



**Capital Area Metropolitan Planning Organization
 Technical Advisory Committee TDM Subcommittee Meeting**

Held remotely online.

**Meeting Minutes
 February 16, 2022**

Present:

	Member	Representing	Member Attending	Alternate Attending
1.	Ed Collins	CARTS	Y	
2.	Emily Barron	City of Pflugerville	Y	
3.	Cathy Stephens	Travis County	Y	
4.	Gary Hudder	City of Round Rock	Y	
5.	Akila Thamizharasan	TxDOT	Y	
6.	Christina Willingham	City of Austin	Y	
7.	John Nett	City of Buda	N	
8.	Trey Job	City of Bastrop	Y	
9.	Rose Lisska	Capital Metro	Y	

1. Welcome and Introductions Mr. Gary Hudder, Chair

Mr. Gary Hudder opened the meeting with introductions of subcommittee members.

2. Approval of October 5, 2021 Meeting Summary Mr. Gary Hudder, Chair

Mr. Hudder asked for a motion to approve the minutes. Mr. Ed Collins made a motion. Ms. Emily Barron seconded the motion. The Subcommittee voted and the motion prevailed unanimously.

3. Public Involvement Updates.....Mr. Matthew Kaufman, UrbanTrans

Mr. Kaufman briefly reviewed the public and stakeholder involvement information provided in the meeting memo, including one-on-one meetings, focus groups, a regional survey, and social media.

TDM Subcommittee members followed up with some short discussion. Mr. Ed Collins asked to have the survey distribution information sent to everyone to assist in casting a wider net of responses. Mr. Gary Hudder suggested reaching out to Round Rock for survey distribution, and Mr. Ed Collins suggested reaching out to social service organizations.

4. Travel Personas Discussion.....Mr. Chris Cannon, UrbanTrans

Mr. Cannon facilitated a conversation on travel personas and how influencing the travel behavior of different personas can impact congestion and/or mobility. The purpose of this exercise was to solicit input regarding where the TDM program should focus efforts.

The following definitions of mobility and congestion were used:

- 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 trip times, more crowding, and increased queueing.

TDM Subcommittee members were assigned different “personas” representing people living throughout the Austin region with different travel needs and economic situations. Mr. Cannon then asked each person to place their “persona” on an axis of mobility and congestion.

After the persona exercise, a discussion about mobility and congestion ensued. Ms. Rose Lisska stated that regardless of congestion, people need a program that improves their mobility. She said that listing specific TDM strategies that travelers could use would help with future mobility versus congestion discussion.

Mr. Gary Hudder said there is a need for mobility considerations, and the persona exercise could be repeated toward the end of the planning process to help guide where and to whom different TDM strategies can be employed.

Mr. Trey Job supported having a dual track and expressed a desire to work on both mobility and congestion. He wondered if a future TDM program for the Austin region could focus some programs on rural and some on urban. Mr. Trey Job stated that if CAMPO focuses on mobility, it would be important to educate people about the benefits of improving mobility versus reducing congestion.

Ms. Cathy Stephens noted that CAMPO can focus on both mobility and congestion.

Both Mr. Ed Collins and Ms. Rose Lisska made remarks regarding the recent shift in commute patterns. Mr. Ed Collins recommended talking to some of the large state agencies to learn more about how the agencies are handling the return to work and their future vision for commute trends and hybrid work; TxDOT is opening a new space downtown and is allowing people to get a desk if they come in three days a week or a shared space if they come in fewer days per week. Ms. Rose Lisska echoed Mr. Collins’ comments regarding the huge shift in commute patterns and noted that “Elijah” the tech worker in the personas exercise is no longer the focus of TDM programs. She is seeing more trips throughout the day that are shorter with less focus on going downtown. She expressed interest in designing a TDM program that

goes beyond reducing congestion. She also remarked that there has been a 90% reduction in commute trips for Express bus service while on-demand transit service is expanding rapidly.

Others made remarks regarding public transit. Mr. Ed Collins noted that the last time gas prices were this high, transit use was going up. But this time, hiring bus drivers is a challenge for various reasons. Mr. Gary Hudder remarked that Round Rock is about to finish an update to its transit plan and that changing commute patterns are national issue. He is seeing transit options being exchanged for mobility on demand (MOD) services.

There was discussion by several committee members regarding the audiences that this new TDM program could serve. Ms. Cathy Stephens wondered if it was possible to reach out to essential workers in the medical community and asked the consultant team to ensure that public engagement work includes that audience. Mr. Ed Collins remarked that Samsung and Tesla are coming to the area. There is minimal transit service to Tesla, which is right outside the Capital Metro service area. He anticipates that Tesla workers will come from all over the region. The TDM program should anticipate employers collocating near Tesla to serve the factory and provide applicable services.

Others talked about the pandemic as a source of changing commute patterns. Mr. Gary Hudder remarked that the COVID-19 pandemic vastly accelerated rates of change. The work that this group is doing is very timely.

In terms of follow up, Mr. Nirav Ved asked committee members to think a little more about their priorities. Ms. Cathy Stephens expressed interest in repeating the persona exercise once there is a greater sense of what the TDM program will consist of. The consultant team asked committee members to write a little about their personas and share thoughts. Mr. Matthew Kaufman said he would follow up with a poll to help focus development of the TDM program in addition to the timing of activities, looking in particular at an initial focus and a longer-term focus for the TDM program.

5. Announcements Mr. Gary Hudder, Chair

Mr. Gary Hudder announced that the next meeting could possibly occur in-person. Possible dates for a third meeting will be provided.

6. Adjournment Mr. Gary Hudder, Chair

Mr. Ed Collins made a motion to adjourn the meeting. Ms. Cathy Stephens seconded the motion. The Subcommittee voted and the motion prevailed unanimously. Mr. Gary Hudder declared the meeting adjourned.