



City of Austin

Recommendation for Action

File #: 25-2275, **Agenda Item #:** 75.

12/11/2025

Posting Language

Approve negotiation and execution of an agreement with Meta Platforms, Inc. in the amount of \$145,000 for digital advertising services in support of public outreach campaigns including Vision Zero, Living Streets, Get There ATX, and the Climate Pollution Reduction Grant initiative for a period of one year. Funding: \$65,000 is available in the Fiscal Year 2025-2026 Operating Budget of Austin Transportation and Public Works, and \$80,000 is available in the Capital Budget of Austin Transportation and Public Works.

Lead Department

Austin Transportation and Public Works

Fiscal Note

Funding: \$65,000 is available in the Fiscal Year 2025-2026 Operating Budget of Austin Transportation, and \$80,000 is available in the Capital Budget of Austin Transportation and Public Works.

Prior Council Action:

September 30, 2021 - Resolution No. 20210930-099, adopting the Austin Climate Equity Plan, was approved on an 11-0 vote.

September 21, 2023 - Ordinance No. 20230921-096, to accept and appropriate \$1,000,000 in grant funds from the U.S. Environmental Protection Agency under the Climate Pollution Reduction Grant program, was approved on a 10-1 vote with Council Member Mackenzie Kelly voting no.

March 21, 2024 - Resolution No. 20240321-030, authorizing the submittal of a Climate Pollution Reduction Implementation Grant application for Transportation Demand Management programs, was approved on an 11-0 vote.

For More Information:

Richard Mendoza, Director, 512-974-2488; Paige Warner, Acting Public Works Administrator, 512-974-2513, Jeff Stensland, Public Information Division Manager, 512-978-1511; Gilda Powers, Quality Consultant, 512-974-7092.

Council Committee, Boards and Commission Action:

Additional Backup Information:

The Austin Transportation and Public Works Department is seeking authorization to enter into an agreement with Meta Platforms (Facebook, Instagram, etc.) for digital advertisement to promote key department's mobility and safety initiatives.

These initiatives include:

- **Vision Zero** - promoting traffic safety and fatality reduction
- **Living Streets** - encouraging walkable, community-friendly infrastructure
- **Get There ATX** - supporting transportation demand management

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- **Climate Pollution Reduction Grant (CPRG)** - outreach for climate-related initiatives under Measure 3 of the CPRG.

The total cost of \$145,000 will be distributed across these campaigns as follows:

- \$25,000 from Public Outreach
- \$25,000 from Vision Zero
- \$10,000 from Community Services
- \$5,000 from Transportation Demand Management, and
- \$80,000 from the Carbon Pollution Reduction Grant.

Approval of this request ensures timely execution of outreach efforts aligned with the following Citywide Strategic Plan goals:

- High Performing Government Goal 2: Enhance the City's data and technology capabilities to provide secure, modern, and accessible solutions
- Mobility & Critical Infrastructure Goal 1: Design and prioritize mobility improvements that positively impact safety and public health for the community
- Mobility & Critical Infrastructure Goal 3: Expand access to transportation choices that are seamless, sustainable, and easy to navigate.