 and local funds. In 2014, Capital Metro revised the Service Expansion Policy for the region and all cities utilizing Section 5307 funds are now required to complete Transit Development Plans (TDP’s). The City of Round Rock opted to complete a 10-Year Transit Master Plan to comply with the requirement. The City of Round Rock requested that Capital Metro serve as a stakeholder in the planning process in order to increase coordination between the agencies for the plan. The resulting plan recommends that Round Rock transition from demand response transit service to local fixed route and commuter...
service, including 1) a circulator route within the city, 2) a local route from Austin Community College Round Rock campus to Howard Station, 3) a limited route from Tech Ridge Park & Ride to Round Rock, and 4) an express route from Round Rock to downtown Austin. In an effort to increase coordination of services between the Capital Metro service area and Round Rock and to promote seamless service in the region, the City of Round Rock has requested that Capital Metro operate these four new routes. If approved, this ILA will reimburse Capital Metro for five years of operation of Round Rock transit service. The total reimbursement to Capital Metro is $4,669,337. Round Rock City Council will consider approval of a resolution to enter into this ILA prior to the March Board meeting.

DBE/SBE PARTICIPATION: Does not apply

PROCUREMENT: Does not apply.

RESPONSIBLE DEPARTMENT: Planning and Development
RESOLUTION
OF THE
CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY
BOARD OF DIRECTORS

STATE OF TEXAS
COUNTY OF TRAVIS

RESOLUTION (ID # AI-2016-323)
ILA with the City of Round Rock for Transit Service

WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro management endeavor to be a regional leader and grow the service and customer base for transit; and

WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro management recognize the need to partner with local jurisdictions seeking transit services along with other transit providers in the region.

NOW, THEREFORE, BE IT RESOLVED by the Capital Metropolitan Transportation Authority Board of Directors that the President/CEO, or her designee, is authorized to finalize and execute an interlocal agreement with the City of Round Rock for operation of transit service in the City of Round Rock for an amount not to exceed $4,669,337.

________________________
Date: ____________________

Secretary of the Board
Juli Word
Approval of a resolution authorizing the President/CEO, or her designee, to execute a contract modification with Creative Bus Sales to purchase up to two (2) Cutaway Vans, in an amount not to exceed $334,526.
SUBJECT:
Approval of a resolution authorizing the President/CEO, or her designee, to execute a contract modification with Creative Bus Sales to purchase up to two (2) Cutaway Vans, in an amount not to exceed $334,526.

FISCAL IMPACT:
Funding for this action is available in the FY2017 Capital Budget. Capital Metro will utilize FTA Section 5339b grant funding awarded in 2016 to support the purchase of buses for regional transit expansion.

STRATEGIC PLAN:
Strategic Goal Alignment:
1. Deliver the best possible customer experience,
2. Demonstrate regional leadership.

Strategic Objectives:
1.2 Improve system reliability and convenience,
1.3 Ensure an attractive and accessible transit environment,
2.2 Pursue service expansion opportunities.

EXPLANATION OF STRATEGIC ALIGNMENT:
This agenda item is in alignment with delivering the best possible customer service and demonstrating regional leadership. The additional vans will allow expansion and increase service to the region.

BUSINESS CASE:
Capital Metro has identified the need to purchase additional vehicles in order to expand service and add additional routes which will result in increased ridership.

COMMITTEE RECOMMENDATION:
This agenda item will be presented to the full board.

EXECUTIVE SUMMARY:
Capital Metro has entered into an interlocal agreement with Round Rock to provide transit service between Austin and Round Rock and to provide a circulator route in Round Rock. These two vehicles will be used in support of the circulator route.

DBE/SBE PARTICIPATION:  DBE goals do not apply due to solicitation requirement of a Transit Vehicle Manufacturer Certificate (TVM).
PROCUREMENT: On September 26, 2016, via Resolution No. CMTA-2016-74, the Board approved the contract with Creative Bus in an amount not to exceed $334,526.00 for the base term, for two (2) wheelchair accessible vans. This request is to exercise two (2) wheelchair accessible vans from option one (1) for Round Rock Circulator Service, as described below:

<table>
<thead>
<tr>
<th>Description</th>
<th>Quantity</th>
<th>Unit Price</th>
<th>Extended Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelchair Accessible Vans</td>
<td>2</td>
<td>$167,263.00</td>
<td>$334,526.00</td>
</tr>
</tbody>
</table>

The price was determined fair and reasonable based on Independent Cost Estimate, Cost Analysis and Market Research.

RESPONSIBLE DEPARTMENT: Bus and Paratransit Services
RESOLUTION
OF THE
CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY
BOARD OF DIRECTORS

STATE OF TEXAS
COUNTY OF TRAVIS

RESOLUTION (ID # AI-2016-347)
Round Rock Circulator Service Cutaway Vans Purchase

WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro management endeavor to pursue service expansion opportunities and create an accessible and convenient transit system; and

WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro management recognize the need to purchase additional vehicles to meet the increased service plan.

NOW, THEREFORE, BE IT RESOLVED that the President/CEO, or her designee, is authorized to execute a contract modification with Creative Bus Sales to purchase up to two (2) Cutaway Vans, in an amount not to exceed $334,526.

________________________
Date: _____________________

Secretary of the Board
Juli Word
Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with RC Data Communications, LLC to renovate the Transit Station IT infrastructure in an amount not to exceed $272,565.
SUBJECT:
Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with RC Data Communications, LLC to renovate the Transit Station IT infrastructure in an amount not to exceed $272,565.

FISCAL IMPACT:
Funding for this action is available in the FY2017 Capital Budget

STRATEGIC PLAN:
Strategic Goal Alignment:
1. Deliver the best possible customer experience

Strategic Objectives:
1.2 Improve system reliability and convenience

EXPLANATION OF STRATEGIC ALIGNMENT:
Maintaining the state of good repair of the cabling infrastructure at the Rail Stations, Transit Stations, and Park & Rides ensures reliable functionality of their IT dependent systems.

BUSINESS CASE:
The Transit Station IT infrastructure must be kept up to date to properly service the business needs of Capital Metro. The nine Commuter Rail Stations were completed in 2007. Since that time, demand for IT services at the Rail Stations has steadily increased. In addition, the original IT infrastructure implementation at the Rail Stations were limited. Over time, many of the stations have succumbed to regular outages due to cabling and power issues as a result of the deteriorating infrastructure and lack of additional capacity to implement more robust or redundant solutions. This directly impacts the ability of Capital Metro to provide reliable services to our customers. Services that are impacted include: Ticket Vending Machines (TVM’s), Ticket Validators, Security Cameras, Dynamic Message Signs, and backup communications to Rail systems. In addition, updated infrastructure is necessary to support new security camera technology at the rail stations, transit stations, and Park and Rides. This project is for the addition, upgrade and replacement of IT infrastructure components necessary to maintain the state of good repair.

COMMITTEE RECOMMENDATION:
This agenda item will be presented to the full board.

EXECUTIVE SUMMARY:
Capital Metro employs IT dependent systems at the Rail Stations, Transit Stations, and Park & Rides to enable the use of our services and the safety of our customers. It is
imperative that we maintain a stable infrastructure to support these systems.

DBE/SBE PARTICIPATION: Does not apply

PROCUREMENT:
The RFP was issued on September 13, 2016 and posted on DemandStar after review and approval from the Contracts Administrator, Procurement Manager, Procurement Director, Project Manager, and CMTA Deputy Counsel. It was advertised in the Austin American-Statesman on September 19th and 26th of 2016. Five (5) advance notices were issued, 640 suppliers were notified, and forty-eight (48) downloaded the documents from Demand Star. Eleven (11) firms attended the pre-proposal conference held September 27, 2016 at 2:00 p.m., which was followed by site visits.

One proposal was received from RC Data Communications LLC by the due date of December 12, 2016 prior to 3:00 pm. The evaluation team unanimously agreed to recommend RC Data for board authorization. RC Data Communications, LLC was found to be responsive to the solicitation requirements and is not listed on the Federal Government’s list of Debarred or Suspended Contractors or on the State list of Debarred vendors. Fair and reasonable rates have been determined based on the independent cost estimate and cost analysis. The resulting contract is a fixed price type contract. **RC Data Communications, LLC** is considered to be the best value for the Authority. The resulting contract will be a fixed price contract for a base term of two (2) years, and one (1) option period of 12-months, as follows:

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>LOCATION</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Period</td>
<td><strong>Park and Rides:</strong> Pavilion Park &amp; Ride, South Congress Transit Center,</td>
<td>$163,663.00</td>
</tr>
<tr>
<td></td>
<td>Tech Ridge Park &amp; Ride</td>
<td></td>
</tr>
<tr>
<td>Option Period</td>
<td><strong>North Lamar Center, Rail Stations,</strong> Leander, Lakeline, Kramer, Highland,</td>
<td>$108,902.00</td>
</tr>
<tr>
<td></td>
<td>MLK, Saltillo, Howard, Crestview</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>GRAND TOTAL</strong></td>
<td><strong>$272,565.00</strong></td>
</tr>
</tbody>
</table>

RESPONSIBLE DEPARTMENT: Information Technology
WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro management endeavor to provide reliable cabling infrastructure; and

WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro Management recognize the need to provide reliable IT dependent systems at the Rail Stations, Transit Stations, and Park & Rides for its customers.

NOW, THEREFORE, BE IT RESOLVED by the Capital Metropolitan Transportation Board of Directors that the President/CEO, or her designee, is authorized to finalize and execute a contract with RC Data Communications, LLC to renovate the Transit Station IT infrastructure in an amount not to exceed $272,565.

________________________
Date: _____________________

Secretary of the Board
Juli Word
Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with MA Smith Contracting Co., Inc. for additional parking at the Howard Lane Park & Ride in an amount not to exceed $287,677 for the construction of approximately 85 new parking spaces, lighting, irrigation and landscaping.
SUBJECT:
Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with MA Smith Contracting Co., Inc. for additional parking at the Howard Lane Park & Ride in an amount not to exceed $287,677. for the construction of approximately 85 new parking spaces, lighting, irrigation and landscaping.

FISCAL IMPACT:
Funding for this action is available in the FY2017 Capital Budget.

STRATEGIC PLAN:
Strategic Goal Alignment:
1. Deliver the best possible customer experience

Strategic Objectives:
1.3 Ensure an attractive and accessible transit environment

EXPLANATION OF STRATEGIC ALIGNMENT
Our current facility will not accommodate enough parking spaces for our customers. This construction will allow more parking spaces that will be able to accommodate current and future rail service.

BUSINESS CASE:
Our ability to respond to future rail service demand growth is dependent upon providing additional parking spaces at our facility.

COMMITTEE RECOMMENDATION:
This agenda item will be presented to the full board.

EXECUTIVE SUMMARY:
The Howard Lane MetroRail Station has become very popular with commuters and those who visit for special events. As a result, the existing almost 200 space parking area is frequently at or over capacity. This project will construct approximately 85 new asphalt parking spaces and include grading, storm water drainage, concrete driveways, striping, signage, lighting, security cameras, sidewalks, landscaping and irrigation. Bids for both asphalt and concrete paving options were requested.
SBE PARTICIPATION: The contractor will exceed the goal utilizing the following SBE contractors. The goal is 8%

<table>
<thead>
<tr>
<th>SBE</th>
<th>SERVICE/PRODUCT</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAR Transportation</td>
<td>Hauling Services</td>
<td>5.56</td>
</tr>
<tr>
<td>Environmental Safety</td>
<td>Erosion Control</td>
<td>1.74</td>
</tr>
<tr>
<td>Service</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Easy Drive Stake, LLC</td>
<td>Staking Supplies</td>
<td>1.04</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>8.34</td>
</tr>
</tbody>
</table>

PROCUREMENT: On February 01, 2017, an invitation for bids (IFB) was issued and formally advertised. By closing date of March 7, 2017, six bids were received from the following for Asphalt Parking Lot:

<table>
<thead>
<tr>
<th>No</th>
<th>Bidder</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MA Smith</td>
<td>$287,667</td>
</tr>
<tr>
<td>2.</td>
<td>Chasco</td>
<td>$343,606</td>
</tr>
<tr>
<td>3.</td>
<td>Prism</td>
<td>$360,000</td>
</tr>
<tr>
<td>4.</td>
<td>Alpha</td>
<td>$381,600</td>
</tr>
<tr>
<td>5.</td>
<td>Muniz</td>
<td>$388,824</td>
</tr>
<tr>
<td>6.</td>
<td>J. Evans</td>
<td>$482,515</td>
</tr>
</tbody>
</table>

MA Smith Contracting Co., Inc. submitted the lowest bid for Asphalt Parking Lot and was deemed a responsive and responsible bidder. The price was determined to be fair and reasonable based on adequate competition. The contract is a fixed price contract. The period of performance is 100 calendar days from notice to proceed.

RESPONSIBLE DEPARTMENT: Capital Projects
RESOLUTION
OF THE
CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY
BOARD OF DIRECTORS

STATE OF TEXAS
COUNTY OF TRAVIS

RESOLUTION (ID # AI-2017-403)

Howard Lane Park & Ride Additional Parking

WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro management endeavor to respond to current and future rail customer demands; and

WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro management recognize the need to provide adequate parking at MetroRail Stations.

NOW, THEREFORE, BE IT RESOLVED by the Capital Metropolitan Transportation Authority Board of Directors that the President/CEO, or her designee, is authorized to finalize and execute a contract with MA Smith Contracting Co., Inc. in an amount not to exceed $287,667 for the construction of additional parking at the Howard Lane Park & Ride.

______________________________
Secretary of the Board
Juli Word

Date: ________________________
Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with Contract Land Staff, LLC, to implement a cloud-based Real Estate Portfolio Management system in an amount not to exceed $645,000 over a seven-year period.
SUBJECT:
Approval of a resolution authorizing the President/CEO, or her designee, to finalize and execute a contract with Contract Land Staff, LLC, to implement a cloud-based Real Estate Portfolio Management system in an amount not to exceed $645,000 over a seven-year period.

FISCAL IMPACT:
Funding for this action is available in the FY2017 Capital Budget.

STRATEGIC PLAN:
Strategic Goal Alignment:
1. Deliver the best possible customer experience

Strategic Objectives:
1.2 Improve system reliability and convenience
This project improves our business practices and processes.

EXPLANATION OF STRATEGIC ALIGNMENT:
Establishing a robust and reliable Real Estate Portfolio Management system ensures our external customers (e.g. Utility company) can submit on-line applications for license agreements and permits to work on the rail Right of Way (ROW). Our internal customers (Capital Metro employees) can seamlessly manage agreements acquired through ROW processes in one centralized database to ensure applicable revenue is collected through a reliable and convenient system in the cloud.

BUSINESS CASE:
A Real Estate Portfolio Management system provides a central repository for all activities such as railroad license agreements, permits, applications, Employee In Charge (EIC) workload review and scheduling, and outstanding payments and obligations in the right of way and property, which supports all users for both internal and external customer services.

Our employees can also use the dashboard to review and approve applications for licenses and permits, monitor payment details related to the contract and license agreement, and run custom reports for outstanding balances and invoices, which will reduce manual efforts, use less paper and improve process efficiency.

COMMITTEE RECOMMENDATION:
This agenda item will be presented to the full board.
EXECUTIVE SUMMARY:
Capital Metro does not have a centralized repository to monitor our real estate revenue and non-revenue applications, license agreements, permits, and leases. To optimize the productivity for all users, improve customer service and reduce human errors, it is imperative that we establish a secure and reliable Real Estate Portfolio Management system to deliver services to our internal and external customers.

DBE/SBE PARTICIPATION: Does not apply.

PROCUREMENT: On September 29, 2016 a request for proposals was issued and formally advertised. By the closing date of October 31, 2016, 6 proposals were received. Proposals were rated based on the following factors:

1. The offeror’s demonstrated understanding of the project undertaking as described in Exhibit F, the proposed plan for the performance of the work and the technical approach proposed by the offeror.
2. The offeror demonstrates that the software solution can effectively integrate with the MS Dynamics AX system.
3. The offeror demonstrates that the software solution can meet the requirements of the scope of work with minimal customization.
4. The offeror demonstrates that the software solution can effectively manage document workflows and create reports based on Attachments 1-9.
5. The qualifications, experience and past performance of the firm.

The proposal from Contract Land Staff, LLC was rated highest, all factors considered. Capital Metro has negotiated and finalized pricing based on a market evaluation of similar services. The contract is a fixed price contract for a base term through December 31, 2017, and six option years, for $645,000.

Base Term Implementation: $195,000
Option Year 1 License: $75,000
Option Year 2 License: $75,000
Option Year 3 License: $75,000
Option Year 4 License: $75,000
Option Year 5 License: $75,000
Option Year 6 License: $75,000

Total Price 7 Years: $645,000

RESPONSIBLE DEPARTMENT: Information Technology
RESOLUTION
OF THE
CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY
BOARD OF DIRECTORS

STATE OF TEXAS
COUNTY OF TRAVIS

RESOLUTION (ID # AI-2017-394)
Real Estate Portfolio Management System

WHEREAS, the Capital Metropolitan Transportation Authority Board of Directors and Capital Metro management recognize the need to provide a robust, secure and reliable Real Estate Portfolio Management system for its internal and external customers.

NOW, THEREFORE, BE IT RESOLVED by the Capital Metropolitan Transportation Authority Board of Directors that the President/CEO, or her designee, is authorized to finalize and execute a contract with Contract Land Staff, LLC, to implement a cloud-based Real Estate Portfolio Management system in an amount not to exceed $645,000 over a seven-year period.

________________________
Date: ____________________

Secretary of the Board
Juli Word
Approval of a resolution for the Board of Directors to certify to Travis County Emergency Services District 14 (TCESD14) and to the Texas Comptroller of Public Accounts the net obligation owed to Capital Metropolitan Transportation Authority (Capital Metro) by Travis County Emergency Services District 14.
SUBJECT:
Approval of a resolution for the Board of Directors to certify to Travis County Emergency Services District 14 (TCESD14) and to the Texas Comptroller of Public Accounts the net obligation owed to Capital Metropolitan Transportation Authority (Capital Metro) by Travis County Emergency Services District 14.

FISCAL IMPACT:
The net financial obligation owed to Capital Metro by TCESD14 is $177,806 as of the close of business on November 8, 2016. Any collections subsequent to the withdrawal date will reduce the obligation of TCESD14.

STRATEGIC PLAN:
Strategic Goal Alignment:
4. Continue to improve organizational practices and develop staff

Strategic Objectives:
4.1 Improve the financial health of the organization.

BUSINESS CASE:
The net financial obligation has been determined as of the effective date of Travis County Emergency Services District #14 withdrawal from Capital Metro’s service area, as outlined under the Texas Transportation Code.

COMMITTEE RECOMMENDATION:
This item will be presented to the full board.

EXECUTIVE SUMMARY:
The Travis County Emergency Services District #14 elected to withdraw from Capital Metro’s service area on November 8, 2016. The one-percent sales and use tax is still being collected in the Travis County Emergency Services District #14 and will continue to be collected until the net financial obligation, as certified by Capital Metro’s Board of Directors, is satisfied.

The net financial obligation of a withdrawn unit is defined under Section 451.611 of the Texas Transportation Code and is equal to the withdrawn unit’s apportioned share of cash, cash deposits, certificates of obligation, and bonds, stocks, and other negotiable securities, less the withdrawn unit’s share of all outstanding obligations. The apportioned share is calculated using a percentage that is derived by dividing the population of the withdrawn unit by the total population of the authority’s service area.
The calculation of the net financial obligation is attached.

Population figures used in the calculation must be obtained from a federal agency. The figures used in this case are estimates from the 2010 U.S. Census.

DBE/SBE PARTICIPATION: Does not apply

PROCUREMENT: Does not apply

RESPONSIBLE DEPARTMENT: Finance
RESOLUTION OF THE
CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY
BOARD OF DIRECTORS

STATE OF TEXAS
COUNTY OF TRAVIS

RESOLUTION (ID # AI-2017-418)

Financial Obligation of Travis County Emergency Services District #14 upon withdrawal

WHEREAS, on November 8, 2016, the Travis County Emergency Services District #14 voted to withdraw from Capital Metropolitan Transportation Authority pursuant to Section 451.608, Texas Transportation Code; and

WHEREAS, Capital Metro is required by Section 451.611, Texas Transportation Code, to certify, pursuant to the formula set out by the statute, the amount that may be due to Capital Metro by the Travis County Emergency Services District #14, and

WHEREAS, the sales tax for transit purposes will continue to be collected from Travis County Emergency Services District #14 until the amount due to Capital Metro is collected.

NOW, THEREFORE, BE IT RESOLVED that the Capital Metro Board of Directors, pursuant to Section 451.611, Texas Transportation Code, certifies the net financial obligation of $177,806 due to Capital Metro from Travis County Emergency Services District #14 as of November 8, 2016, the date that Travis County Emergency Services District #14 withdrew from Capital Metro.

________________________
Date: ______________________

Secretary of the Board

Juli Word
TITLE: Economic and Traveler Impact Analysis
Capital Metro Transit
Economic Impact Study

presented to:
Capital Metro

presented by:
Paula Dowell, Ph.D.
Isabel Victoria, P.E., Ph.D.

March 27, 2017
Why is Economic Analysis Important?

- Enhances Decision-Making
- Informs Funding Options
- Communicates Broader Role of Transit
- Promotes Accountability
- Informs Funding Options
Study Approach
Key Methodology Elements

1. Data collection
   - Existing and new

2. Field work
   - Interviews and focus groups

3. Travel demand modeling
   - Build and no build

4. Economic modeling - Implan
   - Public and private

5. Stakeholder engagement

Economic Impacts
- Current
- Future
- New Investment
Stakeholder Interviews

- CAMPO
- Austin Chamber of Commerce
- Georgetown Chamber of Commerce
- IBM
- NXP/Freescale
- Seton Health Care
- Leander Independent School District

CapMetro Interviews

- Administration & Risk Management Compliance Officer
- Bus & Paratransit Services
- Rail Operations
- Capital Projects
- Planning and Development.
Findings
Enterprise Effects

Congestion Relief

Affordable Mobility

State of Good Repair of the Highway Infrastructure

Environmental Emissions

Traffic Safety

Benefit Arises From…
$3.10 to $1 invested

5,735 full-time jobs

$287 million wage income

$416 million GRP
## Total Annual Economic Benefits

### Travis County

<table>
<thead>
<tr>
<th>Benefit Category</th>
<th>Jobs (Full-Time Equivalent)</th>
<th>Labor Income (Millions of 2015$)</th>
<th>GRP (Millions of 2015$)</th>
<th>Tax Revenue (Millions of 2015$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enterprise Effects</td>
<td>2,980</td>
<td>$189.7</td>
<td>$270.0</td>
<td>$52.1</td>
</tr>
<tr>
<td>Congestion Relief</td>
<td>345</td>
<td>$18.0</td>
<td>$29.5</td>
<td>$6.4</td>
</tr>
<tr>
<td>Affordable Mobility</td>
<td>2,055</td>
<td>$56.7</td>
<td>$86.2</td>
<td>$17.1</td>
</tr>
<tr>
<td>Traffic Safety</td>
<td>5</td>
<td>$0.2</td>
<td>$0.4</td>
<td>$0.09</td>
</tr>
<tr>
<td><strong>Annual Economic Benefits = (a)</strong></td>
<td><strong>5,385</strong></td>
<td><strong>$264.6</strong></td>
<td><strong>$386.1</strong></td>
<td><strong>$75.7</strong></td>
</tr>
</tbody>
</table>

### Counties Neighboring Travis County

| Annual Economic Benefit = (b) | 350 | $22.3 | $29.7 | $6.3 |
| **TOTAL = (a)+(b)**           | **5,735** | **$286.9** | **$415.8** | **$82.0** |
## Return on Investment

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Annual Benefit (in Millions of 2015$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Congestion Relief</td>
<td>$55.6</td>
</tr>
<tr>
<td>Affordable Mobility, Transportation Cost Savings for Transit Riders</td>
<td>$57.5</td>
</tr>
<tr>
<td>Affordable Mobility, Income for Transit Dependent Riders</td>
<td>$12.9</td>
</tr>
<tr>
<td>State of Good Repair (SOGR) of the Highway Infrastructure</td>
<td>$1.7</td>
</tr>
<tr>
<td>Greenhouse Gas (GHG) Emission Damage Cost Savings</td>
<td>$9.8</td>
</tr>
<tr>
<td>Traffic Diversion Cost Savings</td>
<td>$34.2</td>
</tr>
<tr>
<td><strong>Total Benefits</strong></td>
<td><strong>$171.7</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Costs</th>
<th>Annual Cost (in Millions of 2015$)</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMTA Operating Spending</td>
<td>$27.8</td>
</tr>
<tr>
<td>CMTA Capital Spending</td>
<td>$27.3</td>
</tr>
<tr>
<td><strong>Total Costs</strong></td>
<td><strong>$55.1</strong></td>
</tr>
</tbody>
</table>

**Benefit/Cost (BCR) = 3.1**
Enterprise Effects – Direct Expenditures

- **287** Full-Time CMTA Employees with **$28.8** million paid in Wages and Benefits
- **543** Retirees and Beneficiaries with **$5.4** million paid in retirement benefits
- **1,603** Full-Time Employees solely supporting major CMTA contracts with **$98.1** million paid in Wages and Benefits
- **$27.8** million in Operating Spending
- **$27.3** million in Capital Spending
Enterprise Effects – Economic Benefits

Supporting

2,980 full-time jobs in Travis County
350 full-time jobs in the surrounding counties

with

$189.7 million in labor income in Travis County
$22.3 million in labor income in the surrounding counties

$299.8 million in GRP
$58.4 million in Tax Revenue
Congestion Relief – Economic Benefits

2.6 million hours saved valued at $55.6 million

Supporting 345 Full-Time Equivalent Jobs with $18.0 million in labor income

$29.5 million in GRP

$6.4 million in Tax Revenue
Affordable Mobility – Economic Benefits

- **$57.5 million** in Travel Cost Savings
- **$12.9 million** in Income for Transit Dependent Riders

Supporting 2,055 Full-Time Equivalent Jobs with **$56.7 million** in labor income

- **$86.2 million** in GRP
- **$17.1 million** in Tax Revenue

Packet Pg. 61
State of Good Repair of the Highway Infrastructure

- $1.7 million in Pavement Maintenance Cost Savings
- Additional $9.8 million in Emission Damage Costs
- Additional $34.2 million in Traffic Safety Cost Savings

Environmental Emissions

Traffic Safety
Questions?
TITLE: Capital Metro Career Enhancement Program
Leaders En Route - Project Report

February 2017
Introduction

Leaders En Route (LER) is a sustainable and robust ‘career enrichment program’ for Capital Metro’s current and future employees to:

- Mitigate the risk of potential knowledge loss in case of employee separation
- Attract and retain top talent by providing career and growth opportunities within the agency
Career Enrichment Program

Stakeholder Feedback Analysis

- Aging Out: 1%
- Talent Retention: 6%
- Hiring process: 9%
- Career Progression: 19%
- Cross-training needed to prevent unique skill loss: 25%
- Culture (silos, lack of collaboration, communication): 29%
- Board expectations (inconsistent to CMTA direction): 29%
Turnover

2015 - 11.8%
2016 - 12.3%
Career Enrichment Program

Purpose - Define a framework for:
• Career mobility
• Skill retention
• Skill development

Approach:
• Expansion of Job Scope (4 levels)
• Vertical, Diagonal and Horizontal mobility options
• Continued professional growth through Mentoring & Knowledge Sharing Programs
Career Enrichment – Example

HR Generalist

- Level 4
  - Skill D
- Level 3
  - Skill C
- Level 2
  - Skill B

Project Manager

- Level 4
- Level 3
- Level 2
  - Skill D+E
- Level 1
  - Skill C

Skill B Through Mentoring
Skill D Trained Expertise & Initiative
Skill E Through Training
Career Enrichment Program – Training Framework

- **Training Framework**
  - **Knowledge Sharing Center**
    - Niche skills, non-technical trainings, job specific skills
    - Level 2 and up employees
    - All Employees
  - **Mentoring**
    - CMTA tribal/institutional knowledge
    - Level 2 and up. Niche skilled employees
    - All new hires level 1 & 2 (suggest internal hiring for levels 3 & 4)
  - **Leaders In Motion**
    - Management Training
    - Training Consultant
    - Potential managers
  - **External Partners**
    - Job specific technical training, Compliance training
    - Career-specific
    - All employees
Employer Branding

Employer of Choice-

• Enhancing candidate experience

• Branding campaign highlighting social good

• Leveraging existing marketing strategies
Project Plan / Timeline - 2017

Capital Metro- Leaders En Route Project Plan

Feb 2017

- Data Collection: 3/1/2017 - 3/31/2017
- LIM Content: 3/1/2017 - 3/24/2017
- System Utility Assessment: 3/15/2017 - 4/01/2017

Oct 2017

PHASE 1
- Validation of KSC & Mentoring with CMTA Leadership: 4/01/2017 - 5/30/2017
- System Utility Optimization: 4/01/2017 - 4/14/2017
- Training of Managers - OCM: 6/1/2017 - 6/17/2017

PHASE 2
- Deployment: 6/17/2017 - 8/1/2017

PHASE 3
- Knowledge Sharing & Mentoring Program: 3/1/2017 - 9/30/2017

Attachment: Cap Metro Project Report - SET-FINAL delete hidden files (3753 : Capital Metro Career Enrichment Program)
TITLE: Smart Trips: Central Austin Overview & Evaluation Report
SMART TRIPS AUSTIN

Explore your options!
HOW CAN WE **REDUCE** CONGESTION?

70 people a day:

- By bus.
- By bike.
- By car.

2 Move people. **Not cars.**
GOALS FOR SMART TRIPS AUSTIN

Manage Congestion by encouraging residents to explore the city in new ways

Reduce by 5%
- \( X \) single occupant vehicle trips

Increase by 5%
- trying transit
- riding a bike
- walking
- carpooling
Program Overview
HOW SMART TRIPS AUSTIN WORKS

- 12,000+ households receive mailer
- 45,000+ people see social media push
- 600 – 1,200 households sign up
We considered:

- Walk Score
- Bike Score
- Transit Access
- Shared Mobility
- Congestion Relief
Program ran April 8 – July 22, 2016

5 square miles
4 City Council Districts

Neighborhoods:
- Allendale (partial)
- Brentwood (partial)
- Hancock (partial)
- Hyde Park
- Northfield
- Ridgelea
- Ridgetop
- Rosedale

Districts: (4) Casar | (7) Pool | (9) Tovo | (10) Alter
Pre & Post Surveys

- Snapshot of mode use
- Confidence with modes
- Access to options
- Demographics
- Toolkit requests

**HOW SMART TRIPS AUSTIN WORKS**

**Pre & Post Surveys**

- Snapshot of mode use
- Confidence with modes
- Access to options
- Demographics
- Toolkit requests

**HOW SMART TRIPS AUSTIN WORKS**

**Pre & Post Surveys**

- Snapshot of mode use
- Confidence with modes
- Access to options
- Demographics
- Toolkit requests
**HOW SMART TRIPS AUSTIN WORKS**

**Toolkits delivered to participants**

- **Options Team** delivers by bike, bus or carpool to deliver Smart Trips totes
- **Toolkits include:** stroll & bus maps, safety brochures, transit schedules, bike lights, snap bracelets, Yowies, sweatbands, reflective stickers
- **Motivational interviewing** to increase active participation

To thank you for completing the survey and participating in Smart Trips, you will also receive a gift pack with a set of blinky lights, a reflective slap bracelet, a set of wrist sweatbands and a versatile, tubular Fandana™ you can use as a bandana, headband, beanie, scrunchie and more!
Follow-up engagement

- Web & Social media
- Newsletters
- Smart Trips videos
- Mobile App training
- Social Rides, Walks & Transit Adventures
Project Expenses

**Capital Metro**
- $21,000 | Options Team
- $40,000 | Toolkits
- $39,340 | Printing / Postage
- $49,660 | Marketing & Video

**City of Austin**
- $60,000 | Program Coordinator
- $22,000 | Options Team Lead
- $10,000 | Design Services
- $38,000 | Community Events
- $20,000 | Survey

**Smart Trips: Central Austin (2016)**

**Opportunity to Scale**
Program Outcomes
SMART TRIPS AUSTIN OUTCOMES

- Outreach to 12,000 households
- Participation by 5.4% of households
- Reduced by 3.3% single occupant vehicle trips
- Increased by 5.9% transit use
DIGITAL MEDIA IMPACT

Engagement Tools

• Website
• E-Newsletters
• Social Media
• Facebook Ads
SMART TRIPS ATX PROGRAMMING

516 participated in special events

Driving Participation
TRANSIT ADVENTURES

BBUBBLEPALOOZA!
The Long Center
Saturday, July 16 | 10:00 AM
Catching the 801 from the Triangle

BLUES ON THE GREEN
Zilker Park
Wednesday, June 22 | 6:00 PM
Catching the 803 from Central Market

Some Examples
Figure 1: Mode Share

- **Reduced** Single Occupancy Vehicle Trips by 3.3%
- **Increased** Active Transportation Modes by 8.0%

Analysis provided by Alta Planning & Design
Figure 5: Awareness of Transportation Options

- 74% felt more aware of transportation options in Austin because of the program

Analysis provided by Alta Planning & Design
1 in 4 tried a new mode

Use transportation options more often

Analysis provided by Alta Planning & Design
Figure 9: How Respondents Heard about Smart Trips

- **Direct Mail** most effective engagement method

Analysis provided by Alta Planning & Design
Lessons Learned
COMMUNITY OUTREACH

- 61% heard about Smart Trips by direct mail
- 60% of participants were female
- 11% heard about Smart Trips at a special event
- Send mailers to address – not to person
- Media buys less effective than direct outreach
Options Team

- Increase **motivational interviewing** training
- Increase **shifts** from 3 to 5 hours
- Make more **deliveries on the weekend**
- Ensure uniforms are **suited to the weather**

Lessons Learned

Packet Pg. 98
PROGRAM DELIVERY

- Increase planning time before launch
- Try program in **cooler weather** to increase walking / biking
- **Bike Fix-a-Thons & Transit Adventures** were most popular programming
Explore More Options
Laura Dierenfield, City of Austin
Manager, Active Transportation Division
Laura.Dierenfield@austintexas.gov
512.974.7189

Lonny Stern, Capital Metro
Community Involvement Team
Lonny.Stern@capmetro.org
512.389.7509
SMART TRIPS: CENTRAL AUSTIN EVALUATION REPORT 2016

Austin Transportation Department
smarttrips@austintexas.gov
512-974-7853
Smart Trips: Central Austin Evaluation Report

Acknowledgements
City of Austin Transportation Department
Capital Metropolitan Transportation Authority
Alta Planning & Design Consulting Team
Executive Summary
Background
Purpose & Goals
Priority Community Selection
Priority community outreach
Program Elements
Toolkits
The Options Team
Toolkit delivery
High Tech/High Touch Communications
Marketing & Outreach
Events
Program Evaluation
Participation
Toolkit Materials
Participant Survey
Methodology
Transportation Behavior Change
Program Feedback
Motivators for Participation
Comparative Analysis of Respondents
Lessons Learned
Program timing: Planning, Season, and length
Pre-program outreach
Options team: Training & Size
Acknowledgements

The Smart Trips: Central Austin program was a partnership between the City of Austin and Capital Metropolitan Transportation Authority. We would like to acknowledge the following members of the program team:

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Becky Moriarty, Smart Trips Program Manager
Blythe Carter, Smart Trips Program Coordinator
Nikki Weiland, Graphic Designer

CAPITAL METROPOLITAN TRANSPORTATION AUTHORITY
Jackie Nirenberg, Community Involvement Manager
Lonny Stern, Smart Trips Program Manager
Denise Davis, Smart Trips Options Team Member
Julia Murray, Smart Trips Options Team Member
Sam Mihelic, Smart Trips Options Team Member
Ben Watson, Smart Trips Options Team Member
Caitlin D’Alton, Transportation Planner
Cynthia Lucas, Marketing Manager
Kelly Fausnact, Creative Manager
Jordan Golembeski, Creative Communications Specialist
Amy Peck, Communications Specialist
Hanna de Hoyos, Communications Specialist

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Hannah Crum, Programs Specialist
Cat Cheng, Senior Graphic Designer
Mike Sellinger, GIS Specialist
Jillian Portelance, Print Management
David Pollard, Web Developer

We would like to thank the following program partners:
Bike Austin  Ghisallo Cycling Initiative
Born Again Bodies
Executive Summary

The Austin Transportation Department (ATD) partnered with Capital Metropolitan Transportation Authority (Cap Metro) to implement a Smart Trips travel demand management program aimed at managing congestion by shifting drive alone trips to carpooling, transit, walking and bicycling. The program was offered to 12,600 households in Central Austin, located between IH-35 to the east, MoPac to the west, Koenig to the north and 38th street to the south, covering City Council Districts 4, 7, 9 and 10, as shown on the map at right. This area was prioritized based on its excellent transit access, bicycle connectivity, shared mobility services and desirable walking destinations.

This report provides a comprehensive review of the Smart Trips: Central Austin program, including:

- Background and goals of the program;
- The neighborhood selection criteria;
- A review of program components;
- An evaluation of the marketing and outreach efforts;
- An report on events offered during the program;
- Analysis of a pre and post participant survey;
- A summary of participant feedback;
- Lessons learned; and
- Recommendations for future programs.

Key findings of this report include:

- Drive-alone mode share decreased 3.3 percentage points, with a corresponding increase of 5.9% in transit mode share, 2.6% in walking mode share, and 1.2% in “other” mode share. Bicycling and carpool mode share decreased by 1.0% and 5.4%, respectively. These findings support the conclusion that the program succeeded in its goals of decreasing drive-alone trips and generally increasing active transportation.
- More than one in four post-program survey respondents (26%) reported trying a new transportation option during the program. Trying a new mode can be one of the biggest barriers to change; the Smart Trips Central Austin program made a meaningful contribution to overcoming that barrier.
- The majority (84%) of post-program survey respondents agreed that the community map was useful and that the customized toolkit they received, filled with Austin transportation information, was helpful. The same percentage of respondents appreciated the personal delivery of the toolkit and interaction with the Options Team.
Background

PURPOSE & GOALS

*Smart Trips Austin* used individualized marketing techniques to encourage residents of the Central Austin neighborhoods to try public transit, walking, bicycling, and shared car as transportation. Residents had the opportunity to order customized transportation options toolkits, which were delivered to their door by a knowledgeable Smart Trips “Options Team” representative. The Options Team provided additional support to participants throughout the duration of the program through follow-up phone calls and emails. Special public transit, bicycling, walking, and transportation education events were also held within the boundaries of the priority community to provide a fun environment for residents to learn about and try a new transportation option. Participants completed a pre-program survey upon ordering their custom toolkit and had the option to complete a similar survey after their participation in the program. Trip diaries from the pre-program and post-program surveys were compared to determine the impact of the program on transportation behavior.

The goals of *Smart Trips: Central Austin* were to:

- Decrease single occupancy vehicle trips by 5-10% among participants in the priority community
- Increase trips made by walking, bicycling, riding transit and carpooling by 5-10% in the priority community

PRIORITY COMMUNITY SELECTION

In order to be successful, the Smart Trips Austin priority community needed to have excellent transit access, bicycle connectivity, shared mobility services, and desirable destinations that are accessible by foot. Several geographic focus areas were evaluated using the following criteria (Figure 2):

- **Walkability** – The average Walk Score of all neighborhoods to serve as an indicator of both conditions for walking and the number of destinations within walking distance.
- **Bikeability** – A combination of the average Bike Score of the neighborhoods as well as the degree of “all ages and abilities” route to, from and within the area, rated on a scale of 1-5.
- **Transit Quality** – A combination of the average Transit Score of the neighborhoods as well as the number of high-frequency transit lines available.
- **Shared Mobility** – One point given for each major shared mobility service: Car2Go, Zip Car & Bike Share.
- **Congestion Relief Potential** – The degree of proximity the neighborhood has to significantly congested corridors during peak hour (Figure 1).
A five square mile area south of FM 2222, north of 38th Street, west of IH-35 and east of MoPac (Loop 1) was chosen as the priority community (Figure 3). This area encompasses the Rosedale-Northloop-Ridgetop-Ridgelea-Hyde Park neighborhoods, as well as parts of Allandale, Brentwood and Hancock neighborhoods. The area is well served by transit with two high frequency transit lines, as well as bicycle routes and many walkable destinations.

**Criteria**

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Central Austin Neighborhoods</th>
</tr>
</thead>
<tbody>
<tr>
<td>Walk Score</td>
<td>69</td>
</tr>
<tr>
<td>Bike Score / Connectivity</td>
<td>91 / 4</td>
</tr>
<tr>
<td>Transit Score / Access</td>
<td>52 / 4</td>
</tr>
<tr>
<td>Shared Mobility Services</td>
<td>2</td>
</tr>
<tr>
<td>Congestion Relief Potential</td>
<td>A</td>
</tr>
</tbody>
</table>

*Figure 2 Mobility Network Evaluation Metrics for Priority Community*

**Figure 3 Map of Priority Community**

**PRIORITY COMMUNITY OUTREACH**

Extensive outreach was conducted to increase awareness of the *Smart Trips: Central Austin* program. Prior to the launch of the program, presentations and Q&A sessions were held at all neighborhood associations located within the priority community. A neighborhood-wide open house was also held at the neighborhood library to announce the program and gather feedback from residents. Smart Trips team members contacted businesses within the priority community to gauge interest in championing the program’s mission and potentially hosting events. A social media presence on Facebook & Twitter was developed by sharing transportation industry news and updates on the Smart Trips North Austin
Pilot Program for about two months prior to the launch of *Smart Trips: Central Austin*. All residents in the area were contacted at least three times via mailed order forms and newsletters during the four month long program.

**Program Elements**

**TOOLKITS**

The Smart Trips Austin team mailed all households in the priority community an order form to encourage residents to place a customized transportation toolkit order either online or by returning the postage-paid mail-in order form. The online version of the order form was promoted in Smart Trips e-newsletters, on social media platforms like Facebook, Twitter, and Nextdoor, and at special Smart Trips events. All toolkit items were delivered in a branded drawstring bag. Smart Trips customers could request both custom branded Smart Trips brochures as well as pre-existing brochures and maps. Branded incentive items were included in all toolkits. The following materials were available for toolkits:

**Bicycling Resources:**
- Austin B-Cycle Day Pass
- City of Austin Bike Map
- Smart Cycling Quick Guide

**Ride Sharing Resources**
- MetroRideShare: Share the Ride Brochure
- My TX Ride Brochure

**Transit Resources:**
- Capital Metro System Map
- CapMetro App Brochure
- 801 MetroRapid Brochure
- 803 MetroRapid Brochure
- Bus Route Maps
- Maps of closest transit routes to customer's home

**Walking Resources:**
- Central Austin Community Map with Neighborhood Strolls
- Walk Smart Brochure
- Let’s Walk to School Coloring Book

*Figure 4 Items available for customers to request in toolkit*
Branded Incentives in All Toolkits:
- Set of red and white flashing lights,
- Reflective slap bracelet
- Set of wrist sweatbands
- Fandana™ to use as a bandana, headband, beanie, or scrunchie

“I live in a shared house with 5 other people (unrelated, separate finances). You delivered some of these items for one roommate today and everyone went nuts over how great the swag was! . . . I’m excited about the bike map resources and especially the bike lights. I’m also new to the area and would love the bus commuting map as well. Thank you so much for dropping that off, that was the sweetest thing. It is great to have the bike lights because I just lost mine so now I will be safe riding at night.”

– Julia, Smart Trips Participant

THE OPTIONS TEAM
Capital Metro hired Options Team members Denise Davis, Sam Mihelic, Julia Murray and Ben Watson to assist with program implementation. The Options Team was responsible for delivering toolkits, interacting with residents in person and by phone, and assisting with special events. The team received training in best practices bicycle and pedestrian safety standards, navigation of the local public transit system, motivational interview techniques to facilitate sustainable behavior change, and the digital delivery tracking system.

“The best part is biking around and delivering the information to help people help themselves.”

- Sam, Option Team Member

TOOLKIT DELIVERY
Options Team members were outfitted in Smart Trips branded polos or t-shirts while they hand-delivered the custom transportation toolkits. The Options Team delivered toolkits by bicycle, carpool, bus or on foot to increase the visibility of the transportation options the program was encouraging. Options Team member Sam Mihelic reported that customers were happy to see their toolkits hand delivered by a person walking or riding a bike as it made the program feel more authentic.

In-person deliveries facilitated one-on-one participant interactions, when the resident was home at the time of delivery. A motivational interview was attempted in order to determine the participant’s transportation goals and help them overcome any obstacles that may prevent them from trying a new
transportation option. Toolkit deliveries were usually conducted mid-day to increase the Options Team members’ visibility and personal safety. Deliveries were exclusively made on weekdays. About five to ten percent of Smart Trips customers were home at the time of delivery.

“I have received my packet and am quite pleased. Your delivery man was just right: good-humored, polite, and was swift. The packet gets me going as did the delivery guy who gave me a basic run down of the way to approach the system. Thanks for your amazing speed with this.”

—Bill, Smart Trips Participant

HIGH TECH/HIGH TOUCH COMMUNICATIONS
The Options Team contacted Smart Trips participants both one-week and three-weeks after toolkit delivery. An Options Team member called the participant one week after toolkit delivery to check-in and answer questions regarding the contents of the participant’s toolkit or the participant’s transportation habits. Participants usually expressed gratitude for the toolkit and anecdotally reported enjoying the materials provided. A smaller proportion of participants requested assistance in achieving their transportation goals. Emails were sent to participants three weeks after toolkit delivery to ask if the participant had any successes attempting a new transportation option and thank them for participating in the program.

I talked with one participant who said that he wanted to ride his bike more but was afraid of riding alone. I recommended some of the group social rides that I like to attend, like Lend Your Legs [a local Austin community service group that pairs sighted cyclists with students at the Texas School for the Blind to ride tandem bicycles] so he could ride his own bike with a great group of people at a good pace and distance for beginners.

—Denise, Options Team Member

MARKETING & OUTREACH
Newsletters
Print and electronic newsletters were customized with event calendars and transportation information relevant to the priority community. Two print newsletters were sent over the course of the program to all 12,600 residents. A spike in toolkits followed each release of these print newsletters.

Six electronic newsletters were sent to residents who requested a toolkit, residents who were interested in the program, and special event participants. Subscribers to the list grew from zero recipients at the
program’s launch to 592 recipients at the end of the program. E-Newsletter content was primarily linked to event landing pages (Figures 5 and 6)

<table>
<thead>
<tr>
<th>URL</th>
<th>Total Clicks</th>
<th>Unique Clicks</th>
<th>Appearances in STA E-News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Fix-A-Thon</td>
<td>41</td>
<td>36</td>
<td>2</td>
</tr>
<tr>
<td>Order Your Toolkit</td>
<td>40</td>
<td>35</td>
<td>5</td>
</tr>
<tr>
<td>June 10th City Cycling Class</td>
<td>24</td>
<td>18</td>
<td>5</td>
</tr>
<tr>
<td>Eat Walk Live Walking Group</td>
<td>15</td>
<td>14</td>
<td>5</td>
</tr>
<tr>
<td>June 22nd Transit Adventure: Blues on the Green</td>
<td>14</td>
<td>11</td>
<td>3</td>
</tr>
<tr>
<td>June 23rd Shakespeare in the Park</td>
<td>14</td>
<td>14</td>
<td>4</td>
</tr>
<tr>
<td>June 4th Transit Adventure: Bubblepalooza</td>
<td>14</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>Upcoming Events</td>
<td>11</td>
<td>10</td>
<td>3</td>
</tr>
<tr>
<td>July 7th City Cycling &amp; Guided Ride</td>
<td>11</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td><a href="http://www.smarttripsaustin.org">www.smarttripsaustin.org</a></td>
<td>10</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Car2Go Promotion</td>
<td>9</td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Smart Trips Facebook</td>
<td>5</td>
<td>5</td>
<td>6</td>
</tr>
<tr>
<td>Smart Trips Twitter</td>
<td>1</td>
<td>1</td>
<td>6</td>
</tr>
</tbody>
</table>

*Figure 5 Smart Trips Austin sites with the most cumulative post clicks*

<table>
<thead>
<tr>
<th>URL</th>
<th>Newsletter Clicks</th>
<th>Percent of E-Newsletter Readers Who Clicked Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bike Fix-a-Thon</td>
<td>4</td>
<td>18.8%</td>
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<tr>
<td>Order Your Toolkit</td>
<td>6</td>
<td>13.6%</td>
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<tr>
<td>Transit Adventure to Blues on the Green</td>
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<td>7.4%</td>
</tr>
<tr>
<td>June 10th City Cycling</td>
<td>2</td>
<td>7.4%</td>
</tr>
<tr>
<td>SmartTripsAustin.Org</td>
<td>1</td>
<td>7.4%</td>
</tr>
<tr>
<td>Bike Fix-a-Thon - Reminder</td>
<td>6</td>
<td>7.1%</td>
</tr>
<tr>
<td>City Cycling Guided Ride</td>
<td>5</td>
<td>6.5%</td>
</tr>
<tr>
<td>June 10th City Cycling Reminder</td>
<td>3</td>
<td>5.9%</td>
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<tr>
<td>Upcoming Events</td>
<td>2</td>
<td>5.5%</td>
</tr>
<tr>
<td>Transit Adventure to Blues on the Green - Reminder</td>
<td>4</td>
<td>5.2%</td>
</tr>
<tr>
<td>Transit Adventure to Wall-E</td>
<td>1</td>
<td>4.9%</td>
</tr>
</tbody>
</table>

*Figure 6 Newsletter links with the greatest engagement*

**Social Media**

*Smart Trips: Central Austin* staff curated custom social media pages on Facebook and Twitter. The Facebook page was created in February 2016, concurrent with the *Smart Trips: North Austin* Pilot
Program, and garnered 123 Likes by the launch of the *Smart Trips: Central Austin* program. By the end of *Smart Trips: Central Austin*, the *Smart Trips Austin* Facebook page grew to 263 Likes, netting 140 more fans over the course of the program (Figure 7).

Content was posted to the Facebook page frequently, at a rate of about one to two posts per day. The Capital Metro faction of the Smart Trips Team was responsible for posting to the Twitter feed about three to four times per week. The content of posts on both pages was generally special event announcements, relevant transportation industry news, or useful online tools for transportation options route planning. Boosting posts significantly increased the reach of Facebook content. The Facebook posts that reached the most users were “boosted” with payments of $20-$45 (Figure 9). Facebook posts reached over 80,000 impressions (Figure 8).

Smart Trips also posted to NextDoor via the City of Austin NextDoor account. The purpose of NextDoor posts was primarily to encourage residents to RSVP for special events and order toolkits. NextDoor was a successful method of reaching a large neighborhood population and recruiting residents to RSVP for events.

![Cumulative Smart Trips Austin Facebook Page Likes](image)

*Figure 7 Facebook Likes on Smart Trips Austin page over program duration*
Figure 8 Impressions of Smart Trips Austin Facebook page program duration

Smart Trips Order Form link shared on 7/18/16 via Facebook, boosted at $44.50, resulted in reach as described in Table 2.

Table 1 Benefits of Facebook Boosting: Metrics and Reach of 7.18.16 “Do you live in the Hyde Park, Rosedale, North Loop, Triangle...” Post

<table>
<thead>
<tr>
<th>Metric</th>
<th>Definition</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Lifetime Post Reach</td>
<td>Total Number of unique users post was served to</td>
<td>5,497</td>
</tr>
<tr>
<td>Organic Lifetime Post Reach</td>
<td>Number of unique users who saw post in news feed or ticker, or on your Page’s timeline</td>
<td>1,429</td>
</tr>
<tr>
<td>Paid Lifetime Post Reach</td>
<td>Number of unique users your advertised Page post was served to</td>
<td>4,068</td>
</tr>
<tr>
<td>Most comments</td>
<td>Number of unique users who created a story about your page post by interacting with it</td>
<td>3</td>
</tr>
<tr>
<td>Third Most Shares</td>
<td>Users or pages who shared post on timeline</td>
<td>8</td>
</tr>
<tr>
<td>Most link clicks</td>
<td>Users who clicked link contained in post</td>
<td>105</td>
</tr>
<tr>
<td>Most “other” clicks</td>
<td>Users who clicked content on post other than link</td>
<td>39</td>
</tr>
</tbody>
</table>
Website

www.smarttripsaustin.org was created as a platform to collect online orders, to share transportation resources with the public, and to advertise the program. Blog posts were used as landing pages for special events; the posts both outlined the event details and were a platform for collecting event RSVPs. Some materials, such as the neighborhood strolls maps and community map, were available in PDF format on the transportation resources pages of the website. The website was viewed over 4,700 times and reached over 3,800 users (Figure 10).
EVENTS

_md Smart Trips Austin_ partnered with local active living and transportation organizations to host 50 total individual programs. Events were held either entirely in the priority community or started and ended in the priority community, allowing residents to experience the walking, biking and transit routes in their own neighborhood.

Bicycle Programming

*Guided Rides*

Fun group rides around the target community led by City of Austin staff and Bike Austin.

- Ladies Social Ride
- Cyclofemme
- Family Fun Ride at Shipe Park Pool Party
- Family Fun Ride to Shakespeare in the Park

_Bike Valet at Ney Day:_ Much like a car valet, except it’s for bikes. This program offers event attendees a safe, secure, and convenient option for parking their bikes. Hosted by Bike Austin.
**City Cycling Class:** The Driver’s Ed for cyclists; includes a classroom portion followed by a several mile long guided bike ride. A “league-certified” instructor covers everything from bike selection, simple maintenance, fixing a flat, and strategies for riding a bike safely and confidently. Hosted by Bike Austin.

**Bike Rodeo:** Bicycle “obstacle course” designed to help parents and their kids feel more confident on their bicycle by learning about helmet fittings, rules of the road and bicycle handling skills. Hosted by Bike Austin.

**Bike Fix-a-thon:** Free bicycle repair and maintenance workshop where participants learn basic bike maintenance, repair skills and conduct safety checks. Hosted by Ghisallo Cycling Initiative.

**Bike Start:** Learn to ride clinic for youth ages Pre-K through 10 years old. Hosted by Ghisallo Cycling Initiative.

**Youth Bike Club:** Program that helps develop youth to be self-sufficient cyclists who can use their bicycles for transportation to parks, the pool, a friend’s house or school without depending on adults. Participants earn Cycle Academy merit badges as they demonstrate skills proficiency. Hosted by Ghisallo Cycling Initiative.

**Transit Programming**

**Transit Adventures:** Program targeting people interested in learning more about riding the bus by taking a free guided bus trip to a local event. Participants learn how to use the Cap Metro app, purchase tickets, get on the bus, and load a bicycle on the front of the bus. Hosted by Capital Metro.

- West Austin Studio Tour
- West Austin Studio Tour (B-Cycle Adventure)
- Blues on the Green
- Unplugged at the Grove
- Bubblepalooza!
- Sound & Cinema
Walk Programming

Guided Walks
Guided neighborhood walks intended to show residents how to travel to fun destinations near their homes.

- Weekly Farmers’ Market
- West Austin Studio Tour
- Shakespeare in the Park

Eat, Walk, Live Walking Group: A weekly group meeting designed to build the strength and confidence of participants who want to travel throughout their neighborhood comfortably and independently. Hosted by Born Again Bodies.

Tabling
Smart Trips representatives set up informational booths at a farmers’ market in the target area, a grocery store in the target area, a Council District Town Hall, and a City Hall mobility fair. Representatives spoke with Austinites who lived within and outside of the target community about transportation options, encouraged residents of the target community to complete a survey in exchange for a toolkit, and answered questions about transportation services and facilities.

Attendance

<table>
<thead>
<tr>
<th>Name</th>
<th># Events</th>
<th>Attendance</th>
<th>Date(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabling</td>
<td>4</td>
<td>88</td>
<td>4/27/2016 - 6/1/2016</td>
</tr>
<tr>
<td>Transit Adventures</td>
<td>6</td>
<td>86</td>
<td>5/15/2016 - 7/20/2016</td>
</tr>
<tr>
<td>Bike Club</td>
<td>4</td>
<td>73</td>
<td>7/11/2016-7/14/2016</td>
</tr>
<tr>
<td>Bike Valet</td>
<td>1</td>
<td>30</td>
<td>5/21/2016</td>
</tr>
<tr>
<td>Bike Start</td>
<td>2</td>
<td>30</td>
<td>7/12/2016, 7/14/2016</td>
</tr>
<tr>
<td>City Cycling</td>
<td>2</td>
<td>10</td>
<td>6/10/2016</td>
</tr>
<tr>
<td>Guided Ride</td>
<td>7</td>
<td>9</td>
<td>7/19/2016</td>
</tr>
<tr>
<td>Bike Rodeo</td>
<td>1</td>
<td>0</td>
<td>6/1/2016, 7/13/2016</td>
</tr>
<tr>
<td>Family Fun Ride</td>
<td>1</td>
<td>0</td>
<td>6/18/2016</td>
</tr>
</tbody>
</table>

"The bike riding at Central Market was very helpful to a beginning/cautious bike rider!"

-Smart Trips Participant
Program Evaluation

PARTICIPATION
About 5% of residents in the target area participated in Smart Trips: Central Austin, either by ordering a toolkit or through participation in a Smart Trips special event. A total of 649 toolkits were requested, of which 531 orders were made by residents in the target area (about 4.2% of the community). 516 people, both residents of the target community and the general Austin population, participated in a transportation options event or were contacted at a tabling event.

<table>
<thead>
<tr>
<th>Dates</th>
<th>April 11-July 22</th>
</tr>
</thead>
<tbody>
<tr>
<td># of Weeks</td>
<td>15</td>
</tr>
<tr>
<td>Priority Community Households</td>
<td>12,600</td>
</tr>
<tr>
<td>Total Households Requesting Toolkits</td>
<td>649</td>
</tr>
<tr>
<td>Households in Target Area Requesting Toolkits</td>
<td>531</td>
</tr>
<tr>
<td>Participation Rate</td>
<td>4.21%</td>
</tr>
</tbody>
</table>

Figure 16 Program Participation

Table 2 Toolkit Orders Received Over Time

TOOLKIT MATERIALS
The most popular items in the toolkit were the Central Austin Community Map, the City of Austin Bike Map, the Austin B-Cycle Day Pass, and the Capital Metro System Map. The least popular items were the
MetroRideShare brochure, MyTXRide, and the Let’s Walk to School Coloring Book. Many participants responded in the post-program survey that they were especially grateful to receive the set of red and white flashing lights in their toolkits.

**Resources Ordered for Toolkits**

<table>
<thead>
<tr>
<th>Material</th>
<th>Pre-Existing Material</th>
<th>Custom Smart Trips Material</th>
</tr>
</thead>
<tbody>
<tr>
<td>Central Austin Community Map</td>
<td>80%</td>
<td>467</td>
</tr>
<tr>
<td>City of Austin Bike Map</td>
<td>71%</td>
<td>415</td>
</tr>
<tr>
<td>Austin B-Cycle Day Pass</td>
<td>55%</td>
<td>324</td>
</tr>
<tr>
<td>Capital Metro System Map</td>
<td>51%</td>
<td>298</td>
</tr>
<tr>
<td>Smart Cycling Quick Guide</td>
<td>48%</td>
<td>283</td>
</tr>
<tr>
<td>Walk Smart Brochure</td>
<td>45%</td>
<td>266</td>
</tr>
<tr>
<td>803 Burnet/S Lamar MetroRapid Brochure</td>
<td>30%</td>
<td>177</td>
</tr>
<tr>
<td>801 N Lamar/S Congress MetroRapid Brochure</td>
<td>28%</td>
<td>167</td>
</tr>
<tr>
<td>CapMetro App Brochure</td>
<td>25%</td>
<td>149</td>
</tr>
<tr>
<td>Request for any local Bus Route Maps</td>
<td>23%</td>
<td>136</td>
</tr>
<tr>
<td>MetroRideShare: Share the Ride Brochure</td>
<td>18%</td>
<td>107</td>
</tr>
<tr>
<td>MyTXRide</td>
<td>17%</td>
<td>100</td>
</tr>
<tr>
<td>Let’s Walk to School coloring book</td>
<td>13%</td>
<td>77</td>
</tr>
<tr>
<td>Request for a specific Bus Route Map</td>
<td>11%</td>
<td>63</td>
</tr>
</tbody>
</table>

Figure 17 Proportion and number of Smart Trips materials ordered by participants

“I am a regular transportation user (bus) and avid walker. I love the lights you included for evening walking. And they will be traveling with me to a two-week walk on the Camino De Santiago in Spain in Oct 2016!”

-Smart Trips Austin Participant
PARTICIPANT SURVEY

Overview
To measure the impact of the 2016 Smart Trips: Central Austin program, the project team administered a pre- and post-program survey to participants. A detailed analysis of the survey responses sheds light on changes in transportation behavior; awareness of and confidence using transportation options; feedback about the program; motivators for participation; and demographics.

Results Summary
Survey results show that over the course of the program, participants changed their transportation behavior, as demonstrated in the following key findings:

- Drive-alone mode share decreased 3.3 percentage points, with a corresponding increase of 5.9% in transit mode share, 2.6% in walking mode share, and 1.2% in “other” mode share. Bicycling and carpool mode share decreased by 1.0% and 5.4%, respectively. These findings support the conclusion that the program succeeded in its goals of decreasing drive-alone trips and generally increasing active transportation.
- Nearly three out of four post-program survey respondents (73%) reported thinking there is value for Austin residents in continuing programs like Smart Trips Austin.
- More than one in four post-program survey respondents (26%) reported trying a new transportation option during the program. Trying a new mode can be one of the biggest barriers to change; the Smart Trips: Central Austin program made a meaningful contribution to overcoming that barrier.
- Thirty percent of post-program survey respondents reported that they use transportation options more often because of the program.
- Almost three out of four respondents (73%) reported feeling more aware of transportation options in Austin because of the program.
- The majority (84%) of post-program survey respondents agreed that the community map was useful and that the customized toolkit they received, filled with Austin transportation information, was helpful. The same percentage of respondents appreciated the personal delivery of the toolkit and interaction with the Options Team.

METHODOLOGY
Participant-Based Survey Methodology
The project team administered a pre- and post-program survey of participants. The pre-program survey was incorporated into the registration/order form and participants were able to submit the survey and order form on an ongoing basis until July 22, 2016. To expedite the fulfillment and delivery of customized toolkits, the initial mailers were sent in two waves: on April 8, 2016, 7,056 target area households received the combined survey-order form by mail and on April 22, 2016, an additional 5,556 target area households received the survey-order form by mail. After these initial mailings, target area households were sent two mailed newsletters, which invited them to order their toolkit online and take the survey if they had not already done so. Participants were also emailed newsletters encouraging them to refer their friends and neighbors to sign up. Online and paper order form submittals always
increased following these electronic newsletters. The online survey and order form were also promoted at community events and on social media. After completing all toolkit deliveries and program activities, the project team emailed the post-program survey on August 5, 2016, to 383 participants. The project team also mailed the survey to 204 participants who did not provide an email address. The post-program survey saw a 23% response rate. Return postage for both surveys was pre-paid by the City of Austin to increase the response rate. Table 1 below summarizes the survey response.

**Table 1: Survey Response Rates Summary**

<table>
<thead>
<tr>
<th></th>
<th>Pre-Program Survey</th>
<th>Post-Program Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distribution Dates</td>
<td>April 8 – July 22, 2016</td>
<td>August 5 – September 14, 2016</td>
</tr>
<tr>
<td>Number of Surveys Sent</td>
<td>12,612</td>
<td>587</td>
</tr>
<tr>
<td>Number of Completed Surveys</td>
<td>587</td>
<td>136</td>
</tr>
</tbody>
</table>

**Data Limitations**

This analysis experienced several data limitations:

- **Demographic differences** – For comparative purposes, both surveys asked demographic questions, which revealed some differences between the pre- and post-program survey samples. For example, the post-program survey had a higher percentage of respondents ages 70 to 79 (6 percentage point difference between the two surveys). The post-program survey also had a smaller percentage of respondents ages 20-39 (12 percentage point difference). The post-program survey had a smaller percentage of respondents with access to a personal vehicle (10 percentage point difference). These findings suggest that the pre- and post-program survey populations are somewhat different from each other. Demographics are discussed further in the demographics section of this report.

- **Weekday vs. weekend differences** – The project team observed that post-program respondents reported a higher percentage of trips on weekdays than pre-program survey respondents. This may affect the number and types of trips reported by respondents, and therefore likely resulted in differences between the two survey data sets.

- **Difference in average number of daily trips** – Respondents in the post-program survey reported making fewer trips on average per day (3.5 trips per day, compared to 4.4 in the pre-program survey). This finding indicates differences between the two survey samples, and may be related to the greater proportion of weekday trips and greater percentage of older respondents in the post-program survey (i.e., individuals may make fewer trips on weekdays than on weekends, and older individuals tend to make fewer trips than younger populations).

**TRANSPORTATION BEHAVIOR CHANGE**

**Mode Shift**

*Methodology*

To measure mode share and mode shift over the course of the program, the pre- and post-program surveys asked respondents to tally all trips made “yesterday” by driving alone, carpooling, transit,
bicycling, walking, and other modes. The surveys asked about trips made “yesterday” to get a snapshot of daily trips made by respondents. Mode share is calculated as the percentage of total trips made by a specific mode. If more trips are made by a certain mode in the post-program survey, then there has been mode shift towards that mode. For example, if 4% of trips in the pre-program survey were made by bicycle, and 8% of trips in the post-program survey were made by bicycle, then an absolute mode shift of 4% has occurred.

Mode Share/Mode Shift Results

Figure 1 shows the share of trips made by each mode in both the pre- and post-program surveys. As seen in the subsequent “mode shift” chart (Figure 2), drive-alone mode share decreased 3.3 percentage points, with a corresponding increase of 5.9% in transit mode share, 2.6% in walking mode share, and 1.2% in “other” mode share. Bicycling and carpool mode share decreased by 1.0% and 5.4%, respectively.

Figure 1: Mode Share
(As reported in pre- and post-program surveys)

Figure 2: Mode Shift*
(As reported in pre- and post-program surveys)
Percentages were rounded to the nearest tenth; for this reason, the values may not match the changes shown in the chart above.

To simplify the mode shift analysis, the project team also compared active transportation mode shift (which includes walking, biking, and transit combined) to driving modes. For this analysis, in Figure 3 below, trips taken by “other” modes were removed because it was not clear whether to categorize them as active transportation or driving. In this analysis, drive-alone mode share decreased 2.7 percentage points, active transportation mode share increased 8.0 percentage points, and carpool mode share decreased 5.4 percentage points. These percentage points differ from Figure 2 because "other" modes were removed from the analysis.

**Figure 3: Mode Shift**
(As reported in pre- and post-program surveys)

**Frequency of Transportation Options Use**
To supplement the mode shift results, the post-program survey asked participants if they use transportation options more often now because of the program. Nearly one-third (30%) of respondents agreed with this statement, demonstrating the program’s effectiveness in encouraging participants to use transportation options. The pre- and post-program survey also asked respondents how many days they planned to use transportation options “next week.” To measure the changes in individuals for this question, the project team analyzed the data of respondents who took both the pre- and post-program surveys. As shown in figure 4 below, across the “panel” of 104 matched pre- and post-program respondents, there was an average increase of .4 days per week of transportation options use.

**Figure 4: Change in Planned Weekly Use of Transportation Options (N=104)**
(Panel responses to the question, “Looking ahead to the next week, how many days do you plan to walk, bicycle, bus or carpool to get to any of your destinations?” as reported in pre- and post-program surveys)
Awareness, Exposure, and Confidence

In addition to questions intended to gauge changes in respondents’ transportation behavior during the program, the surveys asked questions focused on awareness of, exposure to, and confidence using transportation options.

With regards to awareness, as Figure 5 shows, nearly three out of four respondents reported feeling more aware of transportation options in Austin because of the program. Furthermore, as shown in Figure 6, more than one-quarter of respondents reported trying a new transportation option during the program. These positive results around awareness and exposure are supported by research that acknowledges that promotion and education can contribute to increased transportation options use.¹ It should also be noted that nearly half of respondents reported that they already regularly use transportation options.

Both surveys also asked respondents to rate their confidence using different transportation options on a scale of one to five (five being very confident and one being not at all confident). As the average confidence ratings in Figure 7 show, post-program survey respondents reported greater confidence using all transportation options but one. The only mode for which confidence decreased was taxis and other vehicles for hire. Following a referendum on the regulation of transportation network companies, Uber and Lyft ceased operations in the City of Austin. This occurred during the program, which may explain the decrease in confidence.
**Figure 7: Confidence in Using Transportation Options**

Responses to the question, “How confident are you in using the following transportation options?” as reported in pre- and post-program surveys

![Average Confidence Rating](image)

- **Pre-program survey (N=564)**
- **Post-program survey (N=125)**

**PROGRAM FEEDBACK**

**Value of Program**

To gain an understanding of whether *Smart Trips: Central Austin* was helpful and if respondents would support future programs, the post-program survey asked questions to gain feedback. As Figure 8 shows, the majority of respondents (84%) reported that the community map was useful and that the toolkit was helpful. In a similar finding, 84% of respondents were appreciative of the personal delivery of their toolkit and their interaction with the Options Team. The project team suspects that the community map, toolkit, and personal delivery of the toolkit played a valuable role in helping respondents feel more aware of and confident using transportation options. One-on-one interactions are a hallmark of *Smart Trips Austin* and should be continued in future iterations of the program.

Nearly two-thirds of respondents also reported feeling more connected to their community because of the program. The project team attributes this increased feeling of community connection to program events and neighborhood-specific materials, such as the stroll maps which highlighted local destinations. Finally, in further support of the program, three out of four post-program survey respondents reported that there is value in continuing programs like *Smart Trips Austin*. 
Figure 8: Opinions on Community Connections and Information (N=126)
(Responses to the question, “Indicate your level of agreement with the following statements” as reported in the post-program survey. Respondents reported their agreement on a scale of one to five, one being strongly disagree and five being strongly agree.)

<table>
<thead>
<tr>
<th>Statement</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>I feel more connected to my community because of the program.</td>
<td>26%</td>
<td>65%</td>
<td>9%</td>
</tr>
<tr>
<td>I found the community map with bus, bike and walking routes in my neighborhood useful.</td>
<td>11%</td>
<td>84%</td>
<td>6%</td>
</tr>
<tr>
<td>The customized toolkit I received, filled with Austin transportation information was helpful to me.</td>
<td>11%</td>
<td>84%</td>
<td>5%</td>
</tr>
<tr>
<td>I appreciated the personal delivery of my toolkit and interaction with the Options Team.</td>
<td>12%</td>
<td>84%</td>
<td>4%</td>
</tr>
</tbody>
</table>

MOTIVATORS FOR PARTICIPATION
Promotional Methods
To learn about the effectiveness of the program’s promotional strategies, the post-program survey asked participants how they heard about the program. As Figure 9 shows, over half of the respondents heard about the program through the mailed survey-order form and newsletters. Direct mail is the single promotional method that reaches all target households in a typical residential program. Figure 10 summarizes these findings further.
For a larger picture of the successful outreach methods, the subsequent chart combines these methods into four categories: mail, digital, person-to-person, and other. Second to direct mail, the most effective outreach method was online or digital communications: more than one-quarter of respondents heard about the program through an online media channel (such as an E-newsletter, Facebook, Next Door, blogs or websites, Twitter, and the program website). Also noteworthy is that nearly one in four respondents heard about the program through person-to-person outreach including word of mouth and community activities.

**Figure 9: How Respondents Heard about *Smart Trips Austin* (N=130)**
(Responses to the question, “How did you hear about the *Smart Trips Austin* program? (check all that apply)” as reported in the post-program survey)

**Figure 10: Combined Ways of How Respondents Heard about *Smart Trips Austin* (N=130)**
(Responses to the question, “How did you hear about the *Smart Trips Austin* program? (check all that apply)” as reported in the post-program survey)
Reasons for Participating

In addition to asking how respondents heard about the program, the survey asked why respondents made the decision to participate. As Figure 11 shows, more than three-quarters of respondents wanted to learn more about transportation options. This finding supports the desire for programs that provide transportation information and support in Austin. Almost half of respondents also expressed a desire to reduce pollution, obtain a free gift, or avoid driving in traffic. In particular, one respondent expressed concerns about global warming as a reason for participating. A number of respondents also stated the desire to provide the City with data. The City of Austin should consider these motivators for participation when planning for future programs. In particular, the opportunity to learn about transportation options should continue to be a main focus of the program.

Figure 11: Reasons for Participating (N=130)
(Responses to the question, “Please select the reasons you decided to participate in the Smart Trips Austin program (check all that apply)” as reported in the post-program survey)
COMPARATIVE ANALYSIS OF RESPONDENTS

In order to analyze differences between the survey samples, the pre- and post-program surveys gathered demographic information from respondents. As the charts below show, the samples are comparable for the most part, with the exception of differences in vehicle access, age, and gender. The points below discuss these differences.

- The post-program survey had a smaller percentage of respondents with access to a personal vehicle (10 percentage point difference).
- The post-program survey had a higher percentage of respondents ages 70 to 79 (6 percentage point difference) and a smaller percentage of respondents ages 20-39 (12 percentage point difference).
- The gender of respondents is comparable between the two surveys. It is worth noting, based on the pre-program survey data, that the program saw a higher proportion of female participants than males.

Figure 12: Do You Have Access to a Personal Vehicle Most Days? (As reported in the pre- and post-program surveys)

![Chart showing access to a personal vehicle between pre-survey (87%) and post-survey (78%)](chart12)

Figure 13: Do You Have Access to a Working Bicycle Most Days? (As reported in the pre- and post-program surveys)

![Chart showing access to a working bicycle between pre-survey (66%) and post-survey (69%)](chart13)
Figure 14: What is Your Age?
(As reported in the pre- and post-program surveys)

- 30 to 39: 26%
- 20 to 29: 20%
- 40 to 49: 19%
- 50 to 59: 13%
- 60 to 69: 17%
- 70 to 79: 15%
- 80 and over: 13%
- Under 20: 11%
- Prefer not to say: 5%

Pre-program survey (N=576) and Post-program survey (N=127)

Figure 15: With Which Gender Do You Identify? (Choose all that apply.)
(As reported in the pre- and post-program surveys)

- Female: 59.6%
- Male: 38.3%
- Prefer not to say: 1.6%
- Gender non-conforming: 0.5%
- Transgender: 0.2%

Pre-program survey (N=575) and Post-program survey (N=127)
Figure 16: Are You of Hispanic Origin?  
(As reported in the pre- and post-program surveys)

![Bar chart showing the percentage of respondents who are Hispanic.](chart16)

89% in the pre-program survey (N=553) vs. 94% in the post-program survey (N=125).

Figure 17: With Which Race(s) Do You Identify? (Choose all that apply.)  
(As reported in the pre- and post-program surveys)

![Bar chart showing the percentage of respondents identifying with different races.](chart17)

- White: 80% pre-program (N=569), 83% post-program (N=133)
- Asian: 7% pre-program, 9% post-program
- Other: 6% pre-program, 5% post-program
- Black or African American: 1% pre-program, 2% post-program
- American Indian: 0% pre-program, 1% post-program
- Prefer not to say: 7% pre-program, 1% post-program
Lessons Learned

PROGRAM TIMING: PLANNING, SEASON, AND LENGTH
The program ran for four months from April 2016 to July 2016 and launched after a four-month planning period. The planning time period proved to be a tight schedule for creating a business plan and budget, designing materials, securing special events vendors, hiring and training the Options Team, and securing print and mail contracts.

Due to unforeseen purchasing scheduling, the special events vendors were unable to host their programs until June and July. This was not an ideal time to be hosting active living outdoor activities due to the intense Texas summer heat. Many evaluation survey participants responded that they would love to try new transportation options when the weather is cooler.

The program was originally scheduled to run for twelve weeks, but was extended by three weeks because the team determined that it needed more time to build an audience for marketing purposes, accommodate for special events, and recruit more participants. The Options Team was able to deliver all toolkits within the proposed program duration, with the bulk of toolkits being delivered in the second and third month (May and June) of the program. Other methods of outreach could be utilized if the program duration was longer.

Recommendations: A four-month planning timeline is too short for a program with a reach of over 25,000 residents. Shifting the program timing to months with more agreeable weather, like January-early June and late September-November, may encourage more people to participate in events and try new transportation options. However, feedback from parents who participated with their children revealed many were motivated to participate due to the Summer break. Fifteen weeks is the minimum program duration to accommodate for all orders; the program duration may have benefitted from being extended to reach more residents through word-of-mouth referrals, business partnerships, and tabling events.

PRE-PROGRAM OUTREACH
Prior to program launch, all neighborhood associations in the target area were given presentations about Smart Trips Austin and its mission. This outreach was an opportunity to identify champions of the program, especially potential neighborhood leaders that could help with the implementation of transit programming and participant recruitment.

The Options Team reached out to many local businesses to determine if they would be willing to support the program. Many businesses were supportive of the program, but unsure of the next steps of action they could take to promote it. Reaching out to businesses provides an opportunity to identify more program champions who are willing to enroll their employees in the program or display Smart Trips order forms for customers.

Recommendations: Use pre-program outreach to both educate the public about the program and identify program champions; program champions’ roles should be outlined before the outreach period. A plan to identify outcomes and next steps should be formulated prior to reaching out to local businesses for program support.
OPTIONS TEAM: TRAINING & SIZE

The four Options Team members were hired three weeks before the launch of the program. They reported to the Smart Trips management staff that “instruction on how to properly interview and communicate with the public is very helpful” (Sam, Options Team) and, in fact, the motivational interviewing training was the most valuable aspect of their training sequence. The team requested more practice in customer service, interfacing with the public, and motivational interviewing in their trainings. The travel training and delivery tracking system trainings were also useful. The team requested a practical travel training session to explore the target neighborhood by bike. The practical travel training would also have increased safety, as the Options Team could to learn which bike routes to recommend to participants and would have increased their personal awareness of potentially dangerous streets to avoid while making deliveries.

The four team members delivered most of the approximately 500 toolkits within two-weeks of receiving the orders. They reported that the high volume of orders received at the beginning of the program was overwhelming, but mostly manageable.

Options Team uniforms were initially heavy black cotton collared shirt. These shirts were not comfortable for the Options Team to wear in the summer heat. Light cotton t-shirts were later purchased as uniforms. The Options Team felt much more comfortable delivering in these uniforms.

Recommendations: Extensive training in motivational interviewing and customer service is important in preparing the Options Team to effectively encourage people to try new transportation options. The Options Team requested more practice and role playing in motivational interviewing, toolkit delivery interactions, and follow-up phone calls. Trainings will be extended to at least two days with one day of motivational interviewing and customer service training and one day of both classroom and practical travel training. Four options team members are the lower limit for effectively executing a program that reaches over 25,000 residents and engages 500 households. Uniforms must be comfortable for the weather of the delivery season.

TOOLKIT MATERIALS

The Smart Trips management team worked with Alta Planning & Design to create custom Smart Trips neighborhood maps, neighborhood strolls, and a walking safety brochure. These items were very popular and well-received. The planning period of the neighborhood and stroll maps was about three weeks.

B-Cycle day passes were a popular item requested. However, only a small percentage of people who requested the passes actually redeemed their offer.

Many people with disabilities reported the materials were useful for finding shared ride services. Seniors sometimes reported that they were not physically able to use transportation options, but enjoyed the program. In the future, to meet this unmet need, supplemental materials could be provided to these two populations to educate them about a diverse range of mobility options available in their neighborhood.

Some incentive items were very popular with program participants, especially the flashing safety lights. Participants often reported that they did not know the purpose of certain incentive items, especially the reflective slap bracelets. The Options Team reported that many participants did not like that they automatically
received all incentive items in their toolkits because “many of [the participants] were people who were concerned about sustainability, and receiving items that they did not need felt wasteful” (Sam, Options Team).

**Recommendations:** Quality neighborhood maps are popular with participants and important to achieve the program’s goals. A low rate of participant’s will redeem offers like free bus passes and free bike share day passes; program planners should create an encouragement plan to motivate people to use toolkit items that are redeemable offers. Including more items that help people with disabilities and seniors improve their mobility may meet a need in the community. Including descriptions of incentives in the toolkit, on the website, on the order form, and in follow-up email newsletters will help people understand how to use items and their purposes. Consider only including incentives upon request rather than automatically including incentives in all program materials. All incentives should have a safety purpose.

**ORDER FULFILLMENT AND DELIVERY**

The orders were mailed in two batches, about two-weeks apart, with each batch sent to about 5,000 households. The volume of orders received in the first two weeks was manageable for the Options Team to deliver to participants in a two-week turnaround. However, almost 250 orders were received within one week. This influx of orders was overwhelming to the Options Team and several orders were not delivered within two weeks. Adjusting either the number of orders sent per batch or the size of the Options Team could address this challenge.

The Smart Trips supplies were stored in an office in the downtown district rather than in the target area. Toolkits were fulfilled and prepared at this location. The Options Team reported that it was a convenient location because it is located along good bicycling and transit routes that could reach the target community within ten to fifteen minutes.

The Options Team was originally scheduled for three hour shifts. However, a high proportion of the three-hour shift was dedicated to labeling and stuffing toolkits with the appropriate orders. The toolkit fulfillment/stuffing time limited the time that the Options Team could deliver toolkits during their shift. Shift lengths were extended to five hours so that the Options Team could fill toolkits for an hour, deliver toolkits for about three hours, then clean up and file delivery reports for an additional hour. The Options Team reported that the number of toolkits they could stuff did not scale linearly; receiving more toolkits would not significantly affect the time spent filling toolkits during each shift.

The Options Team used backpacks to carry toolkits to the target area. One options team member would sometimes string more toolkits to the outside of his backpack to carry more. More methods of carrying toolkit cargo can be investigated prior to the next program.

Options Team members used transportation options to travel to, from, and around the target area while making deliveries. Two team member split their time between carpooling together and riding their bicycles, one team member exclusively rode a bicycle, and one team member took transit to the target area then made her orders by foot. Using transportation options increased the visibility of these transportation options and made the program feel more authentic to participants. An Options Team member reported that “people were happy to see their toolkit delivered by someone on a bike”.
All deliveries were made on weekdays between 10am and 4pm. However, most people who are in school or who have a full-time job will not be home during that time. The Options Team reported that about five to ten percent of participants were home at the time of delivery, and therefore motivational interviews were attempted on only five to ten percent of participants.

**Recommendations:** Mail the order forms in batches that are between 1,000 and 3,000 households per four Options Team members to maintain a manageable number of orders received. Choose a fulfillment office that can reach the target community along convenient transit routes and safe bicycling routes. If the office is in the target community, it should be along a route for bicycling and an accessible transit route. Plan shift lengths to accommodate for time spent fulfilling toolkits, reporting deliveries, and commuting to the delivery area. Delivery shifts between five to seven hours are ideal to give the Options Team adequate time to fulfill orders, commute to and around the target area, deliver toolkits, and report deliveries. Backpacks will suffice to carry toolkits to the target area, but additional options should be investigated, like carabiners for toolkit attachment to the outside of backpacks to bicycle trailers. It is recommended that the Options Team use mobility options to deliver toolkits, since it seems to inspire more participants to use those options too. Consider delivery shifts on weekends to increase the rate of interactions with participants. Our team decided that delivering toolkits after dark or during rush hours would be too dangerous for Options Team members commuting to the target area by bicycle.

**COMMUNICATIONS & MARKETING**

All households in the target area were sent a toolkit order form. However, if a resident had moved away from a household located in the target area within the last year, then the order form was forwarded to that resident’s new address. About six percent of toolkits requested by mail were made by people who lived outside the target area and were forwarded their mail from a previous address within the target area. An additional eleven percent of online orders were made by participants outside the target area. These online orders were likely made by people who learned about the program on social media or local media outlets, but did not check that their household was within our range of delivery.

About 12% of Smart Trips participants reported learning about the program through a social media outlet. A social media presence was helpful to build the brand of the program and supplemented the other marketing tools for participant recruitment.

The online newsletter was an effective tool in recruiting people to enroll in the program and encouraging people to RSVP for special events, as evidence by the increase in sign ups and RSVP’s following newsletter distribution via email.

The **Smart Trips Austin** website was visited by nearly 4,000 users. According to Google Analytics, about 230 users viewed the “Order Your Toolkit” page after landing on the main “**Smart Trips Austin**” page. About 248 users landed directly on the “Order Your Toolkit” Page from an outside link, such as links on social media or in the newsletter.

**Recommendations:** A diverse communications plan with a strong mail advertising campaign and an auxiliary online presence is essential in enrolling a large number of participants. Address checks are often a default setting when printing addresses on mail pieces, so check with print and mail contractors that the mail will reach the address on the mail piece regardless of whether its inhabitants have recently changed. Zip code restrictions on
online orders may solve the problem of people outside of the target area requesting toolkits, and subsequently being notified that they are not eligible for toolkit delivery. A strong social media presence is important in building a Smart Trips programs’ brand and is effective at increasing participation in Smart Trips events, but is not an effective recruitment tool on its own. NextDoor is an excellent online resource in reaching a large population within the target community. Online newsletters are effective tools in reaching current participants and encouraging residents to order a toolkit; the subject line of all e-newsletters should be branded with “Smart Trips” to increase proportion of recipients who open the message and read the content. The Smart Trips website is also an effective platform to encourage more potential participants to order a toolkit.

SPECIAL EVENTS
Success in programming attendance varied. The most popular programs were transit programs that traveled to fun family events on the weekends, a program vendor’s Bike Camps that pulled from the vendor’s pre-existing captive audience in the target area, and passive tabling events at popular local destinations like the Farmers’ Market. Events with lower attendance were scheduled on weekdays and required the participant to travel to the specific location for the isolated event. Tabling events that provided a service, like the Bike Fix-A-Thons, were best attended when the events were held several weeks in a row, at the same time of day and location; the previous week’s event would often advertise for the next week’s event.

Eleven percent of participants responded that they learned about the program at a special event. Toolkit ordering materials and Smart Trips incentives were available at many of the events. Creating a precedent that all events should both engage the community in a transportation option and encourage participants to enroll in the program may be a useful method of recruiting more Smart Trips participants to order toolkits.

Recommendations: Collaborate with vendors to create a diverse marketing plan to advertise to a wider audience that draws upon the communities that follow the Smart Trips program as well as the vendors’ programs. Hosting travel events that are family friendly and on weekends will draw higher attendance. Passive tabling events, like the Bike-Fix-A-Thons, were excellent ways to engage community members in a way that potentially addressed a barrier to trying a transportation option. Tabling events also spread community awareness about the Smart Trips program. Toolkit order forms should be available at all events to capitalize on the opportunity to encourage more people to order toolkits.
TITLE: Bus Stop Improvements and Amenities
Bus Stop Accessibility/Connectivity Improvements Program

FY16 Year End Report
Bus Stop Accessibility/Connectivity Improvements Program

• Capital Metro currently provides service at 2,649 bus stops
• Program Objectives: To make CMTA bus stops accessible
  – Improve currently identified stops and new bus stops for accessibility
  – Improve pedestrian access and connectivity
  – Remove environmental barriers for the disabled
Bus Stop Accessibility/Connectivity Improvements Program

- Partnership with the City of Austin
  - Interlocal Agreement
- Proactive approach with disabled community
  - Access Advisory Committee
  - ADAPT
- Work Plan developed in 2012
  - Estimated approximately 996 stops at $8.4M
Bus Stop Accessibility/Connectivity Improvements Program

- FY16 - Accomplished 155 Bus Stop Improvement projects at $1,322,000

- Work Plan Then and Now
  - 2012 - Approximately 996 Bus Stops Remained
  - 2016 - 92 Bus Stops Remaining

- Total Cost to date $7,919,647
# Program Summary by Year

<table>
<thead>
<tr>
<th></th>
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<tr>
<td>Accessible</td>
<td>1,623</td>
<td>60%</td>
<td>1,860</td>
<td>68%</td>
<td>2,102</td>
<td>79%</td>
<td>2,368</td>
<td>88%</td>
<td>2,557</td>
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<td>Accessibility Review Remains (Constraints)</td>
<td>996</td>
<td>37%</td>
<td>797</td>
<td>29%</td>
<td>497</td>
<td>19%</td>
<td>281</td>
<td>10%</td>
<td>69</td>
<td>2.5%</td>
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<td>Other (Planned or Uncontrolled)</td>
<td>84</td>
<td>3%</td>
<td>73</td>
<td>3%</td>
<td>51</td>
<td>2%</td>
<td>34</td>
<td>2%</td>
<td>23*</td>
<td>1%</td>
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<td>Total Stops</td>
<td>2,703</td>
<td>100%</td>
<td>2,730</td>
<td>100%</td>
<td>2,650</td>
<td>100%</td>
<td>2,683</td>
<td>100%</td>
<td>2,649</td>
<td>100%</td>
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* 2016 Constraints (TBD - Connections 2025)
Percentage of Accessible Stops

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<thead>
<tr>
<th>Program Year</th>
<th>Actual</th>
<th>Projected</th>
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<tbody>
<tr>
<td>2012</td>
<td>60%</td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td>68%</td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td>79%</td>
<td></td>
</tr>
<tr>
<td>2015</td>
<td>88%</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>97%</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>99%</td>
<td></td>
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FY16 Projections Vs. Actuals

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<tr>
<th>PROJECTIONS</th>
<th>PRODUCTION</th>
<th>Percent of Projection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Projects</td>
<td>Actual</td>
<td>52%</td>
</tr>
<tr>
<td>- 300</td>
<td>155</td>
<td></td>
</tr>
<tr>
<td>Expenditure</td>
<td>Actual</td>
<td>67%</td>
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<tr>
<td>- $1.965M</td>
<td>$1.32M</td>
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The complexity of locations, constructability and site availability affected projections versus production.
Targeted Areas Receiving Work Efforts in FY16

- Seminary Ridge
- Parker Lane
- Johnny Morris
- IH-35 Service Roads
- Pleasant Valley
- Springdale
Completed Projects Area Map – FY16
Completed Projects FY16

Wood Hollow at Far West

Lyons at Tillery
Completed Projects

11th at Sabine

Airport at Springdale

Attachment: EOY - Bus Stop Improvements and Amenity 3-27-17 (3755 : Bus Stop
Completed Projects: Before

Pleasant Valley at Caesar Chavez - Southbound
Completed Projects: After

Pleasant Valley at Caesar Chavez - Southbound
Completed Projects: After

Pleasant Valley at Caesar Chavez - Southbound
Completed Projects: Before

North Lamar at Howard - Southbound
Completed Projects: After

North Lamar at Howard - Southbound
Completed Projects: Before

Cherrywood at Edgewood - Southbound
Completed Projects: After

Cherrywood at Edgewood - Southbound
Completed Projects from 2012-2016

2012
2013
2014
2015
2016
FY17 LOOK AHEAD

Program Goals

• Projects - less than 70 remain
• Expenditures – approximately $1,000,000
Areas Planned for Work Efforts

- East ML King Blvd
- Barton Springs Road
- Central Austin
- North Lamar
- New Bus Stops / Service Changes
Remaining Projects Area Map – FY17
Project Look Ahead Challenging Constraints
Bus Stop Amenities
## CMTA Service Guidelines for Amenities

**Category** | **Ridership**
--- | ---
Placement of Bench at Bus Stop | 15 Boardings / Day
Placement of Shelter at Bus Stop | 50 Boardings / Day
Placement for Litter Container at Bus Stop | No Minimum

*Capital Metro currently provides 2,649 bus stops in the service area.*

Shelters and Benches may also be considered based on other factors such as proximity to Social Service Agencies, Medical Facilities, Schools, and Future Development, etc.
## Capital Metro Bus Stop Amenities Comparison - Service Standards to Actuals

<table>
<thead>
<tr>
<th>Amenity</th>
<th>Stops That Qualify</th>
<th>Stops with Amenity</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bench - (bpd 15)</td>
<td>713</td>
<td>542</td>
<td>76%</td>
</tr>
<tr>
<td>Shelter - (bpd 50)</td>
<td>570</td>
<td>377</td>
<td>66%</td>
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</table>

bpd - boardings per day
# Bus Stop Amenities Budget

<table>
<thead>
<tr>
<th>Amenity Type</th>
<th>FY17 Budget</th>
<th>Estimated Amount</th>
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<tbody>
<tr>
<td>Benches</td>
<td>$50,000</td>
<td>25 Benches</td>
</tr>
<tr>
<td>Litter Containers</td>
<td>$50,000</td>
<td>25 Litter containers</td>
</tr>
<tr>
<td>Shelters</td>
<td>$150,000</td>
<td>25 Cantilever shelter</td>
</tr>
<tr>
<td>Bus Stop Signs</td>
<td>$1,180,000</td>
<td>~2700 neighborhood signs</td>
</tr>
<tr>
<td>Bus Stop Redevelopment</td>
<td>$350,000</td>
<td>Infrastructure support</td>
</tr>
</tbody>
</table>

$2000 - Bench  
$2000 - Litter Container  
$6000 - Cantilever shelter.
### Capital Metro Bus Stop Amenities

**Current Capital Improvement Program**

<table>
<thead>
<tr>
<th></th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>Guideline compliance</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Bench budget</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Budget</td>
<td>$50k</td>
<td>$50k</td>
<td>$50k</td>
<td>$75k</td>
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</tr>
<tr>
<td>Bench</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>37</td>
<td>37</td>
<td>*97%</td>
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<table>
<thead>
<tr>
<th></th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>FY20</th>
<th>FY21</th>
<th>Guideline compliance</th>
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</thead>
<tbody>
<tr>
<td><strong>Shelter budget</strong></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget</td>
<td>$150k</td>
<td>$150k</td>
<td>$150k</td>
<td>$100k</td>
<td>$100k</td>
<td>-</td>
</tr>
<tr>
<td>Shelter</td>
<td>25</td>
<td>25</td>
<td>25</td>
<td>16</td>
<td>16</td>
<td>*85%</td>
</tr>
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</table>

Based on bus stops that qualify (boardings per day guideline)

*Percentage is approximate, based on FY16 data. Ridership is dynamic from year to year.*

---

*Packet Pg. 166*
# Capital Metro Bus Stop Amenities

## 3 Year Accelerated Schedule to Reach 100%

<table>
<thead>
<tr>
<th></th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
<th>Guideline compliance</th>
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<tbody>
<tr>
<td><strong>Bench budget</strong></td>
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<td></td>
</tr>
<tr>
<td>Budget</td>
<td>$50k</td>
<td>$146k</td>
<td>$146k</td>
<td>-</td>
</tr>
<tr>
<td>Bench</td>
<td>25</td>
<td>73</td>
<td>73</td>
<td>*100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
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<th>FY18</th>
<th>FY19</th>
<th>Guideline compliance</th>
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<tbody>
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<td><strong>Shelter budget</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Budget</td>
<td>$150k</td>
<td>$504k</td>
<td>$504k</td>
<td>-</td>
</tr>
<tr>
<td>Shelter</td>
<td>25</td>
<td>84</td>
<td>84</td>
<td>*100%</td>
</tr>
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</table>

Based on bus stops that qualify (boardings per day guideline)

*Percentage is approximate, based on FY16 data. Ridership is dynamic from year to year.

Accelerated implementation would require 1 additional full time employee to implement within a 3 year timeframe.
Bus Stop Redevelopment Program

Project Initiation
Bus Stop Redevelopment Overview

1. Identify requirements for bus stops
2. Use requirements to create preliminary designs
3. Seek feedback on preliminary designs
4. Construct prototype design of bus stop
5. Develop program for implementing bus stop redevelopment
Bus Stops: Shelter, Bench and Litter Container

William Cannon at Mt. Carrell / Banister at Summer Oak

10x10

7x14
Bus Stop with Cantilever Shelter Installed

Austin Bergstrom International Airport
Questions?