



**m<sup>o</sup>vability**

**Annual  
Report  
2017**



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## LETTER FROM THE BOARD CHAIR

# Jim Pledger

This has truly been a year of leadership in Central Texas when it comes to mobility. Factions that don't normally work together came to a common table to develop the Capital Express plan for I-35; the City of Austin has been on budget and on schedule implementing the first projects from its

At the beginning of 2017, we hit the ground running with a new membership program that has allowed us to offer more services to more employers - and the response has been tremendous. Our membership has grown

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\$720 million mobility bond; and Central Texas employers have stepped up to help shape the region's mobility landscape by implementing policies that will help employees connect with better commutes.

Movability has also experienced an eventful year, with a growing membership base and more professional services for our members than ever before.

significantly this year, with employers that have a small number of employees here in Austin to multinational businesses that have a large corporate presence in Central Texas.

We've also been able to offer more to Central Texas. We've expanded opportunities for our members to learn about best commuting practices and strategies through round-table

events, webinars, and networking get-togethers. Beyond our membership base we've helped developers find smarter ways for construction workers to travel in and out of Austin's central business district, helping reduce vehicle congestion in our streets.

As Austin continues to attract ideas and innovators from all over the world, it's also becoming clear that we all need to play a role in keeping our city a place where those ideas and innovations, and the people that make it all happen, flourish. Helping employers and

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those ideas and innovations flourish.

Movability continued its role with the Mobility Challenge, this year co-hosting the Mayor's Mobility Challenge Luncheon with a record number of employers in attendance, many of whom have signed on to be part of the Mobility Challenge Class of 2018.

As we continue to grow and expand our services, Movability has also spent time this year mapping a smart path for growth with strategic planning initiatives. That roadmap will guide us as we reach more employers, hire a new executive director, and continue to work with public and private leaders to move Central Texas forward.

individuals rethink transportation and connect with mobility options is important work that will help our city thrive. I look forward to seeing what we accomplish together in 2018.



Jim Pledger, *Board Chair*



## SNAPSHOT

# Austin Mobility in 2017

In Austin, as in many growing cities, rapid growth also means mobility challenges that threaten economic vitality, health outcomes, and affordability. But Austin has also taken some huge steps forward in addressing these challenges, including a growing embrace of transportation demand management (TDM).

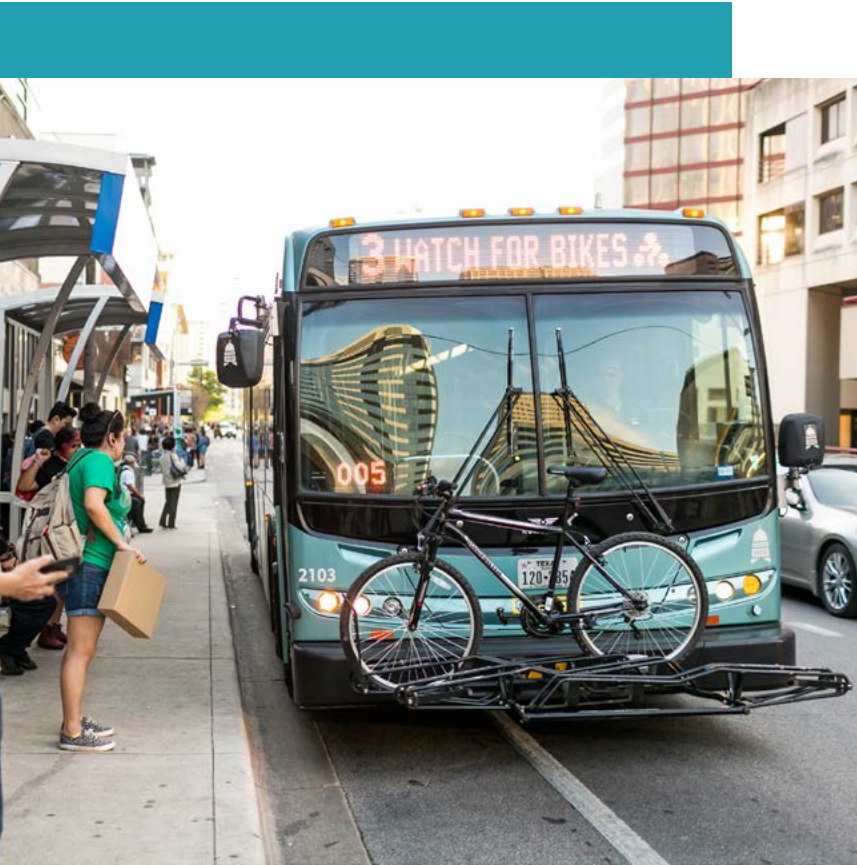
More employers than ever see the value of investing in mobility policies, and that is why Movability gained new members like Merck & Co., which became a member even before hiring employees in Austin.

The Central Texas Regional Mobility Authority wrapped up work on two new managed lanes along a portion of the MoPac Expressway (Loop 1) that allow vanpools and transit vehicles to ride free, bypassing traffic and offering a more enticing alternative to commuters.

Other notable transportation developments took place this year, too. Capital Metro began implementing its 2025 plan, with a new fare structure and increased frequencies on its MetroRapid lines, and in turn has seen ridership increases. The transit agency also rolled out a new on-demand ridesharing service pilot program.



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The Downtown Austin Alliance, under whose management Movability works, was also integral in helping to shape the Capital Express plan, which the Texas Department of Transportation announced in October. That plan will help put transportation demand management into action with new managed lanes on the I-35 corridor that will help transit move more efficiently through Central Texas.

With a majority of Central Texas commuters driving alone to work - close to 80 percent chose to drive alone in 2016, according to the latest U.S. Census Bureau data - these changes in policy, infrastructure, and mobility leadership are crucial to our region's ability to grow in a way that benefits a majority of Central Texans.



## THE ROLE OF MOVABILITY

# A New Strategic Plan

In 2017, Movability embarked on a strategic planning process to define immediate and long-term goals around our role in the region.

Movability is Central Texas' transportation management association (TMA) working hand in hand with organizations to improve the region's economic vitality by connecting organizations with mobility options that save time and money.

As part of that planning, Movability developed new Vision and Mission Statements:

### **VISION**

Leading the culture shift toward stress-free, affordable commute options.

### **MISSION**

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The planning sessions also led to three main goals to guide Movability’s growth and work in Central Texas.

- **GOAL 1** Build the movement and leadership to change transportation demand in the region.
- **GOAL 2** Provide a clearinghouse for transportation options, services, and tools for organizations to implement TDM programs, including private sector development of new technology and other market solutions.
- **GOAL 3** Advocate for transportation demand management policy and planning.

Work on some of these goals is already underway. Reflecting Movability’s position as Central Texas’s only TMA, membership has expanded to employers outside of the downtown area, and a wider range of services is now available to those members.

This year Movability also worked with stakeholders in government and the business sector to discuss the role of TDM in future land use and development, and in current parking practices.

## GOAL 1

Build the movement and leadership to change transportation demand in the region.

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Provide a clearinghouse for transportation options, services, and tools for organizations to implement TDM programs, including private sector development of new technology and other market solutions.

## GOAL 3

Advocate for transportation demand management policy and planning.





# Membership

2017 is the first full year under Movability's new membership program, a restructuring that includes distinct tiers: Corporate Membership and Partner Membership (Mobility Visionaries, Mobility Innovators, Mobility Pioneers, Mobility Trendsetters, and Mobility Advocates). That new structure allows members to engage at the level that is best for them, from participating in networking and educational programs to name recognition and professional services to develop and implement mobility programs.

Movability finished 2017 with  
37 member organizations, the  
most members it has ever had.

It's also meant that Movability staff has been able to do more for members, including events and professional services, which has resulted in positive feedback from members. Movability finished 2017 with 37 member organizations, the most members it has ever had.



Movability's Founding Members, The City of Austin, Capital Metro, and The Downtown Austin Alliance, continued as significant contributors to the organization. Their vision and leadership has helped Movability reach more members and do more toward accomplishing our mission. Finally, the new structure has led to a significant increase in revenues.

# 2017 By The Numbers

**37 Members** Up from **27** in 2016

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**\$13,275 Affiliate  
Member Revenue**

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**\$14,719 Corporate  
Member Revenue**

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**\$11,715 Member  
Services Revenue**

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**\$140,000 Founding  
Member Revenue**

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# 2017 MOVABILITY MEMBERS

## Corporate Members

3M  
Amplify Credit Union  
Atlassian  
Box  
Cirrus Logic  
Cushman & Wakefield  
Endeavor Real Estate  
Gray Engineering  
Holtzman Partners LLP  
Jackson Walker  
K. Friese + Associates  
Lone Star Circle of Care  
Maxwell Locke & Ritter  
Merck & Co., Inc.  
Rocky Mountain Institute  
Seton Healthcare Family  
Silicon Laboratories  
Spredfast  
Statesman Media  
Stitch Fix  
Studio 8 Architects  
The Thrival Company  
Whole Foods  
Winstead PC  
WP Engine

## Founding Members

Capital Metro  
City of Austin  
Downtown Austin Alliance

## Mobility Trendsetters

Car2go  
Chariot  
WeDriveU

## Mobility Affiliates

Austin Hotel & Lodging  
Assoc.  
LUUM  
Luxe  
Urban Loop

## Mobility Advocates

Bike Austin  
Commute Matters  
Freewheeler  
Lyft  
Metropia  
Micro Kickboard  
Premier Parking  
R&R Limo & Bus  
Scoop  
TransitScreen  
UT Austin  
ZipCar

## MEMBER EVENTS

As part of our effort to make membership move valuable, Movability began holding more events, based on member input.

- **LUUM Webinar**

This lunchtime webinar and discussion introduced new member Luum, a comprehensive commute business solution for employers and offered a roundtable conversation for members to highlight and share critical commute challenges, best practices, and upcoming initiatives.

- **Last Mile Summit**

Movability and Capital Metro hosted the Last Mile Summit to help members and other attendees learn about mobility resources and best practices from other employers that helped them bridge the “last mile,” a gap between a transit stop and a commuter’s final destination. Attendees were able to meet other employers close to them geographically, and discuss sharing resources.

- **Mayor’s Mobility Challenge Lunch**

This event, hosted by Movability and the Greater Austin Chamber of Commerce, was held to celebrate the Challenge class of 2017 and introduce other business leaders to the success and opportunities of the Challenge. Mayor Steve Adler led the event, joined by fellow City Council Members Ann Kitchen and Pio Renteria, and encouraged everyone to be part of the transportation solutions in the region and join the challenge.

- **Capital Metro Works for Business Webinar**

Members and local Austin businesses learned about products and services from Capital Metro that help employers cut parking expenses, recruit and retain employees, and reduce their employees’ commute-related stress.

- **Membership Networking Event**

Movability members gathered for a happy hour in CBRE’s new downtown office space to network and compare mobility solutions. Our service provider members were also present to offer their solutions and gain insight from the corporate consumers.

- **Motivational Interviewing Practitioner Training**

Movability’s Alix Scarborough led a hands-on training opportunity. Attendees learned how to use motivational interviewing techniques to help others change behaviors and habits, with a focus on shifting commuter behavior.





## MOVABILITY'S WORK WITH MEMBERS

Movability is Central Texas' only transportation management association dedicated to TDM strategies for business. Our work with members reflects the need for new approaches to mobility. Below are two examples of Movability's work with member companies in 2017.



### **Maxwell, Locke & Ritter**

Maxwell, Locke & Ritter, an accounting firm with offices in downtown Austin and Round Rock, has been a Movability member for many years, and in 2017 elected to participate in the Mobility Challenge. Some of the biggest frustrations for the company were an increase in downtown traffic combined with a dearth of knowledge among employees about options that could help them find better commutes.

The Mobility Challenge and Movability membership introduced Maxwell, Locke & Ritter to Capital Metro's MetroWorks program and helped the company buy discounted passes through that initiative. Maxwell, Locke & Ritter has also implemented flex hours, a telework policy, and a parking reimbursement program over the past year.

The firm continues its Movability membership in order to have access to education and networking events, further support in implementing its mobility plan, and hands-on experiences like transit adventures.

*"We currently have about 12 employees who use the transit passes on a regular basis. We offer flexible work arrangements that allow employees to work remotely and to have the flexibility to arrive/leave when it works for them. While we have had policies in place for this from the beginning, through the Mobility Challenge we have set some mobility goals for the upcoming years that we will be working on. One of those is to expand our options to include additional discounts and resources for our employees so that they have a variety of mobility options."*

*"With Movability Austin, we have also done transit lunches and happy hours. We had Car2go and B-cycle hold informational workshops at our office. We have also had a Movability Austin representative come to our office to have one-on-one meetings with employees who were interested in learning about their commute options."*

**-Christina Steuerwald, Maxwell Locke & Ritter LLP**



# PARTNER & MEMBER SATISFACTION

## Member Satisfaction 2017 Corporate Members



4.75 Satisfaction Rating

### HOW MOVABILITY HAS HELPED

Making Connections  
Raising Awareness

In 2017, Members have implemented flex hours and commuter plans with cash-outs, rebates and reimbursements.

Overall, members would  
**NOT CHANGE ONE THING**  
about their membership.

"Movability has opened our eyes!"  
"Alix & Thomas have been super helpful."  
"Movability has been crucial to the success of our plan."

14 out of 20 members responded to our survey

## Partner Satisfaction 2017 Corporate Members



4.5 Satisfaction Rating

### OUR PARTNERS' 2018 GOALS

Build Relationships with Movability Members  
Grow Enterprise Sales

### MOST VALUED PARTNERSHIP BENEFITS

Exposure to decision makers and companies  
Inclusion in Movability events & activities

Partners want to learn about  
**NEW TECHNOLOGIES, POLICIES,  
DEVELOPMENT & INFRASTRUCTURE.**

"Movability has done great thinking outside of the box!"  
"It has been easy and great to work with you."  
"The team has been very welcoming."

12 out of 19 members responded to our survey



## Endeavor Real Estate Group

Full service commercial real estate company Endeavor Real Estate Group joined the Mobility Challenge in 2016 both to take on an active role as a corporate leader and to help improve employee morale and retention. In 2017, Endeavor joined Movability as a corporate member to get help with implementing its plan and improving the commute offerings for employees.

Endeavor had several mobility goals in mind: acting as corporate leaders, improving employee and customer satisfaction, and improving air quality by reducing emissions.

After planning sessions with Movability, Endeavor came up with a mobility plan that included telecommuting and flex time, and this year piloted programs for both those options.

*"For Endeavor, the mobility options that we have developed with the help of Movability have enabled our employees to have more flexibility to balance work life and personal life. In particular, telecommuting and flex hours have been team favorites as our co-workers strive to maximize productivity by reducing drive time."*

**-Becky Heston, Principal with Endeavor**



## Other Member Highlights in 2017

Merck joined as a corporate member this summer. As the company began hiring for their new Austin office toward the end of 2017, Movability has begun work with them to develop a mobility plan for their new office and growing staff.

Corporate member Silicon Labs launched a parking cash-out program in 2017.



# Mobility Challenge

The Mobility Challenge is supported by the City of Austin and designed to work with Austin area employers to increase the use of commute options. Today Movability, and The Thrival Company act as mobility consultants for Mobility Challenge companies, working closely with each to complete a planning process and put strategic mobility plans into action. Funding for the Mobility Challenge comes from the City of Austin. That funding allows Movability to work closely with each participating employer and customize a mobility plan that is integrated into the company's strategic plan addressing their individual company needs, and location. The class of 2017, which included businesses and organizations from in and around Austin, reflected the growing regional need for TDM planning. Following are two examples of work with Mobility Challenge participants.



## **SAMSUNG**

Samsung has a huge presence in Austin, with more than 3,000 employees. With employees working shifts around the clock and a presence outside of the central city - as well as away from transit stops - Samsung has some unique transportation challenges, and the company's Austin leadership joined the Mobility Challenge to start exploring ways to improve mobility options.

"We wanted to get a baseline of how people get to work, where they live, and how we could create solutions out of data we collect," said Julie Fisher, Samsung's Senior Public Relations & Community Affairs Specialist. "We are a 24/7 facility, and with that comes some challenges but also opportunities to partner with people on set shifts, where we can optimize people coming and leaving at the same time."

Employee participation in the initial survey was high - more than 1,000 respondents.

"We have surveys going out all the time, and to see that much interest was an eye opener about making it a priority," Fisher said. "We're looking at creating solutions around this report."

Next steps for Samsung will involve putting that data to use; that could include changing company policies to make telework a reality for some employees, starting a shuttle line that other Tech Ridge companies could also use, or perhaps eventually advocating for additional transit stops on the corridor.

## The Mobility Challenge is supported by the City of Austin and designed to work with Austin area employers to increase the use of commute options.



### **HOLTZMAN PARTNERS**

Movability member and Mobility Challenge participant Holtzman Partners has a growing business on West 6th Street, and is facing a parking crunch as well as a large amount of time spent in traffic commuting to work and visiting clients during office hours.

While employees currently park on residential streets around the office, those spaces could soon become resident-only. That's one reason the company hopes to use flextime and telecommuting to reduce parking needs and reduce employee commute time.

"A particularly valuable aspect was the guidance we got from Thomas Butler," said Angela Alwin, Senior Manager, Business Development & Marketing, of the company's participation in the Mobility Challenge process so far. "Up front, he provided a timeline for the process, and he really kept the momentum going. He provided language for weekly prompts that I sent out to the team, which was incredibly helpful. When he provided the first draft of the mobility plan for us to review, he called out areas where he wanted to make sure his notes matched our thoughts."

## **MOBILITY CHALLENGE PROCESS**

A Movability plan for a Mobility Challenge company varies depending on the employer's challenges, workforce, and needs. However, the life cycle of our work with pledge companies looks like this: When Movability works with a company joining the Mobility Challenge, the employer first signs a form pledging to:

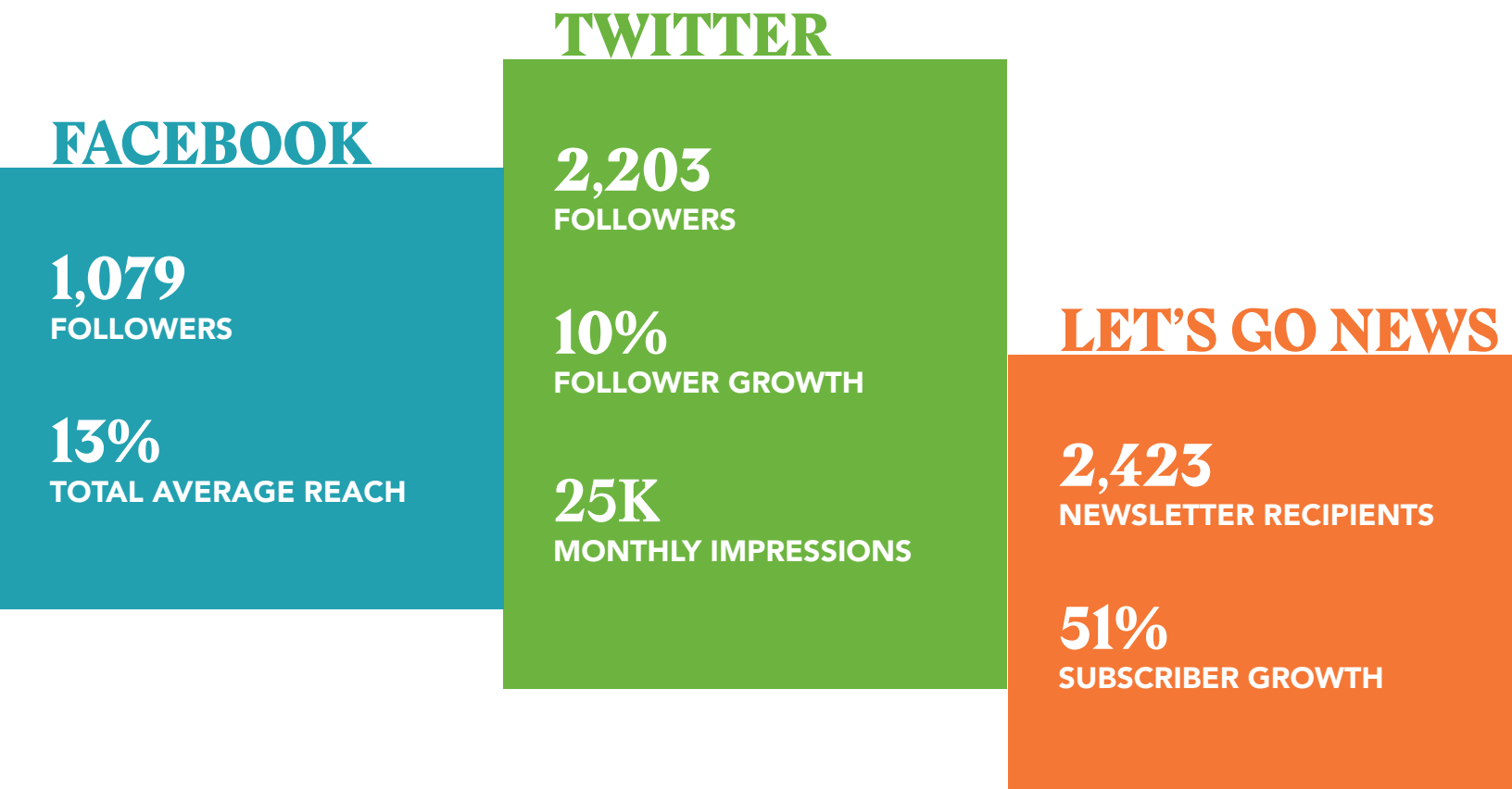
- Administer a survey to determine how employees currently commute, what would motivate them to try commute options, what options they might be interested in, etc.
- Develop a mobility plan that outlines a three to five-year strategy to expand commute.

- Movability inventories the employer about existing transportation amenities; develops an employee commute survey; collects anonymous employee addresses to plot on a map for potential ride sharing; schedules three 1.5-hour meetings to review survey data and determine future action; and compiles the results into a three-year plan.
- Movability also assists each company's mobility team providing additional support such as presenting the final plan to upper management, guidance on next steps, and providing Challenge participants who become Movability members professional services to implement their plan.

## COMMUNICATIONS AND EARNED MEDIA

Movability seeks to help the public and Central Texas employers envision new transportation solutions through various communications channels, including social media, earned media, the MovabilityAustin.org website, and the Let's Go News twice-monthly newsletter. We coordinate with our members and founding partners to dovetail our communications efforts on joint issues.

In 2017 Movability's newsletter coordinated with members to promote their work and successes around TDM and mobility. That included a contest run together with member and service provider Chariot, interviews to highlight the City's TDM department, and highlighting successes for the region like Austin's inclusion in the Big Jump initiative.





This year the Association for Commuter Transportation (ACT) also included Movability in a webinar and whitepaper. The whitepaper, ["A Better Way: Spotlight on Transportation Management Associations"](#), features insights from public officials and private sector leaders representing TMAs from across the country. The paper delved into how public and private partners played a role in starting TMAs, including Movability. During the webinar, which had a national audience, Movability Program Manager Alix Scarborough discussed how Movability is helping employers and the region at large deal with the mobility strains of a growing city.

*"Our employees experience traffic on every possible corridor, from downtown streets to freeways and toll roads, to get to work every day," said Jackie Padgett, Silicon Labs' communications and community relations specialist. 'Our downtown location will stop being a work perk if we don't help reduce traffic.'*

*Silicon Labs is also a member of Movability Austin, a nonprofit transportation management association that helps public and private employers craft mobility plans that help their workforces get to and from the office."*

**-Austin Business Journal, August 22**

*"Where there may be hope in Austin: as ride-hailing continues apace, more of those rides could become shared. In fact, a large number of rides are made by tourists and late-night locals, and many of those are obviously shared rides. Where progress really needs to be made is during Austin's rush hour. If commuters could start sharing those hailed rides, perhaps because of TDM outreach to employers, a major dent could be made in drive-time backups.*

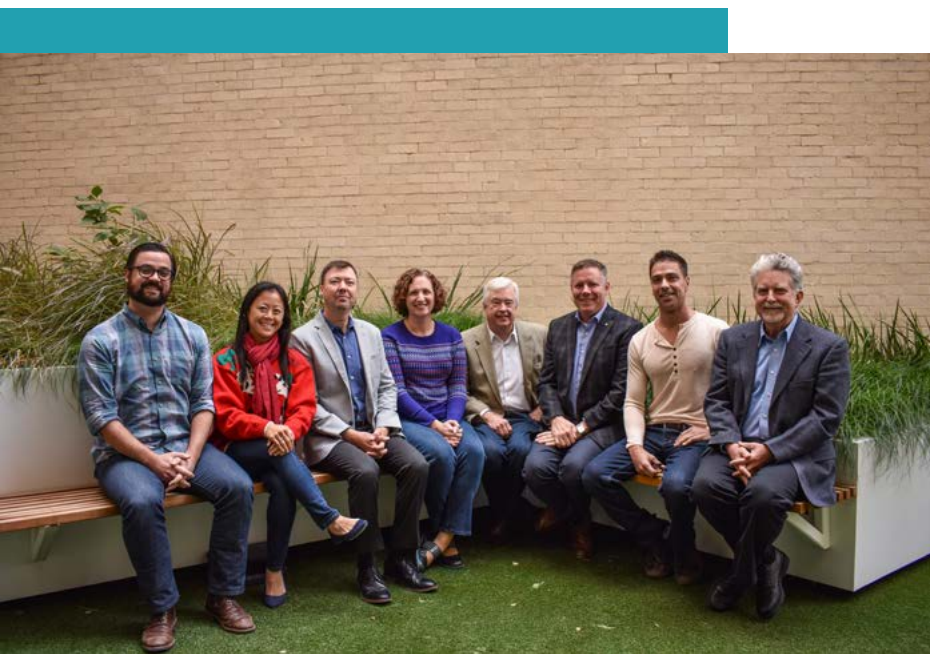
*"As the local transportation management association Movability Austin notes at its website: 'The transportation system is at capacity into downtown during rush hours. And more growth is coming much faster than new transportation facilities can be built.' It's an organization that helps Austin businesses, individuals, and others find better ways to travel that help individuals and the whole community."*

**-Mobility Lab, March 16**





# Board Members & Staff



## BOARD

Greg Buford  
Brian Butterfield  
Roger Cauvin  
Joe Cantalupo  
Blanca Gamez  
Sandy Guzman  
Glenn Lewis  
Jim Pledger  
Rob Spillar  
Dale Weisman  
Will Wheeler

## STAFF

DAA EXECUTIVE VICE  
PRESIDENT, ECONOMIC  
DEVELOPMENT AND  
MOVABILITY LIAISON

**Molly Alexander**

MOBILITY CHALLENGE  
PROGRAM MANAGER

**Thomas Butler**

MEMBERSHIP PROGRAM  
MANAGER

**Alix Scarborough**

COMMUNICATIONS  
COORDINATOR

**Kate Harrington**

DAA CONTROLLER

**Samia Burns**

DAA RESEARCH AND  
DEVELOPMENT

**Jenell Moffett and  
Mandi Thomas**

INTERN

**Alex Houston**



# Movability Budget

2017 Revenue	<b>Membership</b>	<b>\$168,356</b>
	Founding Member Revenues	\$140,000
	Affiliate Membership	\$13,275
	Individual Membership	\$225
	Full Membership (Corporate)	\$14,719
	<b>Project Funding</b>	<b>\$140,662</b>
	Mobility Challenge	\$120,000
	Member Services	\$11,715
	Events/Training	\$2,997
	Sponsorship	\$5,950
	<b>Total Revenue</b>	<b>\$309,018</b>
2017 Expenses	Contract Services	\$322,009
	Education/Training	\$2,000
	Insurance Gen/Liability	\$1,876
	Meeting & Event Expenses	\$528
	Information Tech	\$50
	<b>Total Expenses</b>	<b>\$327,252</b>
	<b>Net Revenue (Expenses)</b>	<b>(\$18,234)</b>
	<b>Ending Net Assets at 12/31/17</b>	<b>\$47,671</b>