



CAMPO

CAPITAL AREA METROPOLITAN
PLANNING ORGANIZATION

TAC TDM Subcommittee Committee Meeting

February 16, 2022

**ITEM 1: CALL TO ORDER AND
INTRODUCTIONS**



ACTION



**ITEM 2: APPROVAL OF OCTOBER 5, 2021
MEETING SUMMARY**



INFORMATION



ITEM 3: PUBLIC INVOLVEMENT UPDATES





Focus Groups

- **Purpose: Understand transportation challenges and solutions**
- **Who: Travelers, potential partners, organizations with insights**



Focus Groups

- **Participants**

- ▶ Family Elder Care
- ▶ Senior Access Texas – Employees
- ▶ Senior Access Texas – Users

- **Key findings**

- ▶ Traditional transportation services don't work
- ▶ Need support raising awareness (users and volunteers)
- ▶ Don't want to duplicate services



1:1 Meetings

- **Purpose:** Understand needs, identify partnerships, guide objectives, insights for TDM service recommendations
- **Who:** Government representatives and service providers



1:1 Meetings

- **Participants**

- ▶ Bastrop County
- ▶ Williamson County
- ▶ Hays County
- ▶ Movability
- ▶ Capital Metro
- ▶ CARTS
- ▶ TxDOT
- ▶ CAMPO

- **Key findings**

- ▶ Focus on outcomes not inputs
- ▶ Need better collaboration
- ▶ Tension between reducing congestion and serving essential workers
- ▶ Financial incentives may be challenging



Community Survey

- Blue and Brown Santa events
- Social media with paid promotion
- Partner support





Coming Up

- **Central Texas Interfaith** – essential worker focus group
- **Workforce Solutions** – survey distribution
- **Texas Hotel Association** – essential worker focus group
- **Austin Chamber of Commerce** – employer focus group and survey
- **Austin Area Research Organization** – survey distribution



Our Ask

- **Survey promotion**
- **Focus groups**
- **Email: kaufmanm@urbantrans.com**

ITEM 4: TRAVEL PERSONAS EXERCISE





Established Goals

- TDM stakeholders have ownership and contribute to developing and maintaining a regional TDM system that benefits the entire CAMPO region.
- Develop policies with partner agencies that promote and prioritize both programmatic and infrastructure investments in TDM projects and strategies.









Established Goals

- Expand outreach and education to travelers, providing the transportation options available to them for getting from point A to point B
- Enhance the performance of the region's multimodal transportation system, especially during peak hours.
- Provide a range of transportation options throughout the region.








Personas Exercise

Assignee	Persona	Income	Peak Period Commuter or Shift Worker	Car Owner	Trip Length (miles)	Travel Time by Car (min)	Travel Time by Transit (min)
Joddie	 Isabella: Baggage Handler Travel: Suburban to Airport Purpose: Work	\$23,300	Shift	No	26	41	65
Matt	 Elijah: Tech Worker Travel: Suburban to Urban Purpose: Work	\$88,200	Peak	Yes	20	26	...
Akila	 Mateo: Warehouse Worker Travel: Urban to Industrial Park Purpose: Work	\$37,700	Shift	No	33	38	...
Cathy	 Aaliyah: Financial Worker Travel: Suburban to Suburban Purpose: Work	\$151,800	Peak	Yes	10	18	...
Christina	 Noah: Meat Processor Travel: Rural to Rural Purpose: Work	\$35,700	Shift	Yes	34	41	...
Ed	 Olivia: Student Travel: Suburban to Suburban Purpose: Community College	...	Variable	No	4.5	11	45



Personas Exercise

Assignee	Persona	Income	Peak Period Commuter or Shift Worker	Car Owner	Trip Length (miles)	Travel Time by Car (min)	Travel Time by Transit (min)
Emily	 Liam: Student Travel: Urban to Urban Purpose: University	...	Variable	No	3	11	34
Gary	 Emma: Retired Travel: Rural to Suburban Purpose: Doctor's Appointment	\$37,300	...	No	60	62	...
Nirav	 Camila: Hotel Worker Travel: Urban to Urban Purpose: Daycare Drop-Off	\$25,800	Shift	Yes	15	24	113
Rose	 Sebastian: Retired Travel: Suburban to Suburban Purpose: Pharmacy	\$47,400	...	Yes	4	10	...
Trey	 Jaxon: Job Seeker Travel: Rural to Medical Complex Purpose: Job Interview	Yes	36	41	...



Mobility

It is possible to get to the places necessary for living a healthy life—your job, school, doctor’s office, community centers, and parks. Doing so is affordable, safe, and does not take an excessive amount of time.



Congestion

Slower travel speeds, longer trips times, more crowding, and increased queueing.

ITEM 5: TAC CHAIR ANNOUNCEMENTS





Announcements



- Next TAC TDM Subcommittee: TBD



Adjournment



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