



TODAY'S PRESENTERS

- **Anton Cox, CAPCOG**
- **Dominic Haigh, Trakk**
- **Tim Hayden, Brain+Trust Partners**
- **Bill McCamley, Transit Forward**
- **Michael Morrison, Hallcon**
- **Yasmine Smith, AAUL, Abundance Law, PUMA**





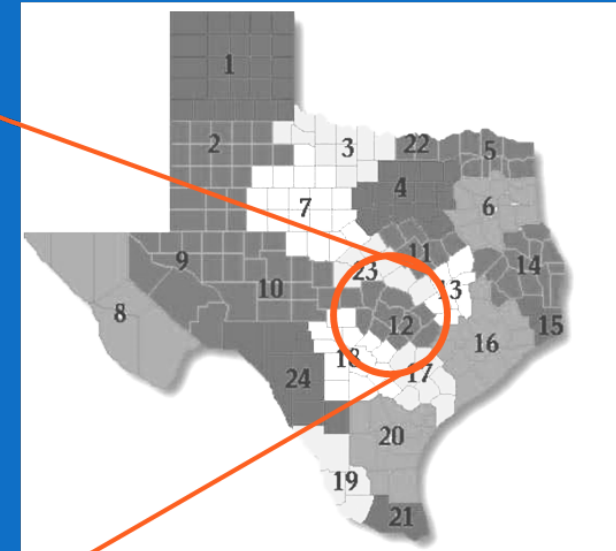
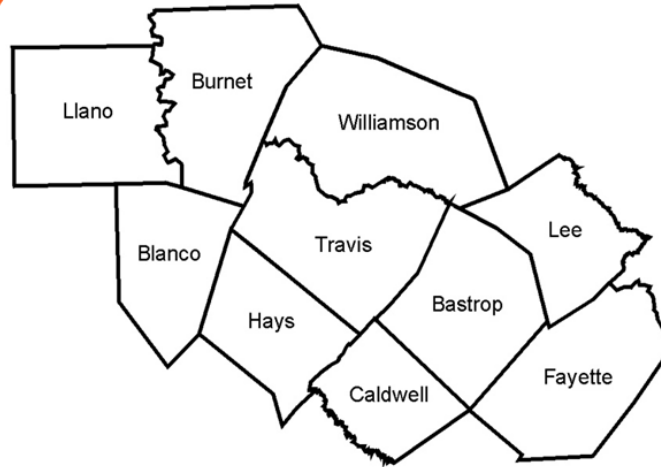
Air Quality And Transportation in Central Texas



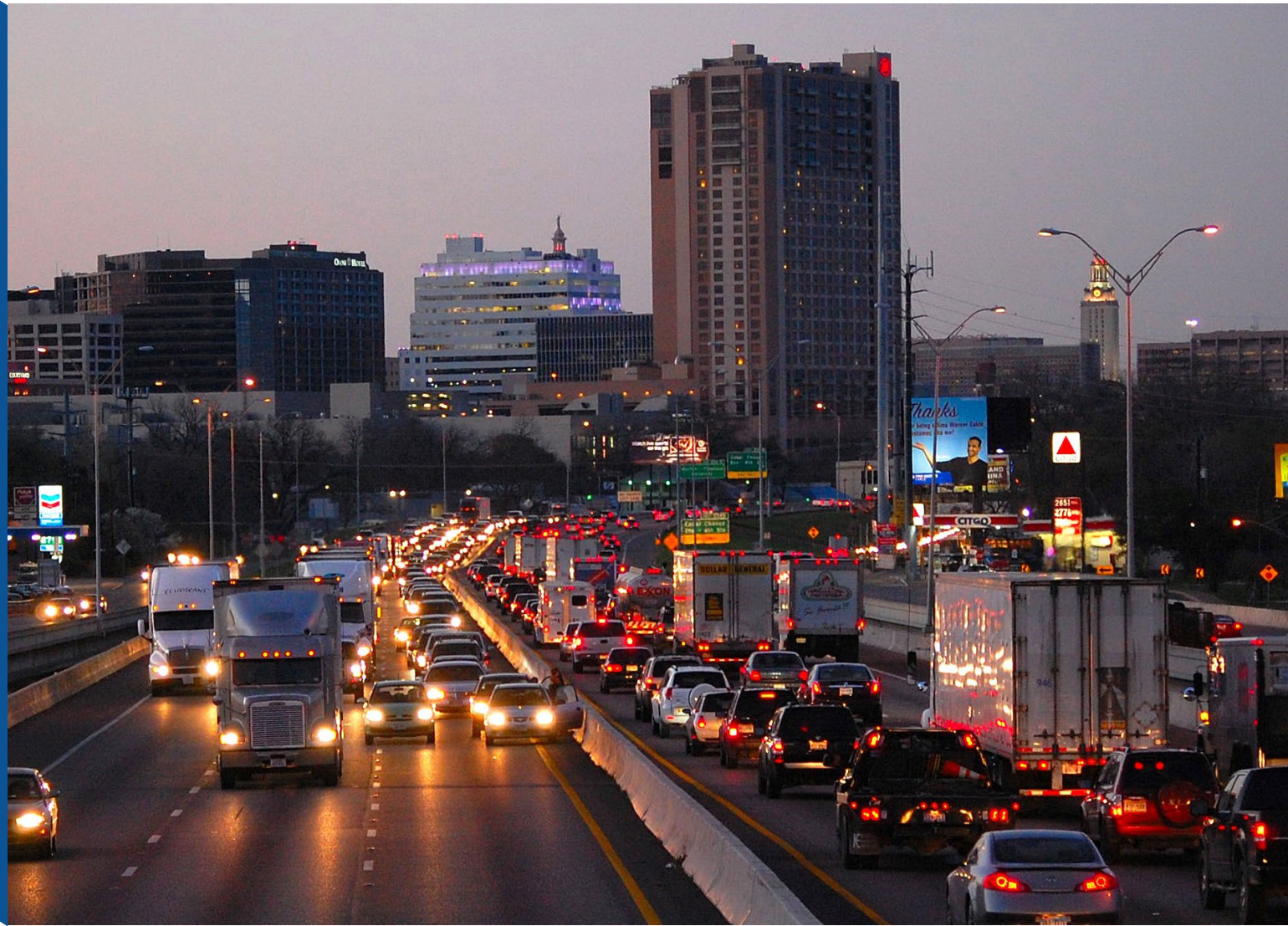


Anton Cox
Air Quality Program Manager

Regional Planning Organization









Residential Real Estate

Austin remains nation's fastest growing major metro

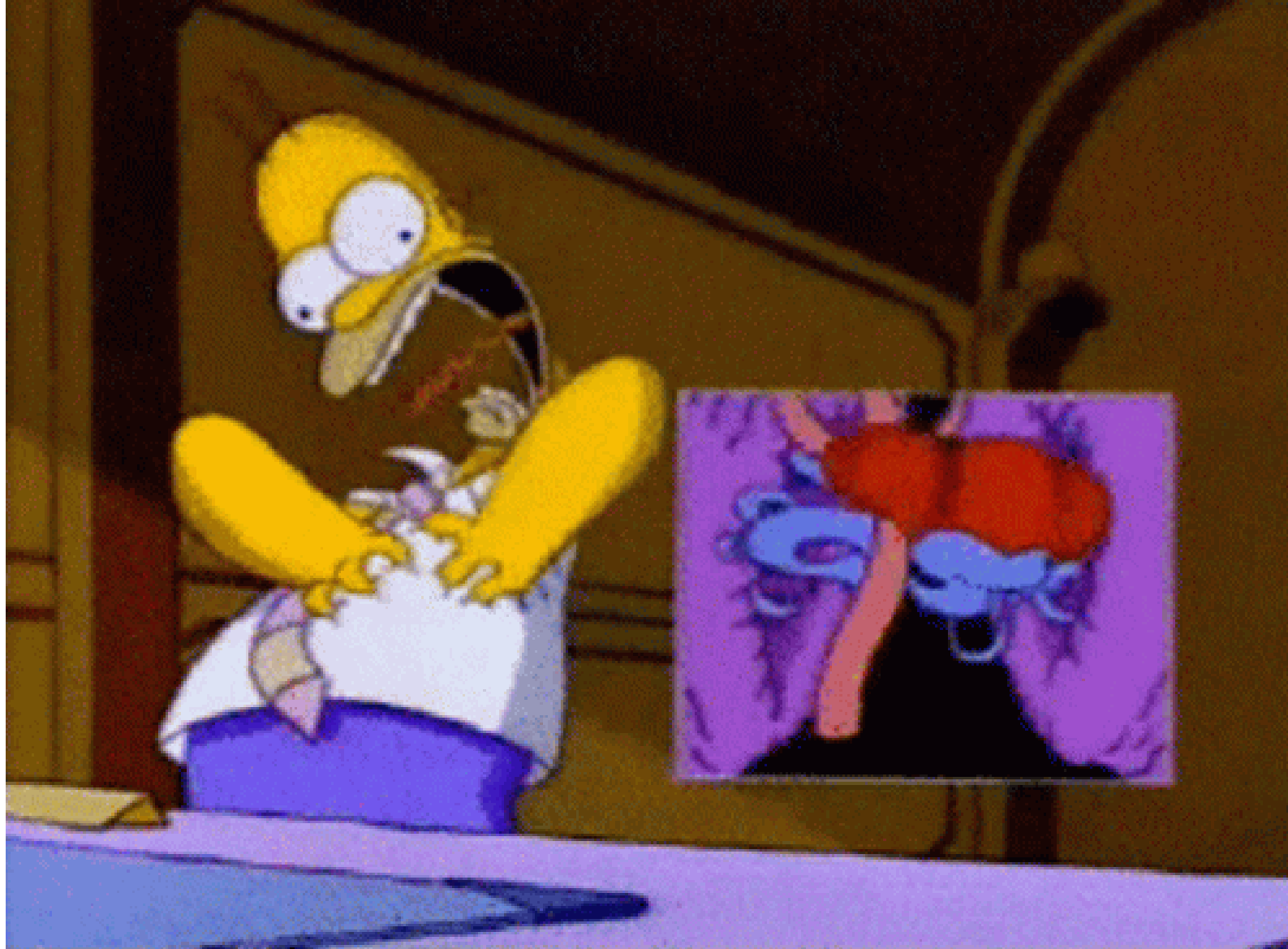
Nearly 2.3M people lived in five-county area as of summer 2020













@LateNightSeth

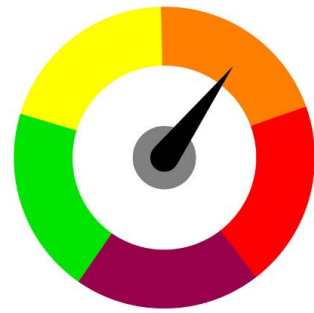


Regional Collaboration





BE AIR AWARE



OZONE

action day

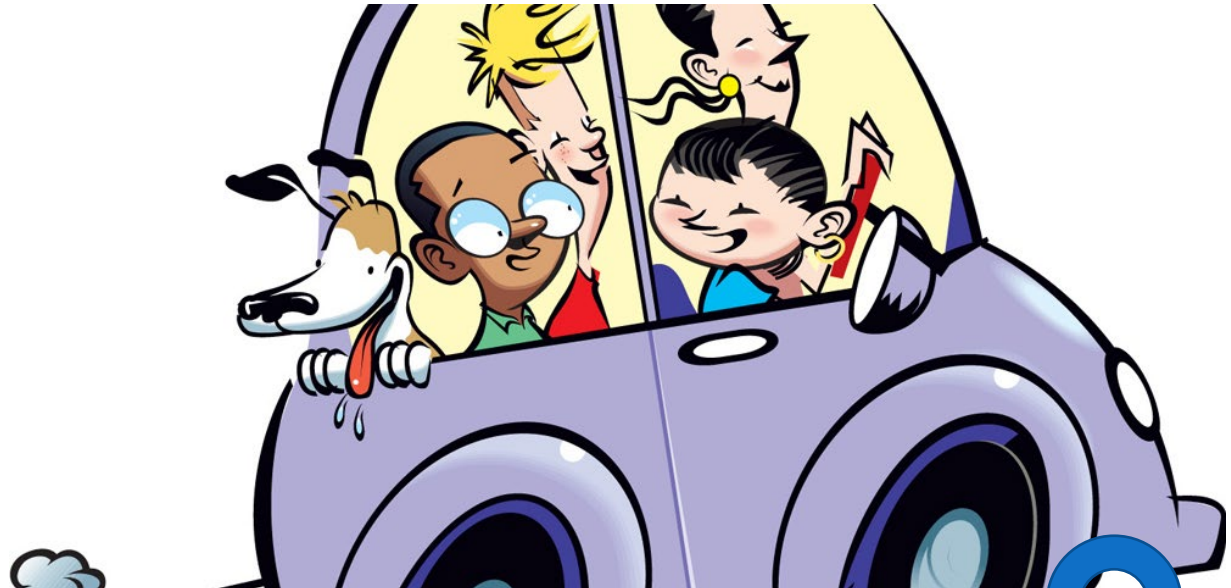


Grant Opportunities



Regional Plans and Studies









Thank you

- Anton Cox
- Air Quality Program Manager
- acox@capcog.org
- 512.916.6036

- Follow Us:
- Air Central Texas
- aircentraltexas.org





An isometric illustration of a cityscape with various buildings, trees, and a yellow taxi. A large blue circle is in the top right corner. A diagonal line separates the dark blue background from a white background. A large orange and purple arrow points from the top left towards the center. The word 'TRAKK' is written in a large, white, sans-serif font.

TRAKK

Mobility-Management and
Reservation System

Dominic Haigh
CRO & Co-Founder
dominic@gettrakk.com

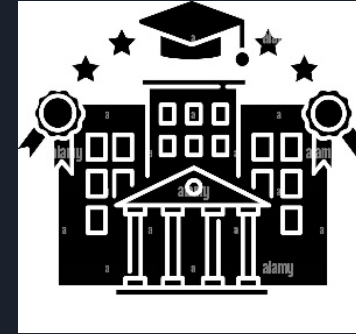
Who offers shuttles?



Companies



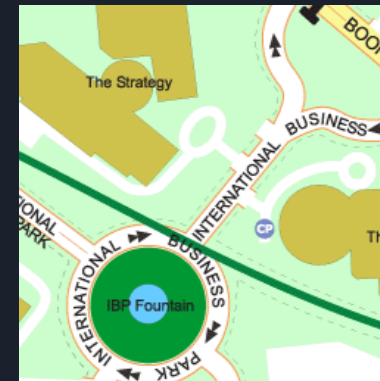
Hospitals



Universities



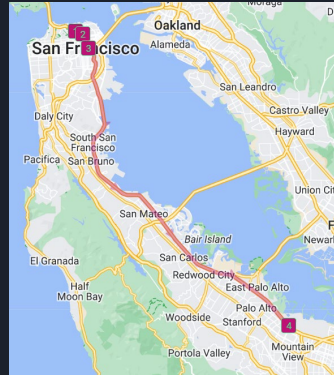
Warehousing and fulfillment operations



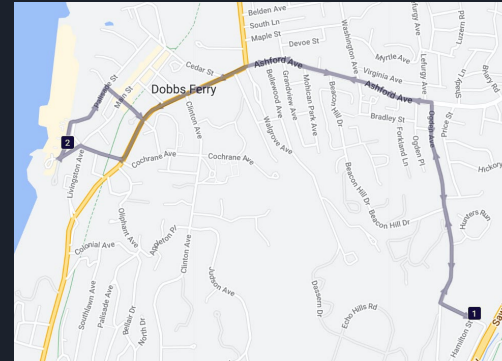
Property managers, landlords and TMA's



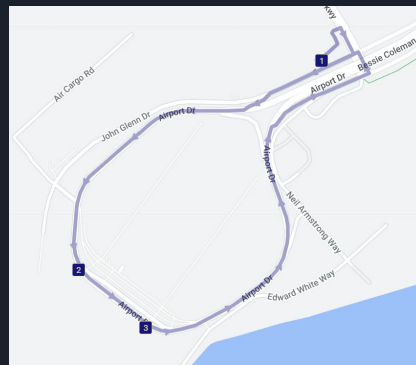
Some service examples



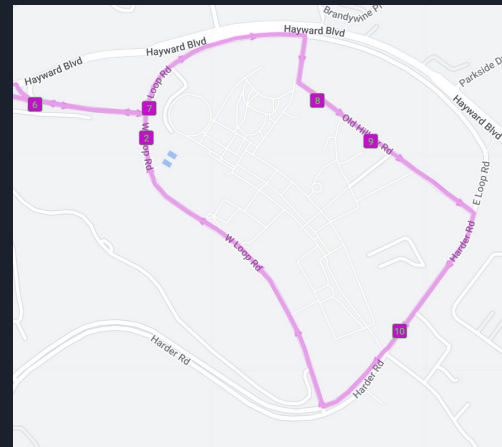
Commute



Last mile



Parking lot



Campus





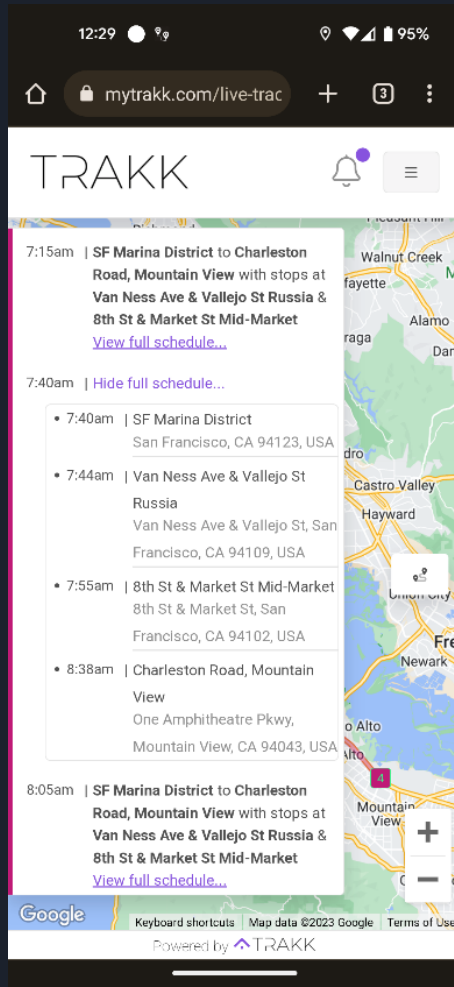
Why do they offer shuttles?



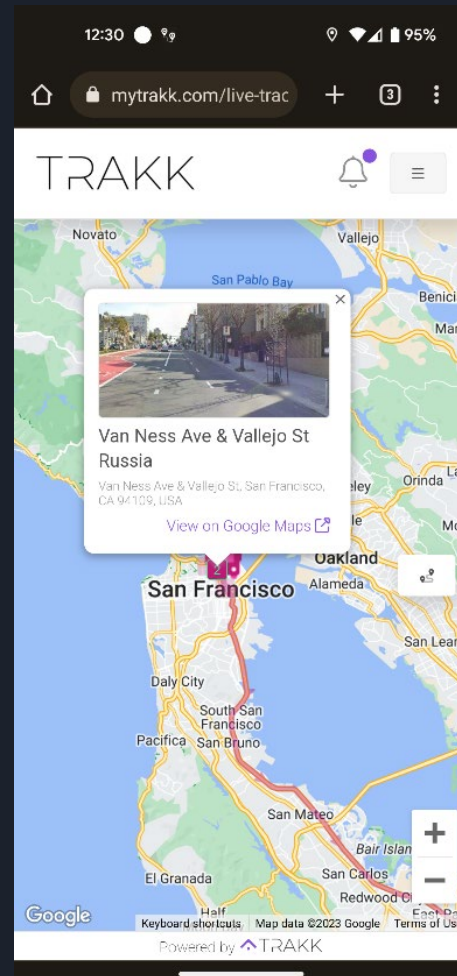
Why do they offer shuttles?



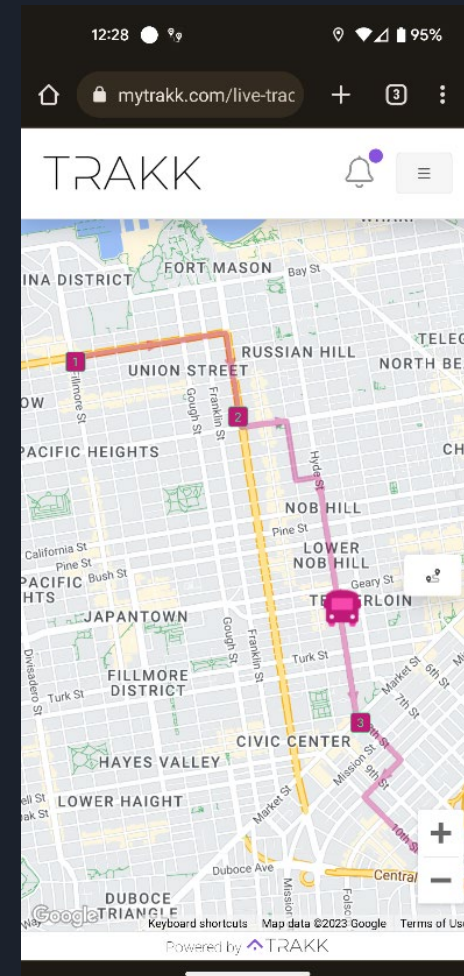
Gaining riders' confidence



When?



Where?



Where is it?



Optimizing operations



Which stops are most popular? Least popular?

What's our on-time performance?

Do we need to fine-tune the schedule?

How is Friday different from Monday – Thursday



The challenge of hybrid working

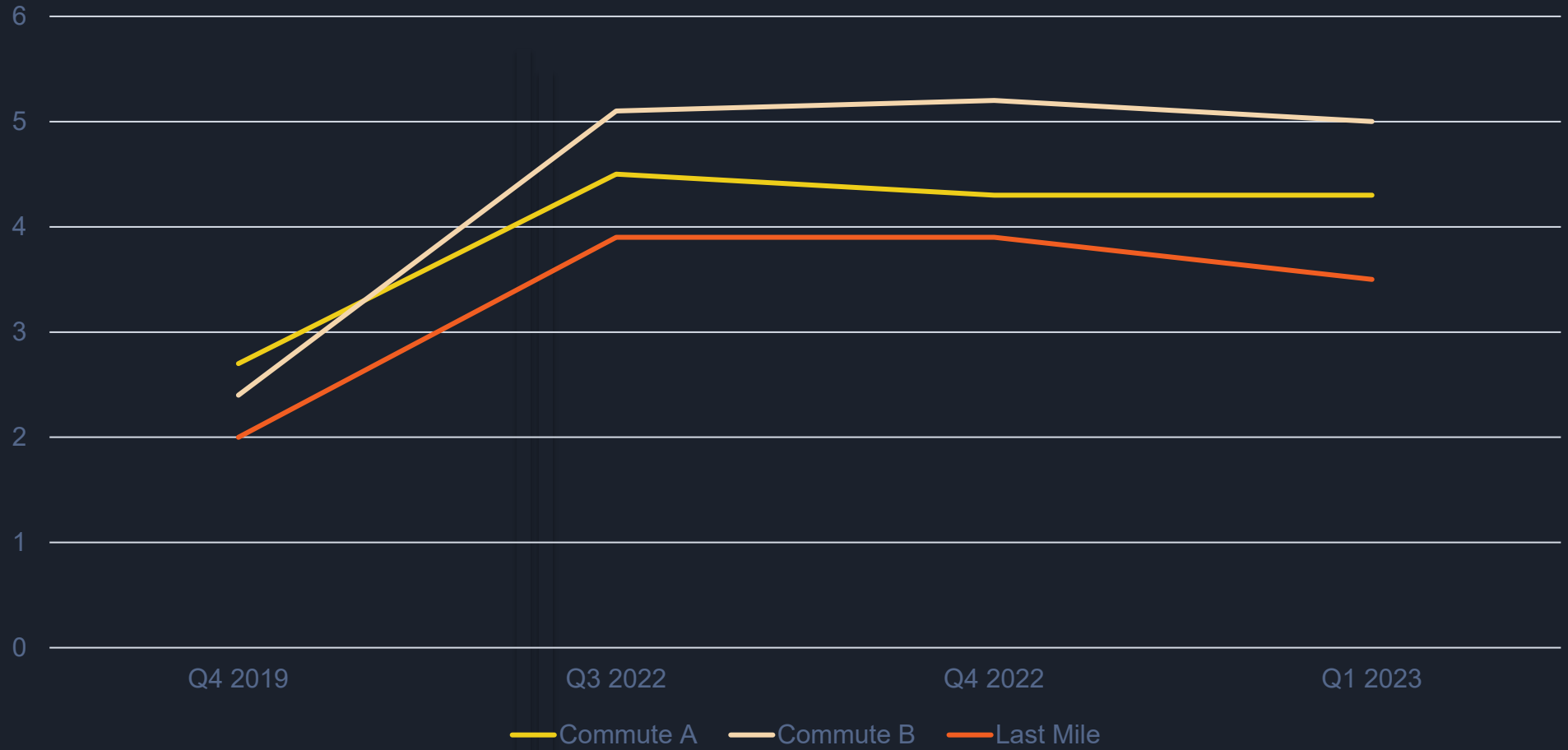


+

Fewer people each day
Less consistent commutes



Cost per ride taken



Option...collect fares



Sharing





Issues to resolve with shared services

Schedule, capacity, stops served, fare preferences, privacy, branding, communication, equity, legal, contractual But mainly:



Sharing option – sell seats



Sharing option – charge other employers



April 2023

Blue: 37 rides @\$15 per = \$555

Yellow: 94 rides @\$16 per = \$1,504



Sharing option – identical cost per ride



April 2023

Total service cost = \$X

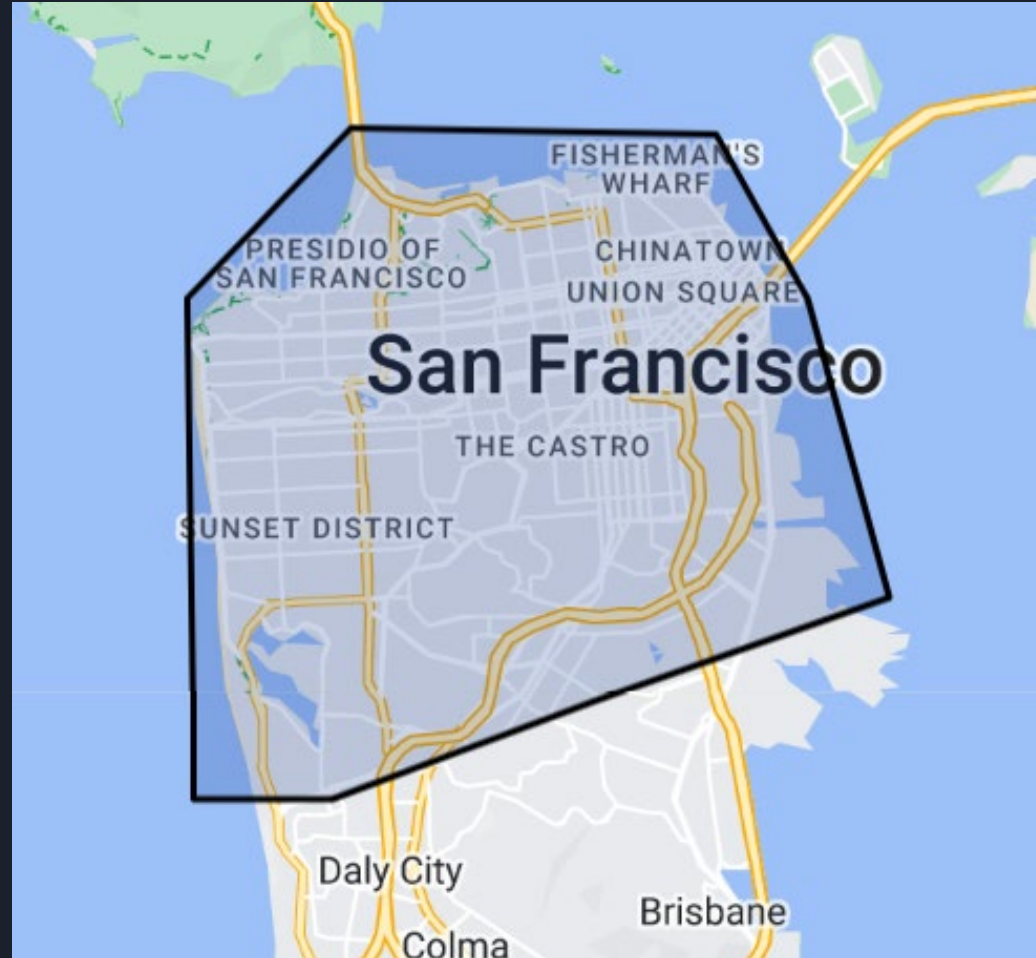
Blue: 25% of rides => pays 25% of \$X

Yellow: 42% of rides => pays 47% of \$X

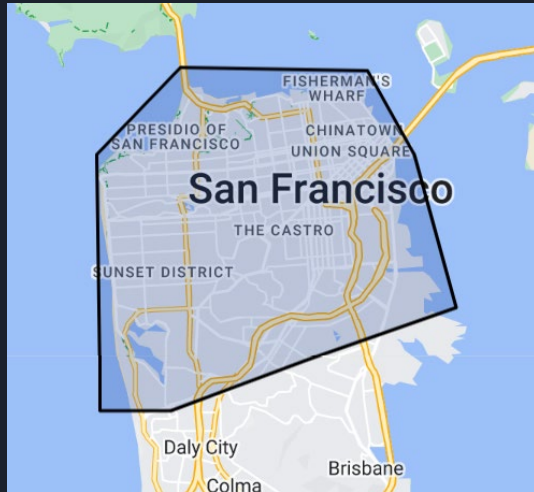
Brown: 31% of rides => pays 31% of \$X



On-demand services



Near on-demand

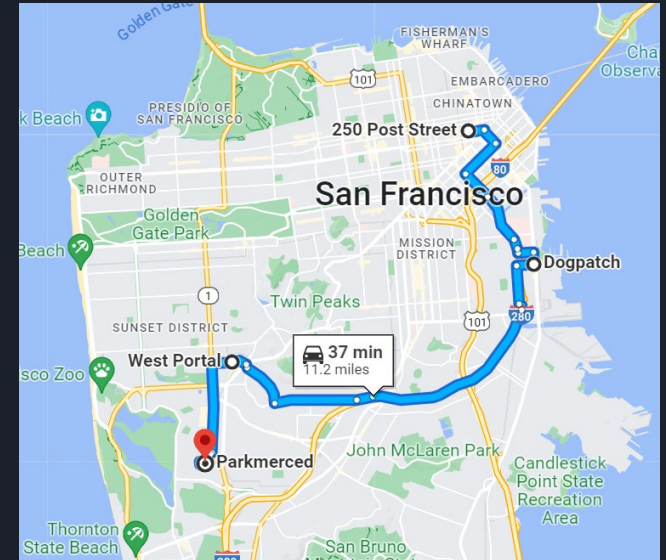


Rides requested for
Thursday evening

+

- 250 Post to Caltrain
- 250 Post to Dogpatch
- 250 Post to West Portal
- 250 Post to Park Merced

=





Vanpools and hybrid working





Dynamic vanpools

Monday

Dave

Sally

Jim

Michelle

Tuesday

Dave

Sally

Jim

Steve

Julie

Wednesday

Dave

Sally

Eddie

Aaron

Bobby

Thursday

Dave

Sally

Bob

Aaron

Richard

Friday

Dave

Sally

Julie

Steve





TRAKK

Mobility-Management and
Reservation System

Dominic Haigh
CRO & Co-Founder
dominic@gettrakk.com















Hell's Kitchen

10th Ave. 9th Ave. 8th Ave.

W. 44th St. InterContinental NY Times Sq.

W. 43rd St.

W. 42nd St. Port Authority Bus Terminal

W. 41st St.

W. 40th St.

W. 39th St. Lincoln Tunnel

W. 38th St.

W. 37th St.

W. 36th St.

W. 35th St.

10th Ave. 9th Ave. 8th Ave.

Quality Inn Conv. Ctr.

TRYP by Wyndham Times Sq. South

Manhattan Center

Theatre District

7th Ave. 6th Ave.

W. 44th St. Times Square

W. 43rd St.

W. 42nd St. Times Square

42ND ST./PORT AUTHORITY

W. 40th St.

W. 39th St.

W. 38th St.

W. 37th St.

W. 36th St.

W. 35th St.

7th Ave. 6th Ave.

Hilton Times Square

New Amsterdam Theatre

New York Times Building

Midtown Station Post Office

Lefcourt Normandie Bldg.

Nelson Tower

Midtown

6th Ave. 5th Ave. 4th Ave. 3rd Ave. 2nd Ave. 1st Ave.

W. 48th St. Rockefeller Plaza

W. 47th St.

W. 46th St.

W. 45th St.

W. 44th St. Times Square

W. 43rd St.

W. 42nd St. Bryant Park

W. 41st St.

W. 40th St.

W. 39th St.

W. 38th St.

W. 37th St.

W. 36th St.

W. 35th St.

6th Ave. 5th Ave. 4th Ave. 3rd Ave. 2nd Ave. 1st Ave.

1155 Ave. of the Americas

Sofitel Harvard Iroquois Club New York

Royalton Hotel

W.R. Grace Building

SUNY College of Optometry

500 Fifth Avenue

New York Public Library

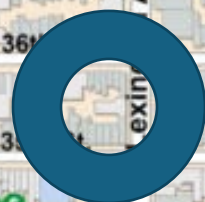
HSBC Tower

400 Fifth Avenue

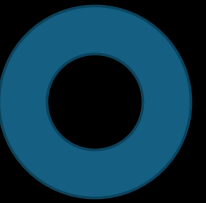
The Langham

Hilton Garden Inn NY/ W. 35th St.

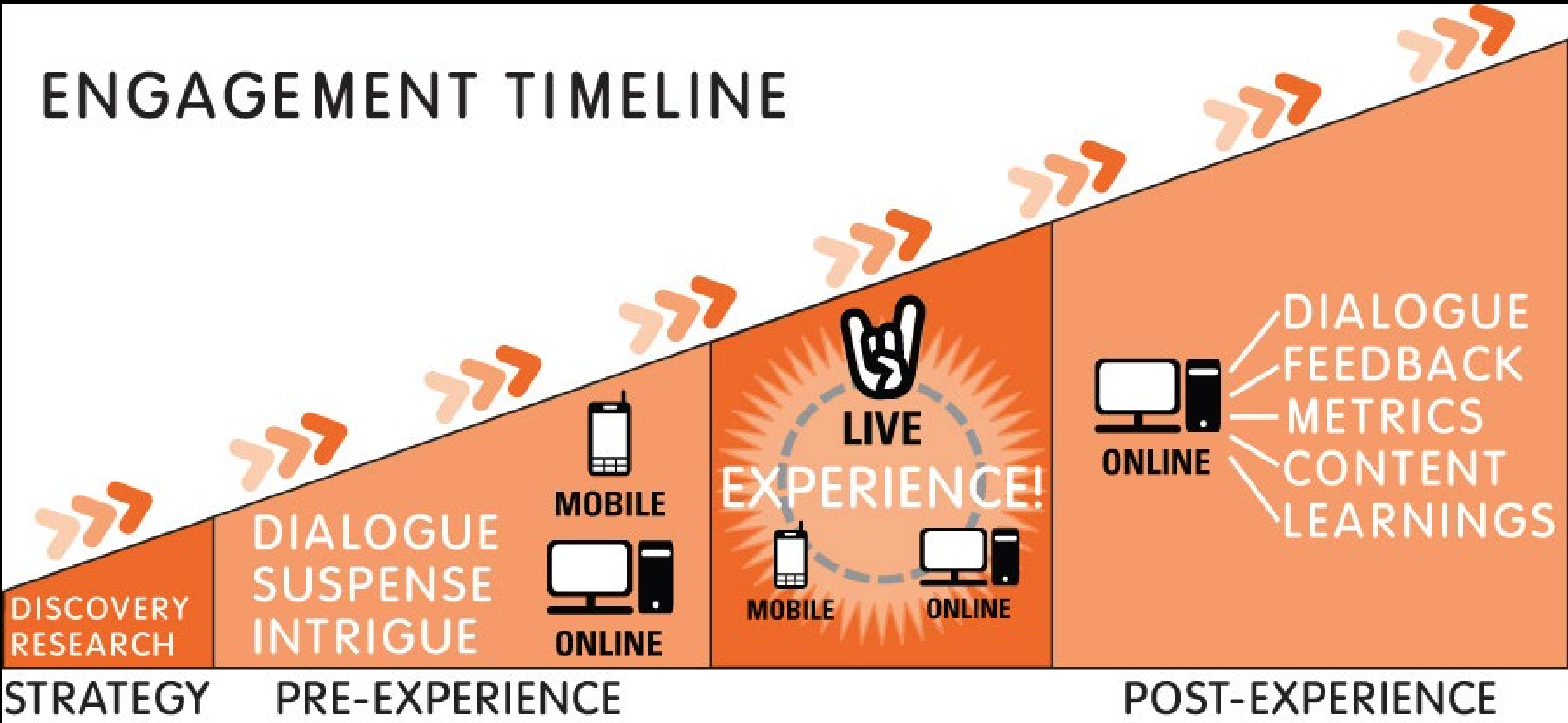
Hotel Metro







ENGAGEMENT TIMELINE





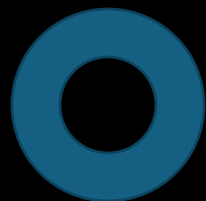
THE MOBILE COMMERCE REVOLUTION

Business Success in a Wireless World

TIM HAYDEN
TOM WEBSTER

que

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Software is eating the world.

- Marc Andreessen





AUSTIN BUSINESS JOURNAL

HERE CENTRAL TEXAS CAPITALIZES ON BUSI



The Executive

Growing up with a father who restored old Triumph motorcycles and learning to ride on dirt bikes, Tim Hayden has had cruising in his blood from an early age. Today, the president of Austin's GamePlan Marketing & Events LLC rides his Harley exclusively, sharing a small car with his wife.

"Three years ago I sold my Audi A4," Hayden says. "I sold it for extra cash to start this company. I told myself, in 90 days I'd get another car, and I never did."

For Hayden, the allure of the

motorcycle is practical as well as romantic. At 55 miles per gallon, Hayden's Hog gets better gas mileage and releases fewer emissions than a Honda Civic. While his small bike, a Harley Sportster, isn't conducive to long rides, Hayden says even a short commute on the bike has meditation-like benefits.

"On a motorcycle, you can basically tune out," he says wistfully. "I don't listen to the radio and I don't talk on the phone — two things I do in the car. We are the most defensive drivers on the road. ... I do everything from pray and

have my closest conversations with God, to write a new business plan, to focus on what I need to do with my family."

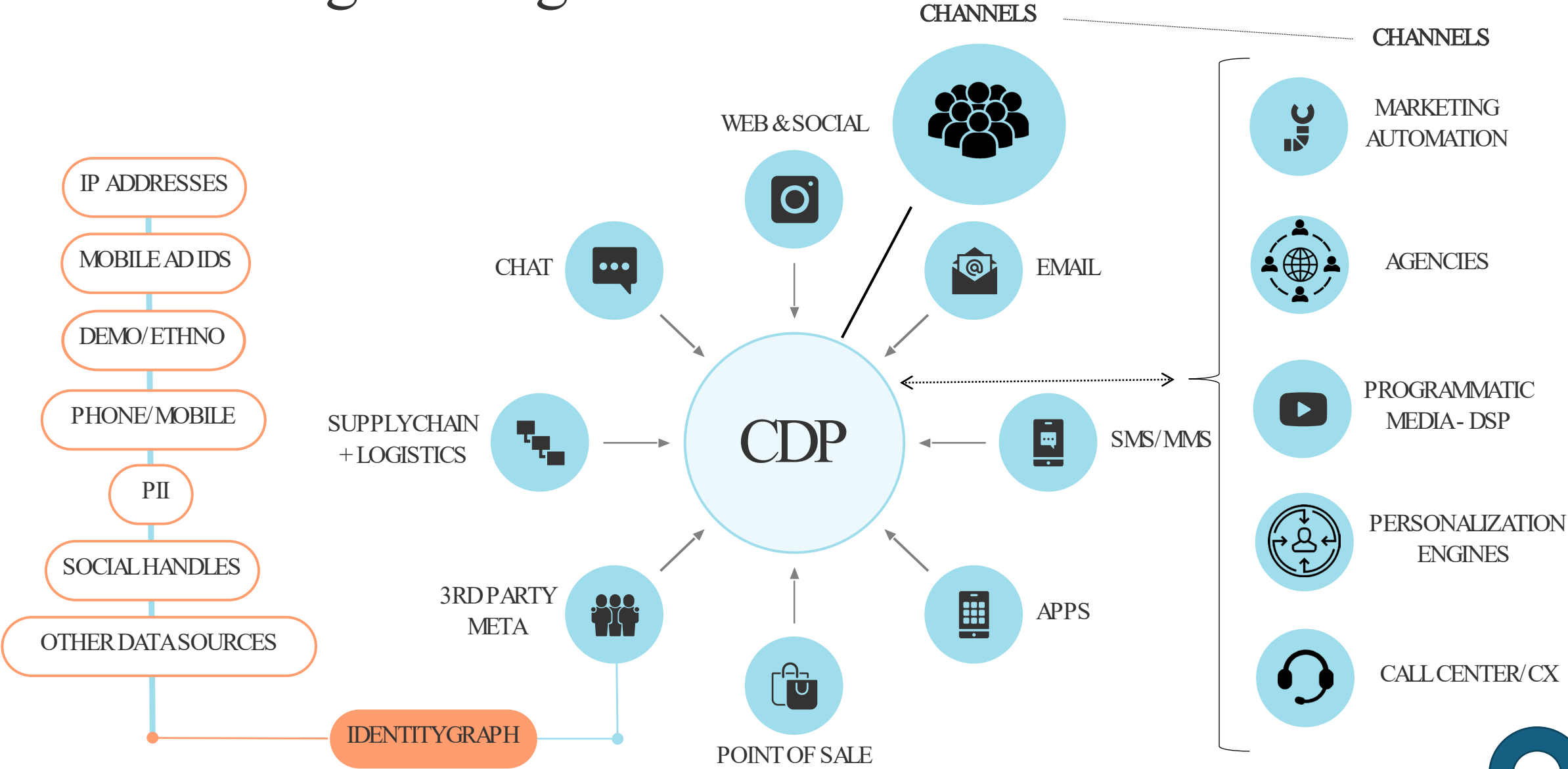
Motorcycle: 1993 1100 Harley-Davidson Sportster

Dream trip: Hayden says he hopes to one day ride from London to Berlin on a Harley, or to take three months and ride from Central America to Patagonia on a dual-purpose motorcycle that can handle both dirt and paved roads.

Dealing with nature's elements: "You don't want to be on a motorcycle when rain first starts; that's when the dirt and oil first come out of the road. A downpour is no problem, because the street is washed clean."



Establishing a “Single Source”

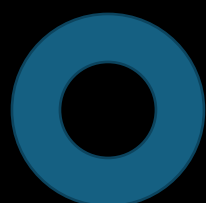




VANCOUVER
VIENNA
WASHINGTON, D.C.
AUSTIN
BERLIN
CHONGQING
MONTRÉAL



City	Unlock	Ride per min	Pause per min
Austin	\$1	\$0.25	\$0.10
DC	\$1	\$0.25	\$0.10
Miami	\$1	\$0.29	\$0.29
NY	\$1	\$0.25	\$0.10
Oakland	\$1	\$0.29	\$0.29



PUBLIC INFRASTRUCTURE NETWORK NODE (PINN)

INTEGRATED • INTELLIGENT • INFRASTRUCTURE

“Investment in a 21st-century Intelligent & Autonomous Infrastructure is among the highest priorities for stimulating economic expansion, national security, and job growth.”

Billions in Growth

Millions of New Jobs

Economic Leadership

MOBILITY REQUIRED **ROADS**, INDUSTRY 4.0 REQUIRES **PINNS**

- **Critical to National Security**
- **Neutral Host Infrastructure**
- **Unified Security & Control**
- **Streamline Installation, Operations**
- **Accelerate Acquisition**
- **Expands equity of public services**
- **Advances Vision Zero**
- **Sovereign Data Exchange**
- **Outsource network O & M**
- **Future Proof to new technology**
- **Consolidates Street Scape**
- **Integrated Multi-Domain View**

ADDRESSING NATIONAL PRIORITIES



Broadband for All



Secure NextG



Optimized Mobility



Health & Safety



Intelligent City



Resilient Grid

**NATIONAL
CRITICAL
FUNCTIONS**



**AUTONOMY
INSTITUTE**

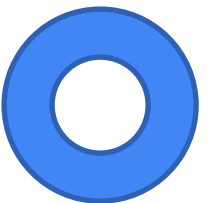


Pecha Kucha
Light Rail in Austin

Presented to Movability by



Bill McCamley, Executive Director
April 26, 2023

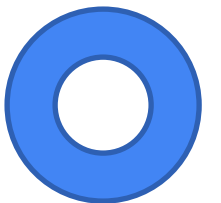




Mission: Inform the Austin metro community about the benefits of an accessible regional public transit system and to advance the implementation of transit-supportive programs and policies.

Transit Forward is a separate, independent organization that works with area agencies to educate, engage and provide accountability for the development of Project Connect, a world-class transit system for a world-class city.

**Central Texas public transit that is robust, equitable,
sustainable and accessible for all!**

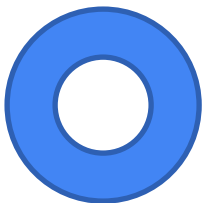


AUSTIN IS GROWING



In 2021, 116 people moved to Austin EVERY DAY, the 4th largest population growth for a US metro area.

“If we don’t build it, they won’t come” didnt work.

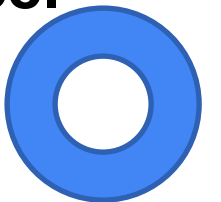


TRAFFIC SUCKS



The average Austinite spent 74 hours (3 days and 2 hours) sitting in traffic in 2021. This is already starting to rise back to 2019 levels.

Gridlock linked to increases in stress, depression, and domestic violence.



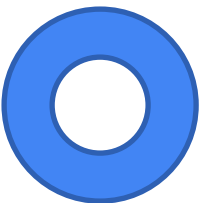


50 people
riding
the bus



50 people
riding
in cars

TRANSIT REDUCES TRAFFIC



AFFORDABILITY MATTERS

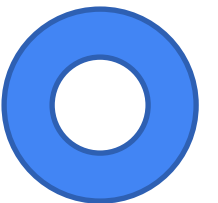
Recently, an [Austin Monitor poll](#) showed that a lack of affordability is the highest, by far, concern of our fellow Austinites.

A household can save nearly \$10,000 by taking public transportation and living with one less car.



JOBS!

Overall investment in transit can yield 49,700 jobs per \$1 billion invested & offers a 5 to 1 economic return.

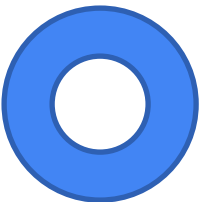


SAFETY

2022 was the deadliest year on record for traffic deaths, surpassing 2021... which itself set a record.



Public Transit is 10x safer/mile than cars. Cities with higher public transit use — more than 40 annual transit trips/person — have 1/2 the traffic fatality rates of areas with fewer than 20 annual transit trips per person.

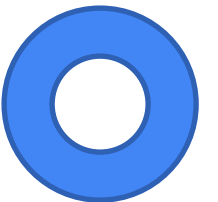




CLIMATE CHANGE

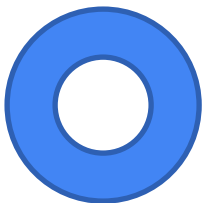
Transportation represents 28% of Greenhouse Gas Emissions in the United States.

A typical trip on public transportation emits 55% fewer greenhouse gas emissions than driving or ridesharing alone.



Approving Austin tax rate increase to build “traffic-easing” mass transit system operated by CapMetro

FOR	58%
AGAINST	42%



Project Connect: Many Parts

Commuter Rail Stations, New Metro Rapid Bus Lines, Anti-Displacement Funds



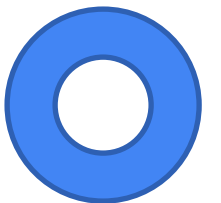
LIGHT RAIL. WHAT IS IT?



Fast, reliable, high capacity w/frequent stops in urban areas. Completely electric.

Plan is to go from downtown to airport, south of Town Lake, and up the Drag to North Austin.

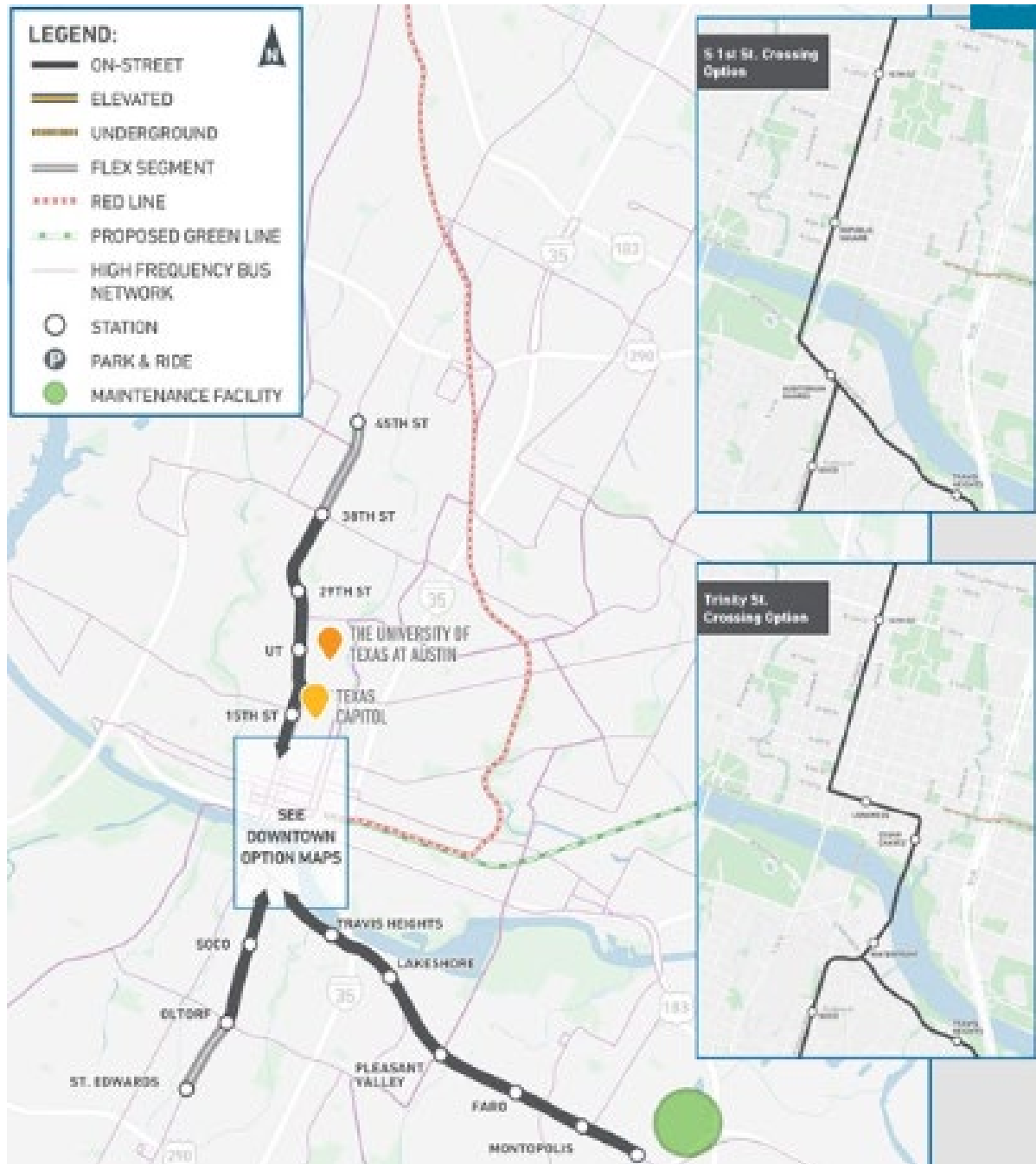
First phase will be open by early 2030's.



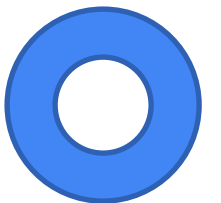
Engagement Needed- Options for First Phase of Rail .



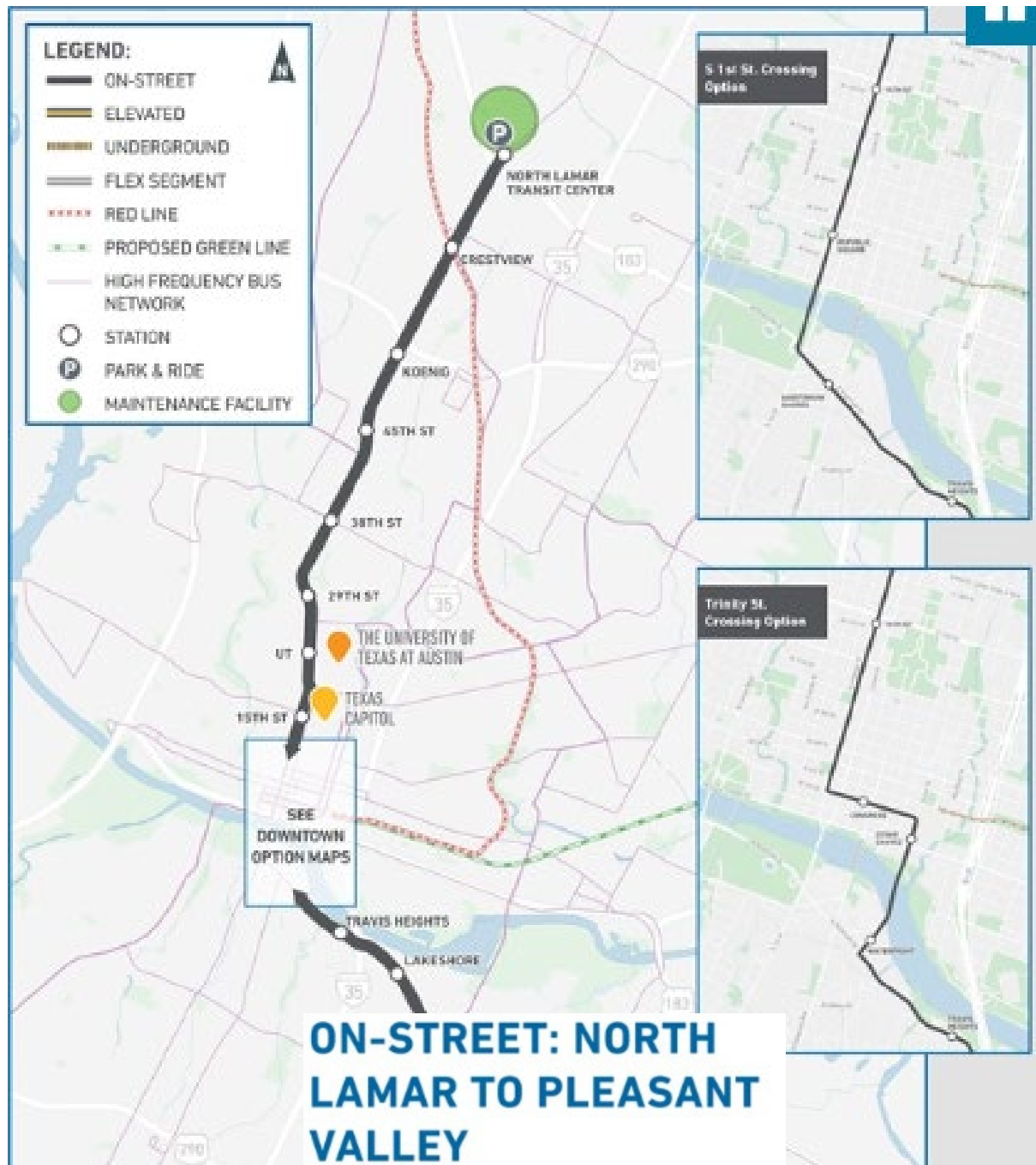
Option 1



ON-STREET: 38TH TO OLTORF TO YELLOW JACKET



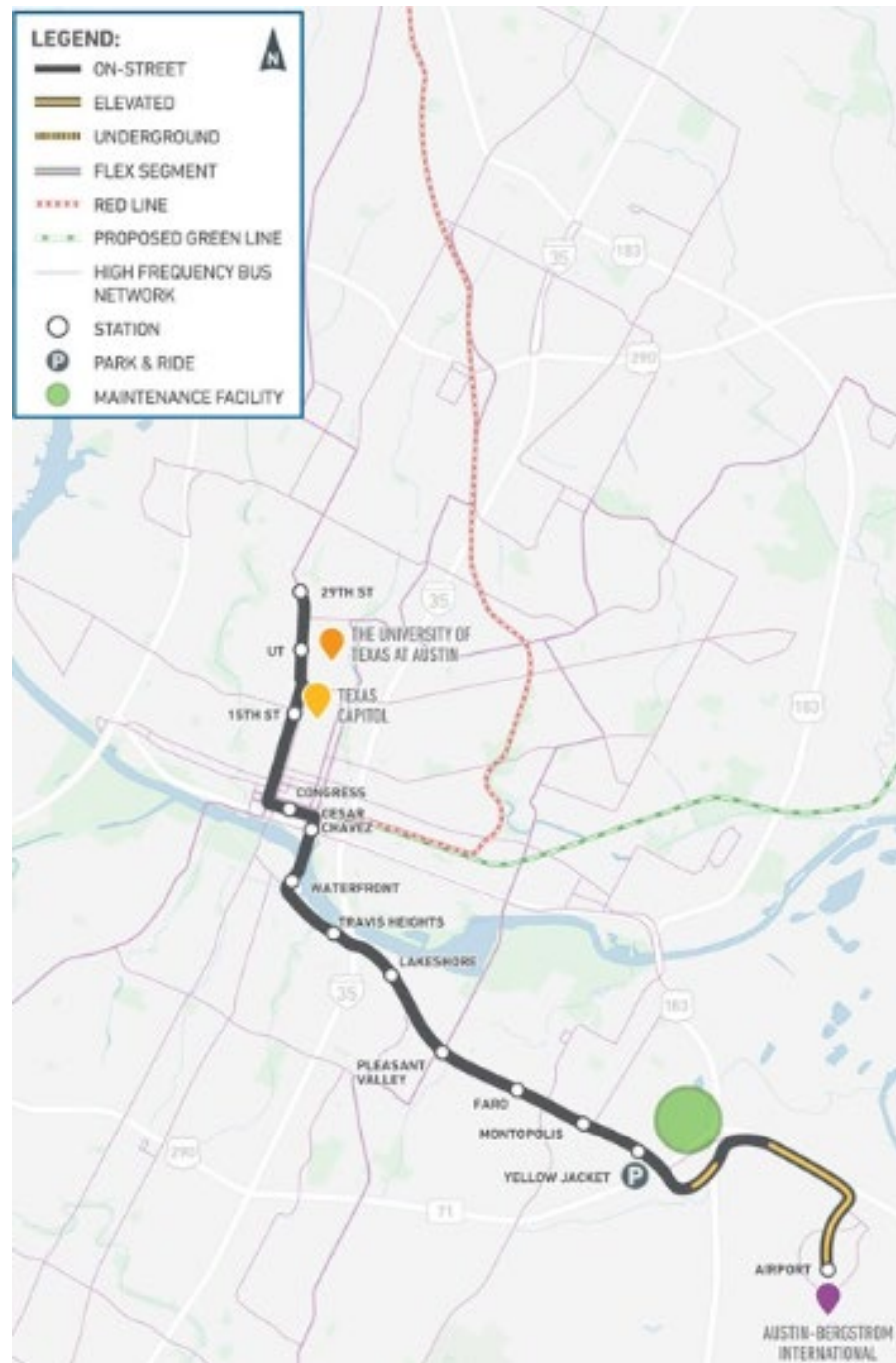
Option 2



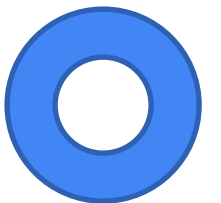
ON-STREET: NORTH LAMAR TO PLEASANT VALLEY



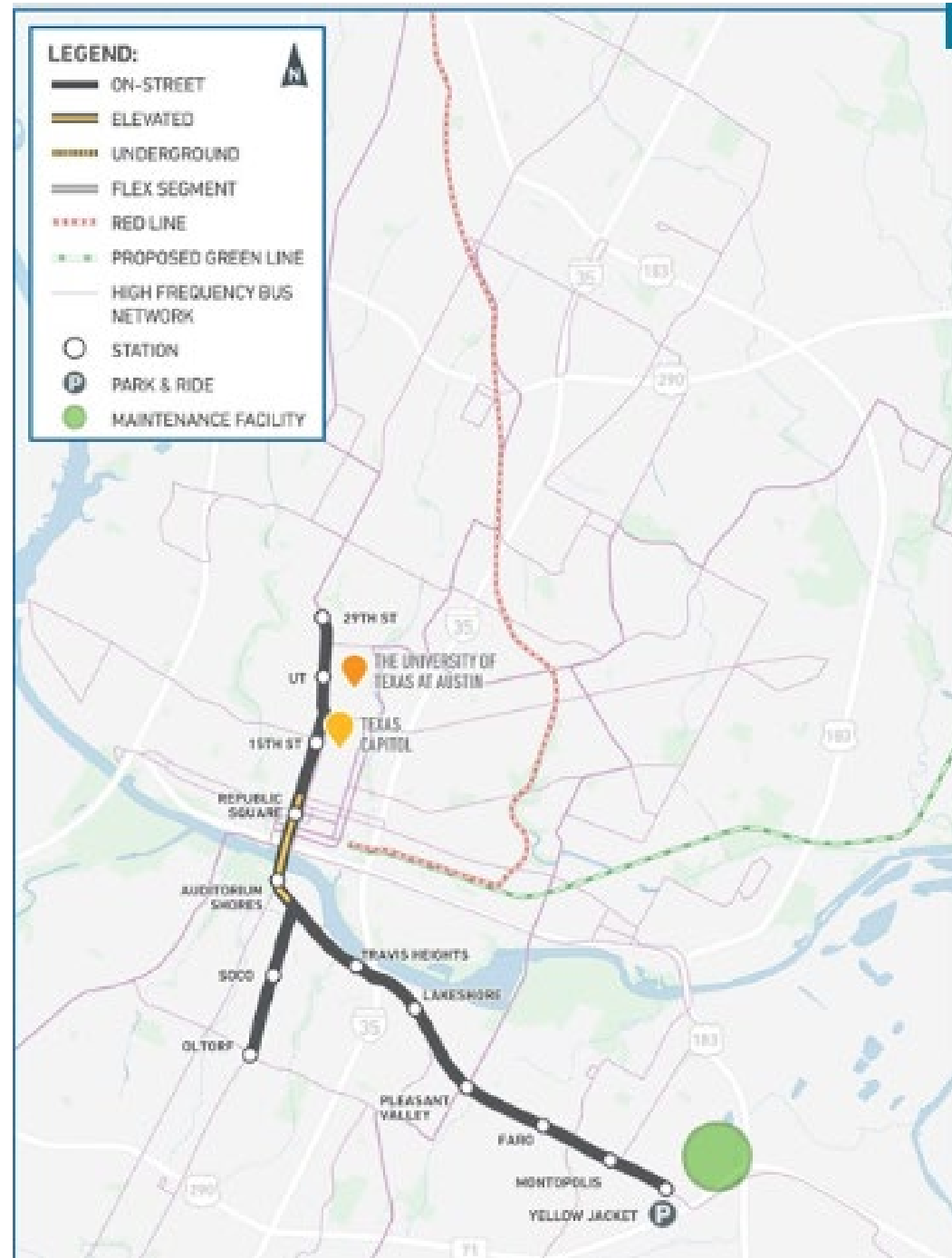
Option 3



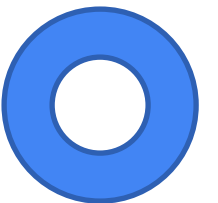
ON-STREET: 29TH TO AIRPORT



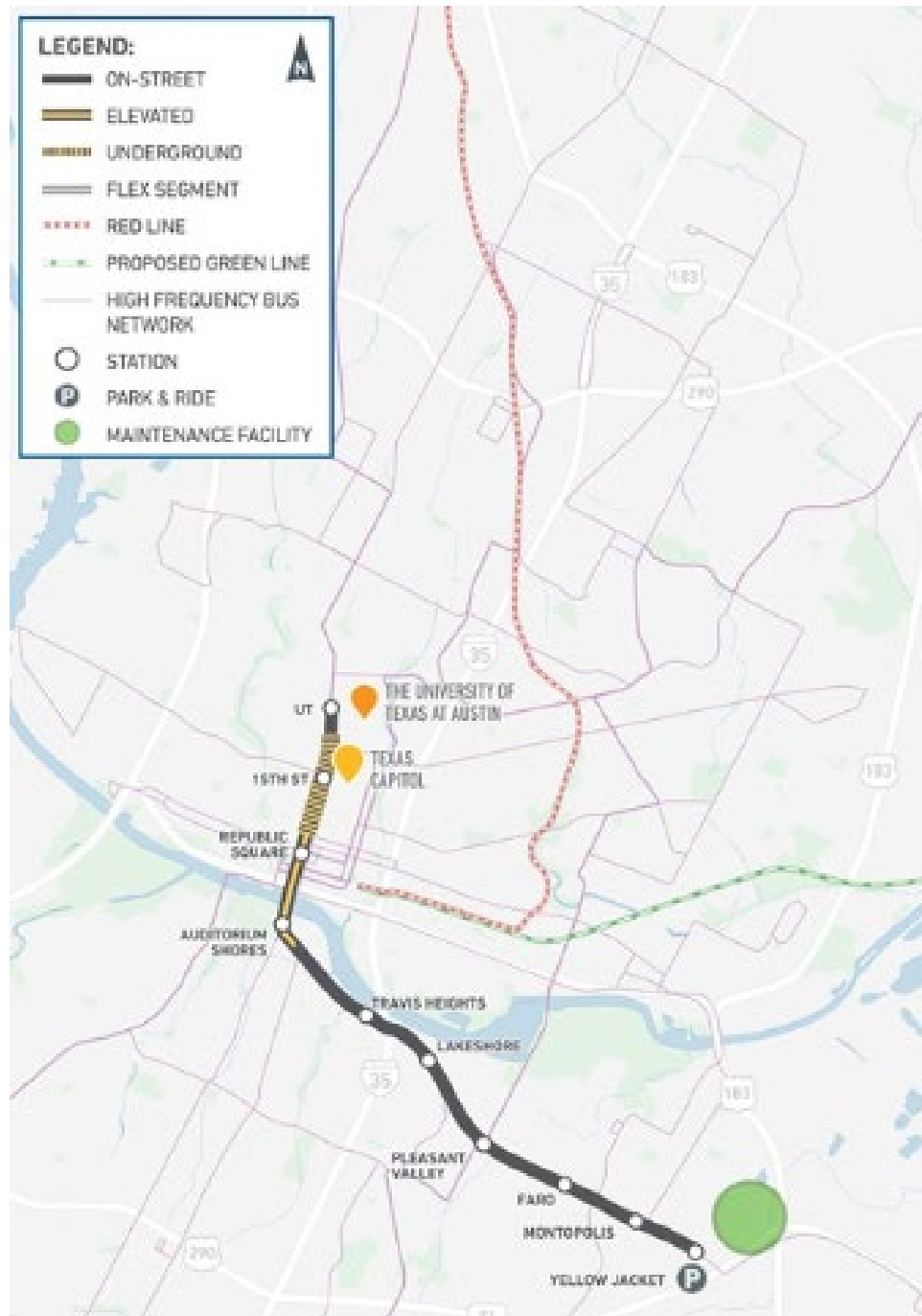
Option 4



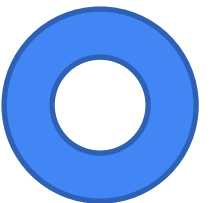
PARTIAL ELEVATED: 29TH TO OLTORF TO YELLOW JACKET



Option 5



PARTIAL UNDERGROUND: UT TO YELLOW JACKET



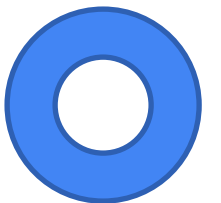
Questions



Input Needs:

1. Location- Where is a priority for light rail?
2. Maintenance Facility- Where should it be located?
3. Method- On street, underground, or elevated?

Online Open House: <https://publicinput.com/lightrailopenhouse>

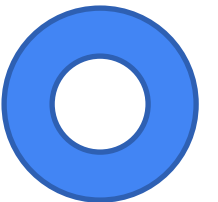


Legislative Challenge

National interests are backing efforts to put roadblocks on light rail.

Possible new election to approve bonds for first light rail phase this November.

VOTE



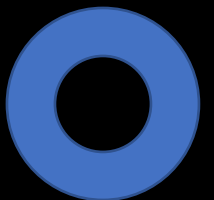


The Reluctant Commuter

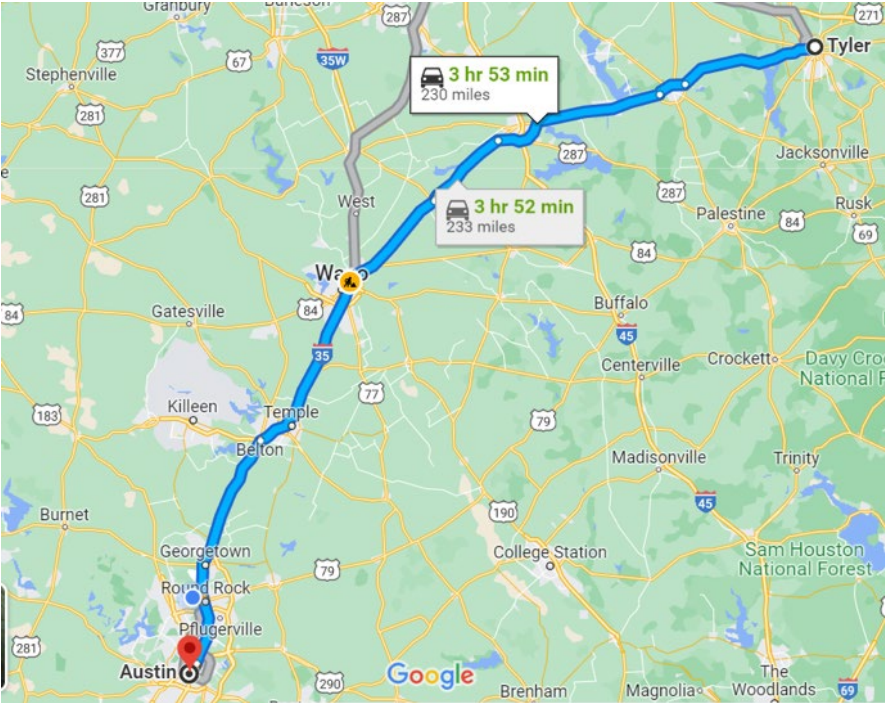
Michael Morrison

Movability Pecha Kucha

April 26, 2023



Pearl Jam Southpark Meadows – Trip to Austin (1995)



Pearl Jam Southpark Meadows (1995)



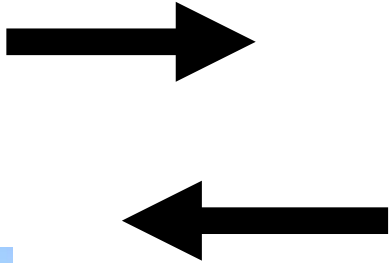
The University of Texas at Austin (1997)



Off Campus Commuting Riverside to UT (1999)



South Austin to Round Rock Commute (2005)



1st Time on Metrorail (2013)



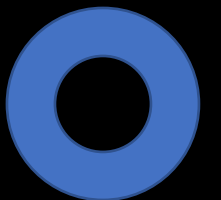
1st Time for kids on Metrobus (2021)



Car = Personality



**How do we get drivers to commit even
a portion of their commute to
different methods?**



Movability Making a Difference



RESEARCH INITIATIVES

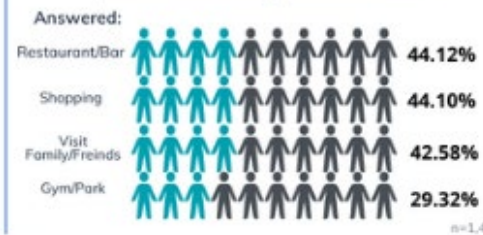
Transportation Behavior Survey

Key findings from 1,551 respondents who answered based on their motivations and travel patterns before and during the COVID-19 pandemic.

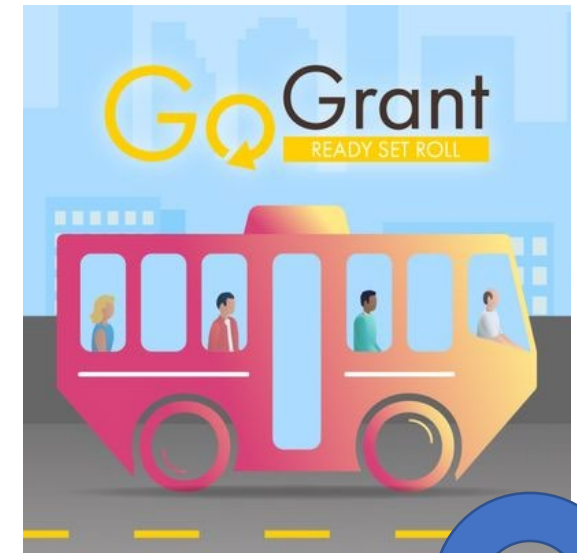
Top 4 places people were required to travel to during the pandemic:



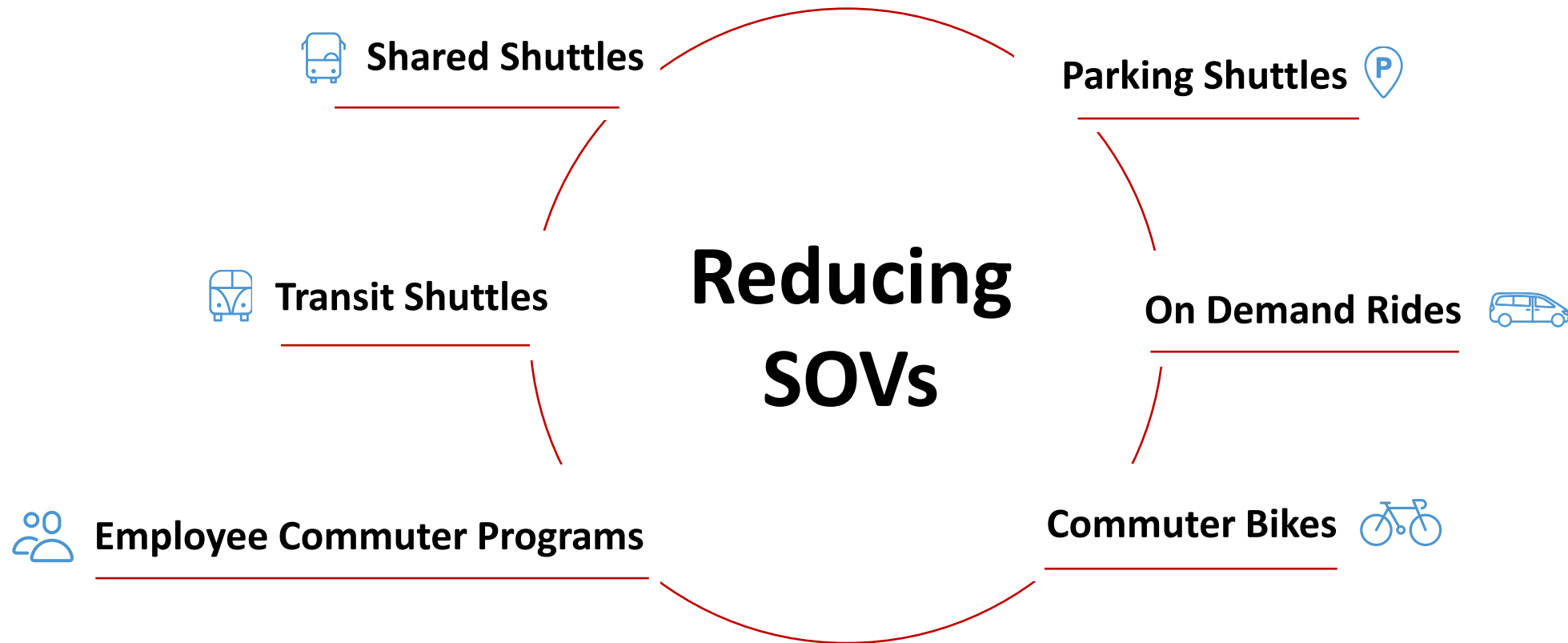
Top 4 places people traveled to during the pandemic due to personal choice:



GET THERE
with clean air



Educating Employers and Commuters on Their Options



Shared Shuttles via Business Park



Multi-Employer Shuttles



Dedicated Employee Commuter Shuttle Programs



Remote Parking Shuttles – Broadening your Employee Market



Transit (Last Mile) Shuttles



On Demand Rides



Commuter Ebikes / Micromobility



How Do We Change The Reluctant Commuter's Mind?





A green rectangular sign with rounded corners and a white border, mounted on two metal poles. The sign features the word "Focus" in a large, white, sans-serif font. The background of the sign is a textured green. The sign is set against a bright blue sky with scattered white clouds. On the right side of the image, there is a vertical teal bar with decorative circular patterns and a teal ring at the bottom right corner.

Focus

Team Breathing



***Breath in for 4 second
count***

Pause for 4 second count

Release for 4 second count

Hi, I'm Yazz!

- Born & Raised Austinite
- Vice-President of Justice & Advocacy for the Austin Area Urban League
- Community-Servant-leader



The Story of Why

Live is simple: Love others.

1. I stand on the backs of giants.
1. Curiosity and trying to make a difference was rewarded.
1. To make others feel more loved, seen, cared for, and healthy.



The Why in Action

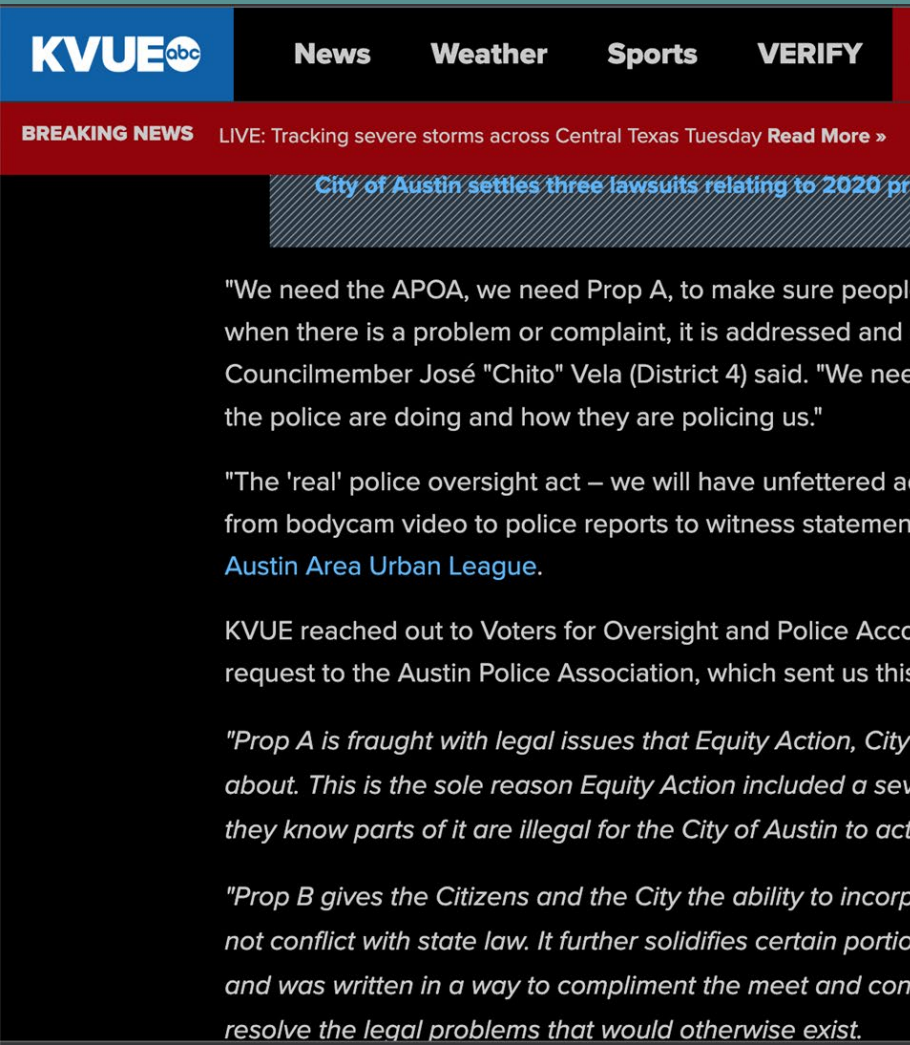
The story of many hats.



All being used top tip the scales of Equity.

Why Not

Trying to find solutions to our societal traumas through data-driven, community-centered, culturally-competent policy.



KVUE abc News Weather Sports VERIFY

BREAKING NEWS LIVE: Tracking severe storms across Central Texas Tuesday [Read More »](#)

[City of Austin settles three lawsuits relating to 2020 pro](#)

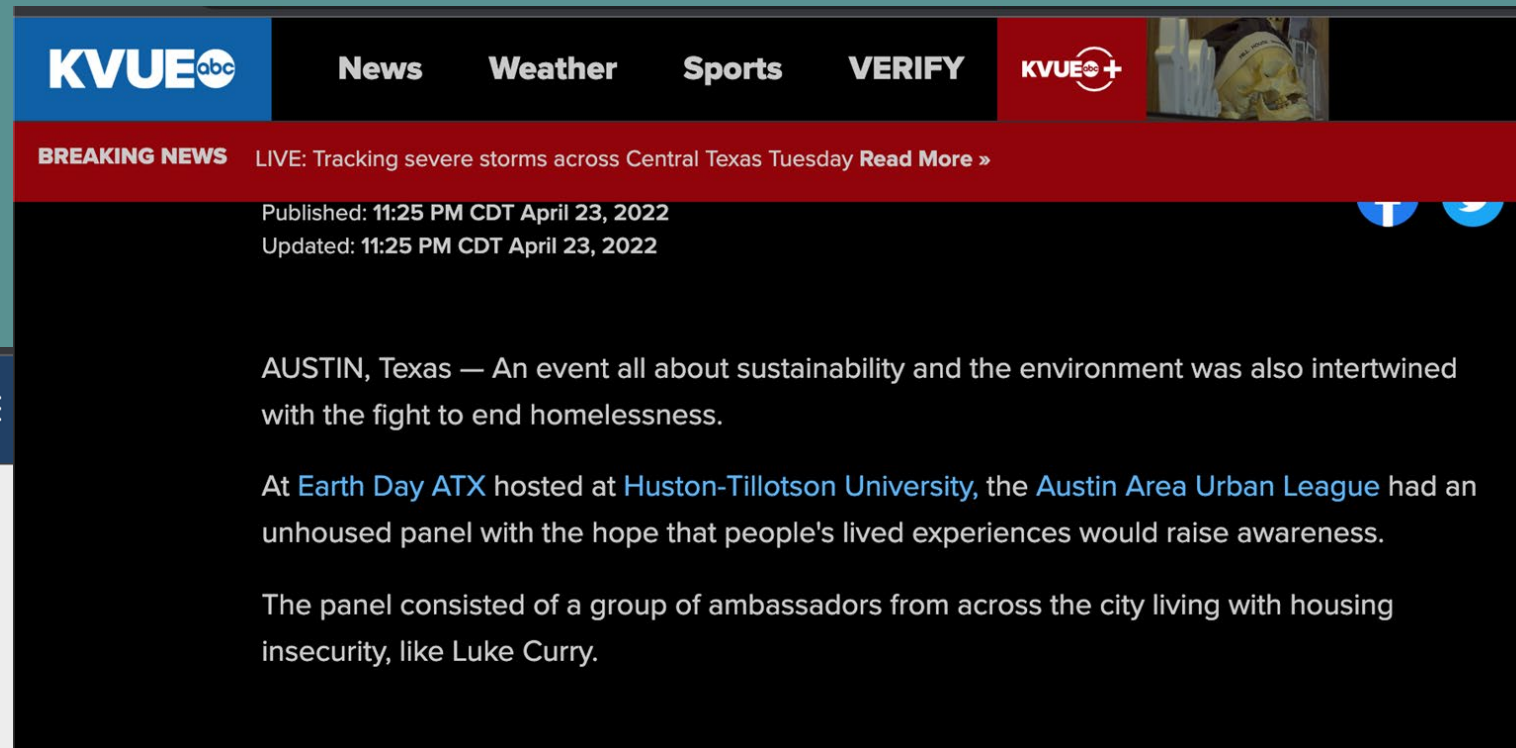
"We need the APOA, we need Prop A, to make sure people when there is a problem or complaint, it is addressed and s Councilmember José "Chito" Vela (District 4) said. "We need the police are doing and how they are policing us."

"The 'real' police oversight act – we will have unfettered ac from bodycam video to police reports to witness statement [Austin Area Urban League](#).

KVUE reached out to Voters for Oversight and Police Acco request to the Austin Police Association, which sent us this

"Prop A is fraught with legal issues that Equity Action, City about. This is the sole reason Equity Action included a sev they know parts of it are illegal for the City of Austin to act

"Prop B gives the Citizens and the City the ability to incorp not conflict with state law. It further solidifies certain portio and was written in a way to compliment the meet and com resolve the legal problems that would otherwise exist.



KVUE abc News Weather Sports VERIFY **KVUE abc+**


BREAKING NEWS LIVE: Tracking severe storms across Central Texas Tuesday [Read More »](#)

Published: 11:25 PM CDT April 23, 2022
Updated: 11:25 PM CDT April 23, 2022

AUSTIN, Texas — An event all about sustainability and the environment was also intertwined with the fight to end homelessness.

At [Earth Day ATX](#) hosted at [Huston-Tillotson University](#), the [Austin Area Urban League](#) had an unhoused panel with the hope that people's lived experiences would raise awareness.

The panel consisted of a group of ambassadors from across the city living with housing insecurity, like [Luke Curry](#).



"Every time it happens our community shows up," said Yasmine Smith with the Austin Area Urban League.

Just a few a days ago the [Community Resilience Trust](#) (CRT) which is a collaboration between organizations that help Austin's unhoused community were working to keep people warm during Winter Storm Landon. They've transitioned their efforts to make sure everyone experiencing homelessness has safe drinking water.

"When you get the boil water notice and there's another domino that falls in service provision to the most vulnerable populations your first thought, it's heartbreaking," Smith said.

Turning Why to How

Turning the inquiry into a ministry.



Transportation

A “how” to equity.



Transportation Demand Management

TDM stands for transportation demand management — It essentially means that instead of/in addition to addressing traffic congestion through the supply side – building new roads for instance – we use existing infrastructure to spread the demand between transportation modes. That can look like encouraging people to use bikes, transit, carpools, telework, flex hours – anything that shifts a bit of the demand off roads at peak travel times.



Transportation Demand Management

How TDM can be an opportunity for Equitable development & Transportation Equity.



Transportation Demand Management

How does TDM become an opportunity
for Equitable development &
Transportation Justice



Case Study

Project Connect



Project Connect

Just because there is no direct route,
doesn't mean there isn't a route.

- Workers protections threaded into legal binding documents
- \$300 Million of Anti-Displacement Funding
- Community Advisory Committee



Your initial Destination is only the first stop

The work continues . . .

- Anti-displacement funding disbursements.
- Now as the project continues there are new ways to ensure its accessibility and versatility. (i.e. Community Engagement Principles).
- Community Engagement in relation to the phasing of the rails and all other areas of the project.

Project Connect is only our first stop not last stop.

The work continues to continue . . .

- Next adventure: Future of I-35
- Opportunities of adventure for north star



Where's your next stop?

Choose a destiny/destination.

- You can do this too.
- We need help.
- Even spreading understanding is being a part of the journey.



An opportunity for us to ride together.

Another opportunity to use policy for equity.





DEMOCRACY DAY 2023

APRIL 28 | 8:30AM-7PM

@ THE CAPITOL BUILDING

EVENT AGENDA

8:30 AM - 9:00 AM - Donuts and Democracy

9:00 AM - 10:00 AM - Remarks (South Steps)

10:00 AM - 12:30 PM - Educational Forum

12:30 PM - 1:30 PM - "Pull Up on Me" Lunch

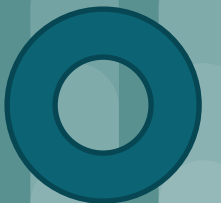
1:30 PM - 2:30 PM - Awards and Activity

2:30 PM - 4:00 PM - Door Knocking

4:00 PM - 7:00 PM - Networking Mixer (AAUL Space)

REGISTER TO ATTEND:

aauldemocracyday.sched.com



The Opportunity

- Less Traffic
- Healthier People
- Environmental Implications
- Resilient communities



Thank you & Onward!

Yasmine “Yazz” Smith, Esq.

Abundance Law, PLLC — yasmine@abundancelaw.net

Austin Area Urban League — yasmine_smith@aaul.org

People United for Mobility Action — info@puma-atx.org