



# City of Austin

## Recommendation for Action

---

**File #:** 25-0565, **Agenda Item #:** 30.

4/24/2025

---

### **Posting Language**

Authorize a contract for transportation demand management program services for the Transportation and Public Works Department with Movability, Inc., for an initial term of three years, with two 1-year extension options, in an amount not to exceed \$5,841,000. Funding: \$486,750 is available in the Capital Budget of the Transportation and Public Works Department.

### **Lead Department**

Financial Services Department.

### **Client Department(s)**

Transportation and Public Works.

### **Fiscal Note**

Funding is available in the Capital Budget of the Transportation and Public Works Department.

Funding for the remaining contract term is contingent upon available funding in future budgets.

### **Purchasing Language:**

Professional Services.

### **MBE/WBE:**

This solicitation was reviewed for subcontracting opportunities in accordance with City Code Chapter 2-9B (Minority-Owned and Women-Owned Business Enterprise Procurement Program). For the services required for this solicitation, there were no subcontracting opportunities and no availability of M/WBEs; therefore, no subcontracting goals were established.

### **For More Information:**

Direct questions regarding this Recommendation for Council Action to the Financial Services Department - Central Procurement at: [FSDCentralProcurementRCAs@austintexas.gov](mailto:FSDCentralProcurementRCAs@austintexas.gov) or 512-974-2500.

### **Additional Backup Information:**

The contract will provide transportation demand management (TDM) program services for the City. The contractor shall provide specific guidance to City personnel on key policies, goals, objectives that service the existing TDM initiatives, in compliance with the Austin Strategic Mobility Plan. The contract programs will include mobility assistance, research and analysis, regional trip reduction program, regional mobility data exchange, regional brand alignment, brand management, and media support.

In 2019, the mode share between driving alone versus all other modes of transportation is 74/26. Per the Austin Strategic Mobility Plan, the City is committed to its transportation goal of a 50/50 mode share between driving alone versus all other modes of transportation by 2039. This contract will serve to encourage sustainable commuting to better reach the 50/50 split.

This contract will replace an existing contract which expires April 10, 2027. The requested authorization amount was determined by departmental estimates, historical spend, contractor's quote, and grant funding. The recommended contractor is the current provider of these services.

If the City is unable to secure a contract, baseline data and established relationships will be lost, and the City may not reach the 50/50 mode share transportation goal by 2039. Also, the additional time that would be needed to restore the program to its current level may result in higher pricing and higher operational cost.