

Climate Pollution Reduction Grant Mobility Committee Briefing



Austin Transportation and Public Works
April 2, 2026



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CPRG Will Keep Central Texas Moving



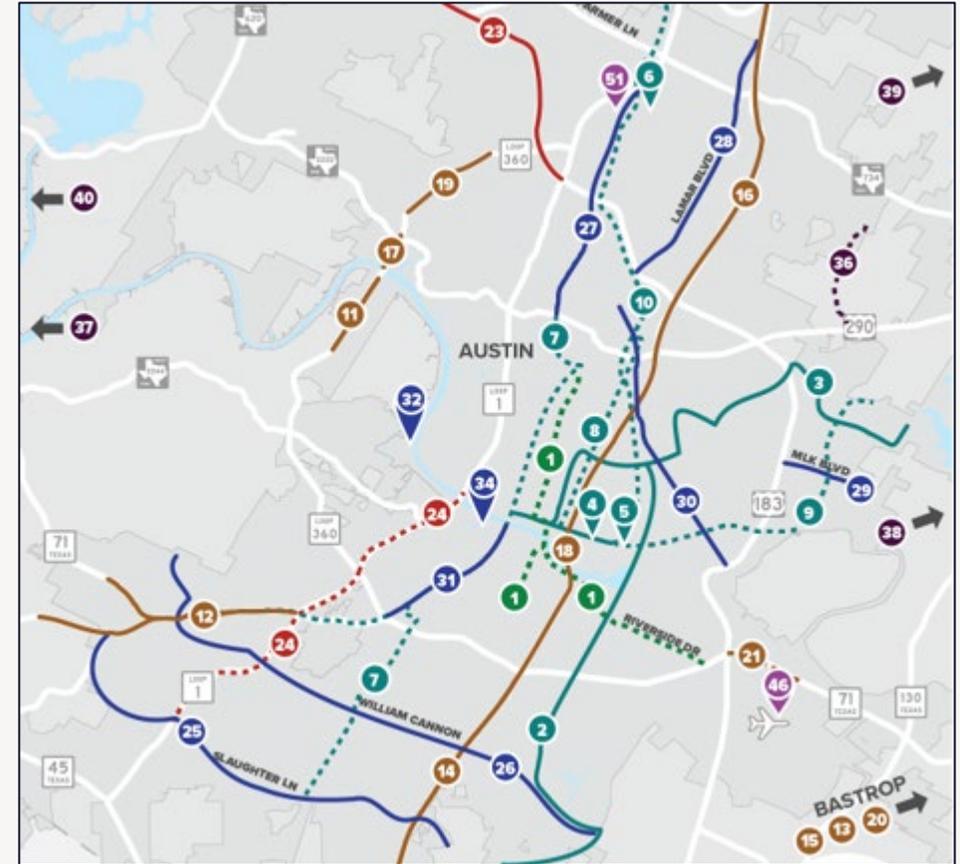
Purpose: CPRG will implement transportation demand strategies to keep people moving while an unprecedented level of construction occurs on regional roadways.

Over the next 10-15 years:

27%
Population
Increase

\$20B+
In Public Funding

35+
Significant
Construction
Projects



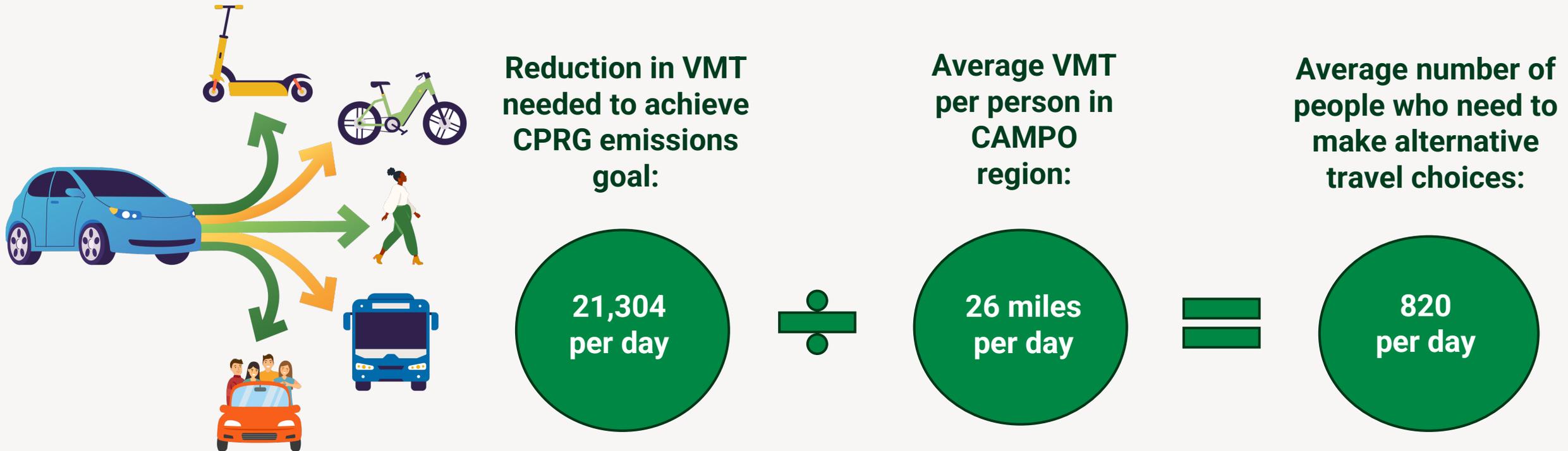
Vehicle Miles Travelled Reduction Potential

Existing State:

Central Texas drivers travel **45 million miles per day**

CPRG Goal:

Reduce vehicle miles traveled (VMT) by **39 million miles over five years**



Who is Involved?





Transportation Research Survey Identified Challenges and Opportunities for CPRG

Key Findings

The findings of the study highlight a significant gap between the City's transportation goals and the daily reality of its residents. Key findings included:



72% SOV

72% rely on their personal vehicle to get around central Texas



Inequities Persist

Historic inequities in City design still deeply influence transportation behavior today



Unreliable

Public transit is widely viewed as unreliable, slow, and unsafe



Trust Issues

Trust in City of Austin and CapMetro is lower among marginalized communities, "They always ask for our feedback but it seems like it's rarely acted upon."

Top 3 influencing factors for transportation decisions - convenience, safety and time

Measure 1: Improve Existing Services \$17,500,000

CapMetro Service
CARTS Service
Shuttle Service



Measure 2: Invest in TDM Infrastructure \$7,140,668

Mobility Hubs
Bike/Ped Counter Expansion
Air Quality Sensor Expansion



Measure 3: Introduce Travel Options \$22,625,000

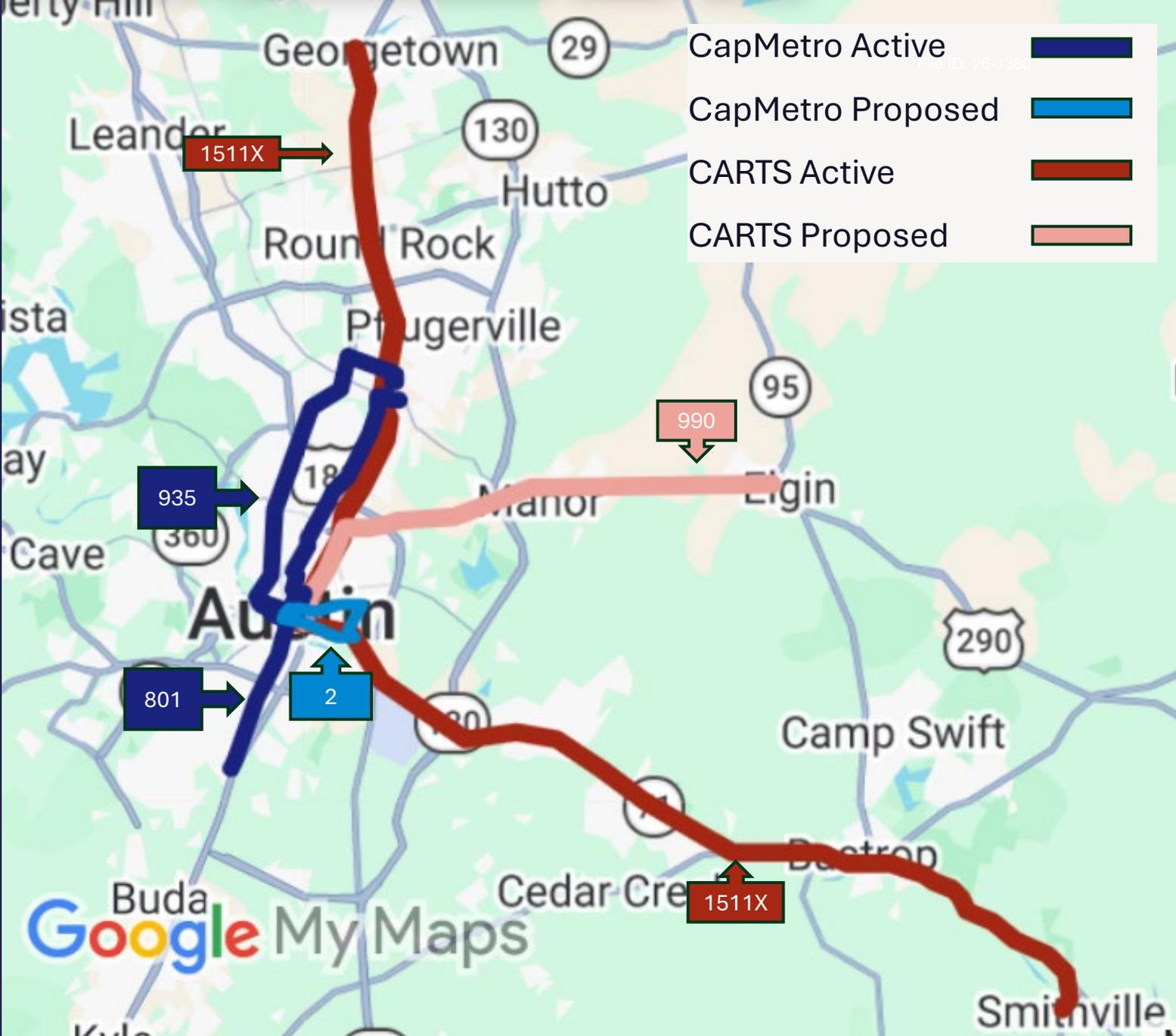
TDM Platform
Marketing + Education
Direct Incentives



Measure 1

City of Austin
Mobility Committee Meeting Backup: April 2, 2026
File ID: 26-1380

Transit Enhancements



Measure 1 Annual Transit Service Evaluation Plan

Each year (March–May), CapMetro, CARTS, and the City will review CPRG-funded services and consider adjustments based on the following priorities:

- Construction Impacts
- Available Transit Infrastructure and Resources
- Operating Costs, and
- Ridership Impacts on VMT.

This data will be used for a service review and adjustment process to explore the potential scope of services across Austin and the region for the next calendar year.





Austin

Measure 3 Community Engagement

Movability Community Programs (Funded By CPRG)

Construction Mitigation, Commute Rewards and Challenges, TDM Planning, Mobility Research, SchoolPool, Mobility Camps, and more...



 School Pool



Measure 3

Marketing Campaign

Marketing and Creative Design Contract with Colehour + Cohen (C+C) Approved By Council on 2/26/26

Goal: Develop a diverse and inclusive marketing campaign to inspire commuter mode shift.

Scope Deliverables:

- Media kits
- Creative design
- Marketing strategy





Measure 3 Transportation Wallet and Cash for Commuters

Transportation Wallet

- Provide up to 700 low-income residents with a reloadable transit benefit card.
- Launch pilot this year with a goal of reaching 100 end users (\$75/month per person)
- Coordinating with HACA, APH and Workforce Solutions



Cash for Commuters

- Daily cash incentive with partnering employers of (up to) **\$5** for (up to) 90 days per calendar year until funds deplete.



More to come as initiatives kick off in late Summer/early Fall 2026!

Measure 3 | CTXGO: Your One-Stop Shop for Trip Planning and Construction Updates

File ID: 26-1380



CTX GO includes three main ways the public can plan trips and access information, providing options to find alternative modes of travel, the latest traffic and construction updates:



Mobile App

A downloadable mobile app that travelers around the region can use to plan trips, receive incentives, and receive traffic and lane closure updates on the go.



Website

A mirror website of the app that has both real time and future traffic and construction information, so travelers can plan their trips ahead of time.



Hotline

An easy-to-remember number for the public to call with inquiries about traffic conditions and ongoing construction projects.



Enhanced Construction Coordination

Public Information/Planning



Questions?

