

SMART TRIPS AUSTIN

About the Program



The goal of Smart Trips Austin is to encourage communities in Austin to walk, bike, scoot, ride transit, and share rides, rather than drive alone. The program, a partnership between the City of Austin and Capital Metro, uses the following strategies to accomplish its goal:

Strategies



Lower barriers to using active mobility options by offering supportive bike rides, group walks, and transit adventures.



Raise awareness of transportation options by delivering customized resource toolkits to residents.



Provide personalized support and mobility information through e-newsletters and social media.



Build the capacity of community partners to host transportation events and communicate with others about the benefits of transportation options.



Smart Trips Eastside, 2019

Reach, Impact, & Stories

The Smart Trips Eastside program ran from June to December 2019 and served residents in East Austin (see map on right). The program focused on this area to support residents in accessing a variety of local destinations using new high-frequency transit routes and a connected bicycle network.

Program Reach



25,251

Households reached through direct mail



1,247

E-toolkits full of transportation resources and tools emailed to residents



137,100+

Social media impressions



126

Community events



1,841+

Community members engaged at events



89

Community members participated in four Beginner City Cycling Classes



21

Community members met with outreach ambassadors to create personal trip plans

Program Impact

Pre- and post-program survey respondents revealed the following:



Respondents made

28 FEWER DRIVE-ALONE TRIPS IN ONE DAY.

This could result in a reduction of approximately

34,842

DRIVE-ALONE TRIPS PER YEAR.¹

Respondents who reported driving alone “all of the time” decreased from

18% TO 14%

25% ↑

more respondents were preparing for and taking actions towards changing their transportation behavior.

12% ↑

more respondents are now in the habit of using active or shared options for most of their trips.

¹To estimate the average number of drive-alone trips respondents reduced per week, the project team calculated the difference between the average number drive-alone trips reported by respondents between the pre- and post-program surveys. The team used the assumption of a traditional work week, and multiplied by the difference by five days a week for work/school days and 2 days a week for non-work/school days. If extrapolated to all 1,247 participants, participants would make an estimated 28 fewer drive-alone trips per week and an estimated 34,842 fewer trips per year.

40%

increased their use of transportation options because of the program.

78%

feel more aware of transportation options in Austin because of the program.

20%

tried the bus or train for the first time because of the program.

11%

tried shared bikes/scooters for the first time because of the program.

10%

tried bicycling for the first time because of the program.

Participant Testimonials

“My friends and I now bike almost every weekend using the urban bike trails through East Austin. We love to go on Sunday mornings, picking slightly different routes and stopping at a local bar or restaurant on the way home. It’s a fantastic way to spend half a day—we feel great about the exercise, our familiarity with the streets, and the camaraderie that results.”



“I really appreciate the program because it helps our family understand the public transportation availability in Austin and teach my child how important it is to utilize them!”

“My company just moved downtown. I used my free bus pass to take the bus to work on a day when it was raining because I didn’t want to bike in the rain. I learned that the bus gives me a much desirable way to get to work when it is raining. It was fast, cheap and easy!”