



# 2016 ANNUAL REPORT





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Photos: Michael Knox

# LETTER FROM THE BOARD CHAIR

## JIM PLEDGER

Opportunities, ideas, and growth continue as defining themes in Austin. Those themes also extended to the realm of Austin mobility in 2016: the passage of a \$720 million mobility bond, a quickly-changing transportation network company (TNC) landscape, and new partnerships between employers and new transportation technology providers, to name just a few developments.

Movability Austin has also had a tremendous year of events and change in 2016. This year saw the departure of Movability's first Executive Director, Glenn Gadbois, and the transition of Movability to the Downtown Austin Alliance family. Glenn was at the helm of Movability Austin for its first five years, heading initiatives like Transform Your Trip that built on new understandings around the role habits and behavioral choices play in transportation. Movability Austin also began its work with the Mobility Challenge under Glenn, a program that is growing every year as more and more employers become interested in direct action to take their time and their employees' time back from traffic congestion.

In May, Movability moved under the umbrella of the Downtown Austin Alliance, a change that aligns the energy and brainpower of two organizations focused on building a vibrant, economically thriving Austin. That shift has already yielded some key accomplishments for Movability; a transition committee invested

several months defining Movability Austin's services, membership, and geographic reach, work that led to a new mission statement and revamped membership structure.

Movability Austin continued its role with the Mobility Challenge, this year co-hosting the Mayor's Mobility Challenge Breakfast with a record number of employers in attendance, many of whom have signed on to be part of the Mobility Challenge Class of 2017.

The transition process also gave Movability a chance to survey other Transportation Management Associations (TMAs) around the country and compare best practices. While almost no TMA is identical to another, we learned that we are one of the only TMAs in the U.S. offering customized mobility consultants to employers. That's work that our members have indicated is invaluable to them, and work that goes hand in hand with the City's goal of reducing drive alone commutes by 20% by the year 2020.

As Austin continues its astronomical growth, it's also becoming clear that we all need to play a role in keeping our city a place where people, ideas, and innovation flourish. Helping employers and 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 2017 ■



## MISSION

*To support economic vitality and sustainability of downtown Austin employers by promoting transportation programs and services designed to enhance access, parking and mobility, as well as improve the quality of life for employees, residents and visitors.*



# SNAPSHOT OF AUSTIN MOBILITY IN 2016



As is the case in growing cities across the U.S., Austin is experiencing mobility challenges that threaten economic success, public health, and affordability. While our transportation infrastructure has seen some updates, they haven't kept pace with the region's population growth. According to the Austin Chamber of Commerce, the number of individuals who commute to work during peak rush hours has risen 21% in the last decade; in fact, nearly 350,000 commute into and out of Austin from surrounding communities, 80% of whom drive alone. Of those 350,000 commuters, nearly a quarter – 85,000 – are commuting into downtown Austin. More than half of those downtown commuters travel 10 miles or more.

There are some large infrastructure projects in the works that will help address the logjam. The Central Texas Regional Mobility Authority's nearly-completed work on two new managed lanes on portions of MoPac (Loop 1) and the City of Austin's \$720 mobility bond could help transit move more efficiently and break some of the congestion that blocks our city's major corridors.

We cannot build our way out of congestion therefore much of our work is managing demand. As we build demand for alternative ways to commute it is critical our transit partners continue to build their programs and services. Capital Metro's MetroWorks and Metro Rideshare programs continued to grow this year and have given employers an easy way to help employees connect with mobility options. And public-private initiatives like the new Market District shuttle run by Chariot – as well as Chariot's service for Austin commuters – are new mobility options that will allow commuters more access to alternative commutes.

## STATISTICS

**Number of downtown employees:** 86,226

**Percent of Austin commuters driving alone:** 80%

**Capital Metro transit use for FY2016, ending in September:** 30.5 million total rides

**Car2Go:** 328 vehicles with 63,000 registered members

**Austin B-Cycle:** 50 active stations, 187,609 trips YTD, an 8.33% increase over the same period in 2015<sup>1</sup>.

<sup>1</sup>Sources: U.S. Census Bureau, 2013, City of Austin, Capital Metro, Car2Go, Austin B-Cycle



# WE'RE CONNECTING **EMPLOYERS** **AND EMPLOYEES TO**

Last mile solutions like Chariot  
and WeDriveU

Capital Metro discounts on  
buses, vanpools, and trains

Bikeshare and  
bike facilities

Carpool  
matching

Enterprise  
solutions like Luum

Carsharing solutions like  
Car2Go and ZipCar

Mobility policies  
including telework  
and flex hours

**movability**  
AUSTIN



# ROLE OF MOVABILITY AUSTIN

In May 2016, Movability Austin entered into a management contract with the Downtown Austin Alliance. The shift has allowed Movability to reassess its work with members, its core mission, and its functions.

As part of the move, a transition committee formed to guide the process and set the stage for Movability Austin to become one of the country's premiere, model transportation management associations (TMA).

The transition committee was tasked with reviewing the organization holistically and providing recommendations on its core mission, geography and membership structure. The results of their work included affirming and strengthening the role of Movability in Central Texas and its core mission to enhance mobility, improve the economic vitality of the Austin metro area and improve access and mobility in central Austin and Downtown.

Critical to its assessment, the task force and Movability staff conducted peer-to-peer research to better understand the role of TMAs in other similar communities and how we could learn from their expertise and experience.

Several key take-aways emerged:

- Though most TMAs have similar goals, no two TMAs are exactly alike.
- A TMA can have a geographically restricted area or can operate in a much larger, even regional area. It is not uncommon for a TMA to operate under an umbrella organization.
- There are often more than one TMA operating in a city.
- Most TMAs have multiple sources of funding – membership fees, federal air-quality funds, etc.





# SNAPSHOT OF TMAS AND THEIR ROLES AROUND THE COUNTRY



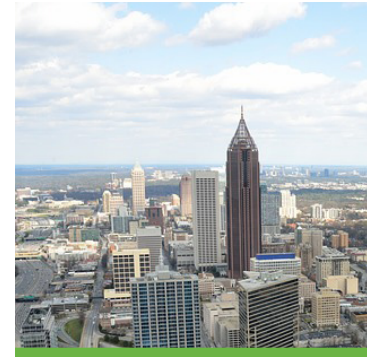
**A BETTER CITY TMA (BOSTON)** This TMA was formed during Boston's massive construction project, The Big Dig, to address employer concerns about getting employees and clients into Boston during the construction. Today it's a permanent nonprofit that works with commuters, employers, and property owners to help employees connect with options through collaborations with other organizations, fairs and events, and transportation demand management programs.



**TRANSPORTATION SOLUTIONS FOUNDATION (DENVER)** A TMA focused on increasing availability and use of mobility options, this group collaborates on studies regarding the expansion of transit services, runs programs geared at reducing Denver residents' drive-alone miles, and promoting policies like Complete Streets and active transportation design.



**TMASF CONNECTS (SAN FRANCISCO)** San Francisco's TMA started out as an organization dedicated to promoting public transit options, but has expanded its focus to include daycare solutions and career resources in the Bay Area. Its membership is made up of building owners, managers, and commercial real estate developers, and TMASF helps buildings attain permit compliance for city planning codes related to downtown alternative transportation.



**LIVABLE BUCKHEAD (ATLANTA)** This TMA is a partner with Georgia Commute Options, a regional program that offers financial incentives and support services to encourage use of options. Livable Buckhead works with businesses, individuals, and public entities to encourage sustainable practices. Commute programs include a shuttle run in partnership with a transit agency to provide last-mile solutions, and consulting for businesses, property managers, and individuals to help commuters use options.





## MOVABILITY MISSION, GEOGRAPHY, AND POSITION

Ultimately, the task force decided that while most of Movability's customers will come from the central city, the goal should be to focus on serving employers with transportation needs, regardless of their location in Central Texas. By not defining a geographic service area, Movability has the ability to seek members and provide services throughout Central Texas.

As the task force began to redefine its geographic iden-

tity, it was important to communicate clearly the purpose of the organization. The task force created a new position statement to easily articulate what Movability does:

"Movability Austin is Central Texas' first and only organization solely dedicated to working hand in hand with employers to improve Austin's economic vitality by connecting commuters in the region with mobility options."





## MOVABILITY AUSTIN MEMBERSHIP

Based on an analysis and distillation of Movability’s position statement, it became clear that working with employers was an area of expertise and would remain a high priority for Movability. The Mobility Challenge and the membership program are the two primary ways that Movability currently helps employers develop and implement mobility programs.

In reviewing our current corporate (employer) members, we found two distinct categories: those who took advantage of many hours of staff time to design and implement programs, and those who had joined and remained members primarily to support the cause and participate in the Board of Directors. We began designing a program that separates annual membership costs and consulting services fees.

In addition to evaluating corporate membership, we looked at our affiliate membership program and found that many affiliate members who provide mobility services were get-

ting significant value in advertising and introductions to new clients. When asked why they valued their partnership with Movability, several of our current affiliate members were consistent in their answers: they wanted to be part of the conversation around mobility solutions, and they took full advantage of the opportunities to meet potential new clients.

In the last quarter of 2016, we had the opportunity to build relationships with several potential new affiliate members, and test out our new pricing structure.

Corporate member tiers are based on the size of a company, and pricing is comparable with other Austin organizations. Most of Movability’s existing members will find that they pay less or the same amount for annual membership; however, with the addition of purchasing consulting services, the overall membership program revenue is expected to increase – covering the costs of Movability’s services.

### MEMBERSHIP PROGRAM

- Individual membership: \$75
- Corporate membership \$250 to \$1,500, depending on company size

### PARTNERSHIP PROGRAMS

- Mobility Visionary: \$50,000
- Mobility Innovator: \$25,000
- Mobility Pioneer: \$10,000
- Mobility Trendsetter: \$2,500
- Mobility Advocate: \$500



# MOVABILITY AUSTIN'S WORK WITH MEMBERS

Movability is gaining recognition for its role as Central Texas's only consulting organization dedicated to TDM strategies for business, and our work with members reflects both this recognition and the need for new approaches to mobility. Below are two examples of Movability's work with member companies in 2016.



**THE GREAT RACE - B-CYCLE  
BEAT THE CARPOOL TO LUNCH.**



**TAYLOR AND JONATHON ARE  
AN ODD CARPOOL COUPLE**



**ANNORA TOOK HOME THE  
CUTEST COMMUTE AWARD BY  
TAKING THE BUS WITH HER  
DAD**

## Studio8 Architects Saved \$15,000 with Fun and Games

A growing architecture firm, Studio8 kicked off 2016 with a challenge to employees: participate in – and win – the Commute Smackdown challenge, a gamified approach to introducing employees to new commute habits. Movability designed and ran the Studio8 Commute Smackdown. Along with a few other tweaks to their employee commute benefits and parking management policy, the firm was able to get rid of all off-site parking spaces and park within their means.

The game was a playful way to get high engagement in new forms of transportation and break employees out of ingrained drive-alone habits. Many employees reported that they continued to use mobility options after the challenge had ended. Studio8 and Movability are working together to extend Smackdown benefits like free transit passes and preferred carpool parking to keep the fun alive.

*"We had first come to Movability about 2 years ago now with something that a lot of us are very passionate about—parking downtown, in hopes to alleviate the parking stressors that are associated with working downtown. My office is a unique one, such that we work out of a house that has a parking lot capable of holding only 1/3 of our staff. The remaining employees had to park 2 blocks away, costing our company close to \$15,000 a year to provide us with a guaranteed spot...we all could not be happier about the team that helped us along the way. All of them are fun, easy to communicate with, and creative.*

*Just when I thought I had stumped them with the ultimate parking and commuting challenge, [the Movability team] immediately responded with a creative solution that I did not think was possible. They have made this experience very easy and fun for us, and have really impacted all of us at Studio 8 in such a great way. We are very happy to be a part of such a wonderful organization that is helping to improve our city every day."*

*-Valentina Schifano, Associate AIA, Studio8*





### WE Communications Quadrupled the Number of Employees Using Commute Options

Working from a Central Austin location is a huge asset for many employers – proximity to other employers, a walkable environment, and myriad mobility options for employees' commutes are all factors that drive the decision to grow in or move to Central Austin. But a quickly growing city also means constraints on space and a need to rethink one of the biggest users of space: vehicle parking.

That was what prompted WE Communications to call Movability in late 2016 with an emergency: the digital commu-

nications and public relations company was moving to a new building with no parking, and 90% of the staff engaged in drive-alone commutes. Movability jumped in to help them refine their incentive offers, get employees trying the bus with a Transit Adventure, facilitated a "Commute 101" lunch-and-learn, and provided individual help with Commute Chats. After a very busy month, 50% of employees opted to carpool or take transit instead of purchasing a monthly parking space.

### Other Member Highlights in 2016

**CARITAS OF AUSTIN** tackled complex employee travel needs in a parking cash-out pilot.

**SETON**-University Medical Center Brackenridge offered mobility incentives and education to downtown associates.

*"As a leader in Seton Healthcare Family's environmental stewardship work, I have had the beneficial experience of working with Movability Austin over the past several years. Most recently I have had the pleasure of the stellar customer service provided by Alix Scarborough and Thomas Butler as they guided us through two key mobility initiatives—one for our adult Level 1 trauma facility; and the other for our entire Seton Family. Alix and Thomas' keen attention to our unique needs coupled with their deep knowledge of mobility options yielded us great outcomes and a very pleasant experience. Movability Austin has cultivated a lifelong fan."*

-Ashton Cumberbatch, Jr., Executive Director/Seton Foundations, The Seton Healthcare Family





## MOBILITY CHALLENGE



The Mobility Challenge is supported by the City of Austin and designed to work with Austin employers to increase the use of commute options. Today, the City of Austin, Movability Austin, 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 each pledge's challenges, needs, and location.

The class of 2016 represented our largest group of Mobility Challenge pledges yet. Following are two examples of work with Mobility Challenge pledges.





## MOBILITY CHALLENGE CONTINUED...

### Silicon Labs

“As a major employer we believe it’s our responsibility to be a good corporate citizen and do our part to help reduce traffic congestion and emissions. Our downtown location will stop being a work perk if we don’t help reduce traffic,” says Jackie Padgett, Silicon Labs’ Communications and Community Relations Specialist.

To get there, Silicon Labs took a multi-pronged approach: it created an employee-led Transportation Committee, added in-depth information on its intranet on ways employees can get to work using alternative transportation including biking and ride sharing among other options, and also worked with Capital Metro to host quarterly “transit adventures.” During transit adventures employees ride the bus to and from lunch or happy hour venues – a fun, no-pressure way to try out transit. And most recently the company has developed a parking incentive plan that will allow employees to receive a monthly stipend if they give up their parking spaces in Silicon Labs’ downtown parking garages.

Attendees said they were surprised by how easy it was to catch the bus, and 41 percent said they were more inclined to use public transportation after going on the transit adventure.

### University Federal Credit Union:

UFCU’s workforce is spread all over the greater Austin area, including a large number at its headquarters location in North Central Austin, which meant that providing mobility options wasn’t a one-size-fits-all process.

UFCU started out by studying its employees’ commute habits, and figuring out how to meet people where they are – and since starting the challenge, UFCU has built on that. In 2016 the credit union enhanced and created several programs to give its employees the tools and resources to determine what solution works best for them.



## MOBILITY CHALLENGE CONTINUED...

UFCU's key mobility programs include:

1

Enhancement of the telework program

2

Formalization of alternative work schedules

3

Creation of a Commuter Allowance Program

### Mobility Challenge Process

A Movability Austin 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 baseline 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**



**Participate in annual evaluation to measure their progress in implementing mobility plans.**

Movability Austin inventories the employer about existing transportation amenities; develops an employee commute survey; collects anonymous employee address 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 the Challenge team by providing additional support such as presenting the final plan to upper management, guidance on next steps, and providing Challenge participants who become Movability members consulting services to implement their plan.

## MOVABILITY'S WORK WITH PUBLIC AND PRIVATE PARTNERS

In 2016 Movability worked with Rocky Mountain Institute and several Market District companies on a pilot program to offer reliable and sustainable shuttle service that could help employees of those companies bridge the last-mile gap between transit stops and their offices. That work eventually expanded to include Capital Metro and the City, as well as San Francisco-based Chariot,

which is providing the shuttle service.

Chariot has also made Austin the first city outside of San Francisco in which it has provided services, and in December Chariot started operating its first two crowd-sourced routes for the general public.



# COMMUNICATIONS AND EARNED MEDIA

Movability Austin seeks to help the public and Central Austin 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 partners and founding members, Capital Metro, the City of Austin, and the Downtown Austin Alliance to dovetail our communications efforts on joint issues.

**Zack McGhee** @zmcghee · Feb 8  
The date night we took @CapMetroATX from happy hour to a @KLRU summit to @theabgb to home & never had to wait >5m for a bus. #CommuteLoveATX



## Earned Media Stories

23 earned media stories in 2016 included:

- Movability Austin's role in the Mayor's Mobility Challenge
- TDM during Austin Don't Rush Day and beyond
- Increased transit options and how they can benefit Central Austin commuters

## Communication Channels

**WEBSITE:** [movabilityaustin.org](http://movabilityaustin.org)

**BI-WEEKLY E-NEWSLETTER:**

Let's Go News

**FACEBOOK:** Movability Austin

**TWITTER:** @Movability

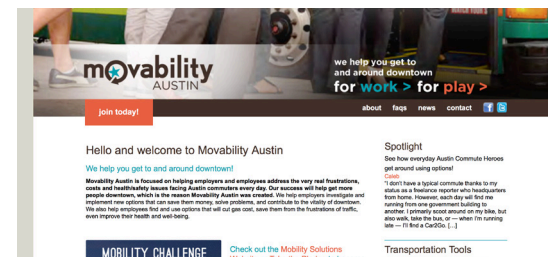
## Total Audience Through Movability Austin Channels

**FACEBOOK:** 1,072 followers, 14% growth in 2016. Movability's average total reach for Facebook posts in 2016 was 30%

**TWITTER:** 1,973 followers, a 26% growth in followers in 2016. Movability's impressions on Twitter averaged 28,016 monthly.

**LET'S GO NEWS:** 1,183 recipients, with an average open rate of 22.3%

In February 2016 Movability ran a social media contest to engage followers and show examples of alternative commutes in action. The campaign asked Twitter followers to post pictures of themselves and someone they love – in honor of Valentine's Day – using



mobility options with the hashtag #CommuteLoveATX.

Movability's engagement rate and social media readership got a boost from the photos and comments shared during that campaign, and the winner got a gift certificate to a downtown restaurant.

*"You might consider rail, bus, cabs, cars to go, the b-cycles, van and car pools, staggered work hours or telecommuting. Movability Austin is a non-profit that consults with downtown area businesses on how to arrange for their employees to work at home. Its director, Glenn Gadbois, explains, 'People love it. One, they don't have to deal with traffic. Two, they can get right to work and three they are more productive.'"*

-KXAN

*"Texas Mutual is one of several companies working with nonprofit Movability Austin, which helps companies find mobility and parking solutions for their employees. Options include providing discounted transit passes, setting up ride-shares in vanpools, telecommuting or offering flexible schedules."*

-Community Impact



# BOARD MEMBERS AND MEMBERSHIP

## Board Members

Greg Buford  
Brian Butterfield  
Joseph Cantalupo, Vice Chair  
Roger Cauvin  
Blanca Gamez, Ex Officio Member  
Sandy Guzman  
Glenn Lewis, Treasurer  
Jim Pledger, Chair  
Robert Spillar  
Dale Weisman, Secretary  
Will Wheeler, Ex Officio Member



## 2016 Members:

### FOUNDING PARTNERS

Capital Metro  
City of Austin  
Downtown Austin Alliance

### MEMBERS

Caritas  
HomeAway  
Jackson Walker  
Maxwell Locke & Ritter  
Silicon Laboratories  
Studio 8 Architects  
UMCB Seton

WP Engine

### AFFILIATE MEMBERS

Austin Hotel and Lodging Association  
Car2go  
Carma  
Chariot

## 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 RESEARCH AND DEVELOPMENT

Jenell Moffett and Mandi Thomas



Dadnab

K Freise

Luum

Luxe

Lyft

MetroPia

RideScout

Sandy Guzman

UT Austin

Urban Loop

Will Wheeler

ZipCar

# MOVABILITY AUSTIN BUDGET

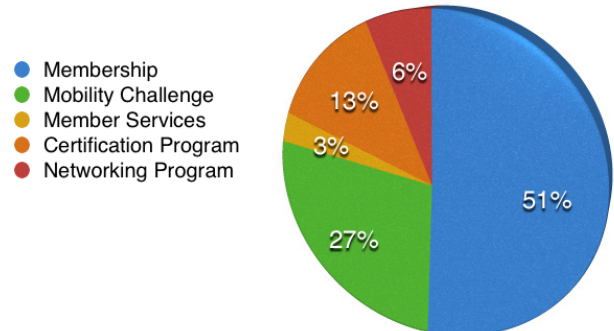
2016 Revenue:	
Partner Contract Revenues	\$ 285,000
Affiliate Membership	2,478
Full Membership	2,686
Fee for Service Revenues	513
<b>Total Revenue</b>	<b>\$290,677</b>

2016 Expenses:	
<i>Program Services</i>	
Mobility & Membership	\$ 208,745
Marketing	14,153
<i>Total Program Services</i>	<i>222,898</i>
<i>Supporting Services</i>	
General and Administrative	35,190
<i>Total Supporting Services</i>	<i>35,190</i>
<b>Total Expenses</b>	<b>\$258,088</b>

<b>Increase(decrease) in Net Assets</b>	<b>\$ 32,589</b>
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Net Assets at Beginning of Year	\$ 33,316
Net Assets at End of Year	\$ 65,905

2017 Budgeted Revenues



2016 Expenses

