

Annual Report

2019

Shifting Commutes Toward Stress-Free, Affordable Mobility Options

“Movability completely changed how we view commuting to and from work and really turned a parking challenge into a strategic opportunity for us.”

– Meredith Cuevas,
Archer Malmo

“Movability has helped make recommendations to help better communicate mobility options to tenants.”

– Bianca Briseno, HPI



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LETTER FROM THE BOARD CHAIR, JIM PLEDGER

2019 was a year of innovation, collaboration, and leadership for Movability.

In the past year Movability has welcomed new staff and new board members, grown its membership, engaged in an exciting new partnership that yielded the first downtown commuter study, and launched a new initiative aimed at 501(c)(3) organizations.

Movability's mission is to help our members leverage our programs to achieve their business goals, thereby reducing growth in traffic congestion. We are thrilled that this year we have worked with more employers than ever and found new ways to fulfill that mission for more Central Texans. Movability welcomed the Central Texas Regional Mobility Authority as a Visionary-level member, strengthening our position as a mobility leader in the region.

Thanks to the Austin Community Foundation's fiscal sponsorship we will be able to bring the same services that Movability offers its corporate members to 501(c)(3) organizations at little to no cost

to them. We believe this will not only take more cars off the road, but help those organizations spend more of their time and resources on their core missions.

The fall of 2019 also saw the launch of a downtown commuter study that Movability completed in partnership with Texas State University's translational research department. That study, one of the first efforts at comprehensive data collection around downtown commutes, has provided valuable insight into mode split.

Movability staff got well-deserved recognition from the Association for Commuter Transportation, with the Red River Chapter's President's Award for Movability as an organization and a special recognition for Membership and Professional Services Director Alix Scarborough with the President's Emerging Leader Award.

Our board of directors welcomed several new faces in 2019. Tim Hayden with Brain+Trust Partners, Chris Ivarson with Google, Sam Sargent with Capital Metro, Maanya Condamoor of Dell and Danielle Skidmore with Danielle Skidmore Consulting all joined the board this year. On the staff side, we said goodbye to our Mobility Challenge Manager Aneka Patel and

welcomed Kate Harrington into a new position, Outreach and Engagement Manager.

Regionally, Central Texas mobility continued to progress. The City of Austin passed its Austin Strategic Mobility Plan (ASMP), laying the framework for better mobility with a goal of eliminating half of all drive alone trips.

Capital Metro actively gathered public input on its Project Connect plans, and several new groups emerged to support the Project Connect plan that voters will decide on in 2020.

As always, we are grateful for the inquisitive and enterprising people who make up Central Texas' mobility landscape, and we look forward to continuing to work with them in the coming year.



STATE OF CENTRAL TEXAS MOBILITY IN 2019

Only five years ago Austin had almost no mobility options outside of transit and a nascent bike share system. Contrast that with the growing ecosystem of mobility options available now, and a picture starts to emerge of a region growing in multimodality – and beginning to shift its behaviors around transportation.

In 2019 micromobility options exploded onto Austin streets, bringing more dockless electric scooters, bikes, and mopeds into the mix of mobility options. The City of Austin developed regulations to oversee the use of those vehicles and created designated sidewalk parking spots for them.

Capital Metro continued to see its ridership grow throughout 2019 as a result of its overhauled alignment and increased frequency on several of its routes, as well as a fare adjustment. The agency also conducted vigorous outreach to gather public input for its proposed Project Connect system expansion. That plan, if approved by voters in November 2020, will expand the capacity and modality of the region's transit over the next several decades.

The City of Austin passed its Strategic Mobility Plan (ASMP) in the spring of 2019, an ambitious and forward-thinking outline that aims to reduce drive-alone commutes dramatically and increase mode-split so that 50% or more trips are made using mobility options.

The region also lost two mobility providers: Chariot ceased operations in February and Car2Go, which had been operating in Austin since 2009, announced in October that it would no longer operate in Austin and other North American cities.

As Central Texas' mobility patterns and options changed, so too did the work and staff at Movability. In 2019 Movability launched several new initiatives and deepened partnerships with regional groups.

Movability worked with the Capital Area Metropolitan Planning Organization (CAMPO) and the Regional transportation demand management (TDM) Coordinating Committee to further work on a the Regional TDM Study and worked with the Center for Urban Transportation to continue a partnership on the Best Workplaces for Commuters program.

This year Movability also worked with a new partner, Texas State University, on a beta commuter research study that gathered data on the commutes of more than 600 downtown employees over 60 days and analyzed mode split.

In 2019 Movability, Capital Metro, and the City of Austin began working on the details for a potential pilot program that, if approved, could provide Movability members with subsidized transit passes. Movability was a recipient of a Bloomberg Climate Challenge grant to support that initiative.

Between the recognition for urgent action around climate change, growing traffic congestion concerns, and adoption by employers of more and better mobility options, 2019 was an explosive year for mobility in Central Texas. The work toward robust TDM adoption is ongoing and perhaps more needed than ever, and there are more partners than ever working toward that goal.



MEMBERS

Movability's membership continued to grow in 2019, as did our offerings for members.

In 2019 we welcomed some of the region's largest employers as new members: Dell, Indeed, and Facebook. Movability also gained the Central Texas Regional Mobility Authority as a new Visionary-level member. We worked with the Center for Urban Transportation Research to help Central Texas employers apply for the Best Workplaces for Commuters program. And as part of a website redesign, Movability completely updated our members-only Employee Toolkit.

"Movability assisted us in the development of a plan as well as in networking with state agency contacts and other key stakeholders."

- Edna Jackson, Texas Water Development Board

9

Chapters full of actionable information for Movability members in the Employer Toolkit

20

Movability members that earned a Best Workplaces for Commuters designation

75+

Movability members in 2019

30K+

People in Central Texas employed by Movability members

5+

Organizations and Agencies Movability collaborated with in 2019

11

Public and member-exclusive events hosted by Movability in 2019

3

The number of geographically-focused employer group meetings in 2019. These groups give Movability members a way to talk with fellow employers in the same geographic areas about opportunities, challenges, and solutions to shared transportation issues and have included topics selected by participants for open discussion, as well as presentations from our partners.

EVENTS



February

BWC lunch and learn:
A Mile in Their Shoes:
Behavior Change
Programs that Put
Employees First. Mayor's
Mobility Breakfast and
Award Ceremony

March

Mobility Spring
Webinar with
the City of
Austin, Google,
and Zipcar

April

Happy hour and
panel discussion
to kick off the
Emerging Mobility
Summit with ACT
and Google

May

Bicycles as
Business Tools:
What Works in
Corporate Bicycle
Programs lunch
and learn

June

Footloose
and Car-Free
breakfast and
panel discussion
at MOD Bikes

July

Behavior Change
conversations training:
What do a free bus pass,
a gym membership & a
dual flush toilet all have
in common?
Behavior Change!

August

ACT International
Conference Movability
member Meetup in
Manhattan. Keep Austin
Moving webinar with
Best Workplaces for
Commuters webinar

September

Three Modern Commute
Tools for Austinites
webinar with the
Austin Transportation
Department, Austin
Energy, and Commutifi

December

Move Forward with
your Movability
Membership webinar

MEMBER SURVEY

CORPORATE MEMBERS

7.91/10
SATISFACTION SCORE

Most helpful service from Movability:

- Commute planning consultations
- Identifying employee needs and preferences
- Connection to service providers
- Raising awareness of current projects and initiatives in Central Texas
- Downtown and Tech Ridge employer working groups

Biggest challenges members faced in 2019:

Recruitment and retention of talent
Reducing parking costs
Employees not aware of commute options
First/last mile

Top interests of members:

Networking events
Lunch & Learns and webinars
Best Workplaces for Commuters membership and awards

29 members responded to survey

PARTNER MEMBERS

7.88/10
SATISFACTION SCORE

Most Valuable Partner Member Benefits

Introductions to companies looking for services
Opportunity to co-host webinars and Lunch & Learns
Promotion and recognition

Biggest Goals for 2019:

Growing sales and presence in Austin
Replace single occupancy vehicles (SOV) trips
Educating the community

Top interests of members:

Networking events
Exposure to decisionmakers
Awareness of current projects and initiatives in Central Texas

9 members responded to survey

MEMBERS

3M
 Amplify Credit Union
 Archer Malmo
 athenahealth
 Austin LGBT Chamber of Commerce
 Austin Technology Council
 Austin Young Chamber of Commerce
 B-Cycle
 Babylon Inc
 Ballet Austin
 BIG RED DOG Engineering
 Bird
 BOE Consulting Services, LLC
 Box
 Brain+Trust Partners
 BSA Life Structures
 CAMPO
 Capital Metro
 Car2Go
 Carma
 Cirrus Logic
 City of Austin
 Commutifi
 CTRMA
 Cushman & Wakefield
 Dell
 Downtown Austin Alliance
 Dun & Bradstreet
 Endeavor Real Estate
 EverlyWell



Facebook
 GAHCC
 Google
 HNTB
 HPI
 Hych
 Indeed
 Jackson Walker
 JUMP
 K. Friese + Associates
 LUUM
 Lyft

Maxwell Locke & Ritter
 McLean & Howard, LLP
 Merck & Co., Inc.
 MOD Bikes
 Moore&Associates, Inc.
 Point B, Inc.
 Ryde
 Samsung
 Scoop
 SecureLink
 Seven One Seven Parking
 Silicon Laboratories

Skip
 Southwest Strategies Group
 Spin
 St. Edward's University
 Star Shuttle
 Statesman Media
 Stitch Fix
 Stream Realty
 Super Shuttle
 SXSW
 Texas Facilities Commission
 Texas Gas Service
 Texas Medical Association
 Texas Parks & Wildlife Dept.
 Texas State Preservation
 Board
 Texas Water Development
 Board
 The Thrival Company
 Tokyo Electron
 TransitScreen
 Tripshot
 UT Austin
 Via
 WeDriveU
 Whole Foods
 Winstead PC
 ZipCar

CASE STUDIES

Movability works with Central Texas employers to help them build mobility plans that are right for their workplace, culture, and location. Below are excerpts from case studies we completed in 2019 about work with two of our members. To see the full case studies and read others, visit our [website](#).

Maxwell Locke & Ritter

2020 BEST WORKPLACES FOR COMMUTERS RECIPIENT

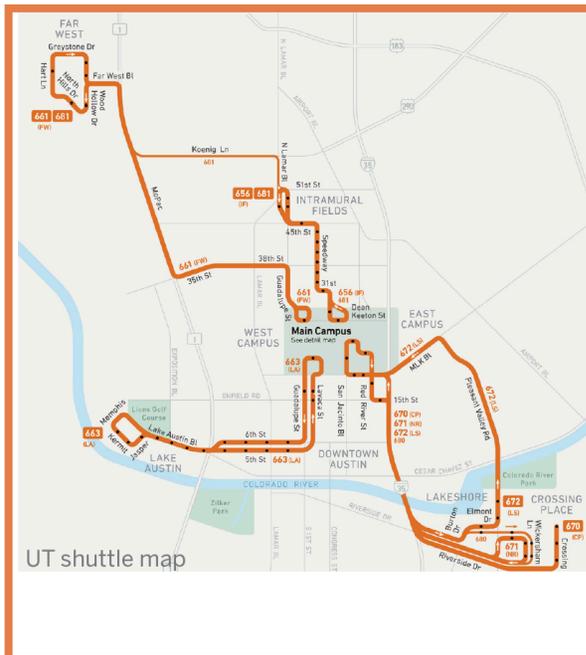
LARGEST LOCALLY OWNED ACCOUNTING FIRM IN AUSTIN

2019 #1 BEST MID-SIZE ACCOUNTING FIRM TO WORK FOR -Accounting Today

EMPLOYEE COMMUTE BENEFITS

<p>REMOTE WORK</p>  <p>A remote office in Round Rock allows 25 employees to spend less time commuting and work closer to home. The office provides a hoteling setup so employees can drop in when needed.</p>	<p>TELEWORK</p>  <p>Maxwell Locke & Ritter is flexible with telework and remote work, with scheduled work from home days approved ahead of time. 42% of employees are happy with their current work from home schedule.</p>	<p>TRANSIT</p>  <p>Maxwell Locke & Ritter offers to pay \$100 per month toward employee transit passes, fully covering the cost of a monthly Capital Metro pass. Employees can also opt to use this \$100 stipend toward on-site parking costs instead.</p>
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“UT is a valued member of Movability because they are truly committed to improving mobility and commuter choices. The team at PTS is dedicated to assessing and improving the transportation conditions at UT, so our relationship is a unique, holistic partnership that serves both organizations’ strategic missions.” – Blanca Gamez, Associate Director of Transportation for UT Parking and Transportation Services

- 2017-2019 by the numbers**
- 4.5 million yearly shuttle riders
 - 4,496 registered bikes
 - 779,699 total scooter ridership⁺
 - 95,497 scooter rides to campus⁺⁺
 - 1,186 carpool program members
 - 6,947 bike parking spots & lockers⁺⁺⁺



University of Texas at Austin

INITIATIVES

Movability and Texas State University Commuter Research Beta Study

Who:

In late 2019 Movability and Texas State University's Translational Health Initiative began working together on a downtown Austin commuter research beta study.

What:

Movability and Texas State designed a study that asked participants to answer an initial survey, and then respond to a single text message each weekday over the course of 60 days about the mode they used to get to work that day.

Where:

Participants traveled from a huge range of zip codes, including points as far south as San Antonio and as far north as Killeen, to employers in downtown Austin.

When:

More than 600 participants took the survey, logging 10,500 individual responses from November 2019 to early January 2020. Movability recruited participants and Texas State University researchers collected mobile phone numbers, assigned each a random identification number to ensure anonymity, sent out the survey questions, and collected and analyzed the data that came in.

Why:

The 2019 commuter beta research study represents the first attempt by an unaffiliated organization – not a service provider or public institution – to gather data showing a comprehensive snapshot of transportation patterns in and out of the region's densest area. With the City of Austin's newly-adopted Strategic Mobility Plan's goals of 50% mode split, Movability wanted to obtain baseline information about current commute patterns. This will give public and private partners a glimpse of opportunities and challenges when it comes to increasing mode split.

NPO GO!

In 2019, Movability received requests from five Central Texas 501(c)(3) nonprofit organizations that altogether employ approximately 400 people. Those nonprofits reached out to Movability because, like corporations in Central Texas, their employees have long commutes, difficulty getting to work due to traffic, and have no affordable or convenient place to park. These organizations wanted Movability to create a commute plan that addresses these pressing problems – as well as help retain employees, boost morale, and improve health. Unfortunately, a majority of the 501 (c)(3) organizations that approached Movability have been unable to secure funding for Movability membership and services.

Working with the Austin Community Foundation, Movability established NPO Go! under that organization's fiscal sponsorship and in 2019, began the process of seeking funding from grants and donations.

Movability created NPO Go! to provide nonprofit organizations with the same quality commuter solutions for their employees as big corporations.

MOBILITY CHALLENGE

2019 was Movability's first full year of implementing the Mobility Challenge under its new structure, with participants divided into Mobility Challenge 1.0 and 2.0 programs.

Designed for employers that have not participated in the Mobility Challenge, the 1.0 program helps businesses that want to build a mobility program or need help refining their employee commute program. Participation in the Mobility Challenge 1.0 program includes collecting data through an annual employee commute survey and the development of a strategic mobility plan.

The Mobility Challenge 2.0 program helps organizations put their strategic mobility plans into action. With this second phase of the program, employers get Movability's hands-on help in implementing their mobility plan – from designing commute benefits and telework policies, to marketing the program to employees and coordinating fun educational events.

In 2019 five companies took part in the 1.0 Mobility Challenge and 10 companies participated in the 2.0 program.

In addition to customized mobility



planning and support, Mobility Challenge participants receive consulting and help applying for a Best Places to Work for Commuters designation at no charge to them. In 2018, Movability aligned the annual Mayor's Mobility Breakfast with the release of the Best Workplaces for Commuters list in early February, and that schedule continued in 2019.

The 2019 Mayor's Mobility Breakfast and Awards Ceremony celebrated the companies that earned the BWC designation with a well-attended program at Hotel Ella that also included a keynote speaker from the BWC program, Julie Bond.

This year's breakfast was the best-attended one that Movability has hosted out of our six years of working with the City to host a Mayor's Mobility Breakfast, with 125 attendees.

“The Mobility Challenge has been critical in exposing employees’ transit habits and attitudes toward transit in general. We’re using this data to inform current and upcoming programs.”

- Chris Ivarson, Google

COMMUNICATIONS

Movability engaged Spacecraft to design an improved, updated website and launched the new website in July of 2019.

That site, movabilitytx.org, has a new address that reflects the growth of Movability's membership. The streamlined design is easier for website visitors and members to navigate, and easier for staff to update. Spacecraft also worked with Movability to link the site to top search engines.

2019 also saw the launch of a new newsletter, The Member Lane. This publication, exclusively for Movability members, comes out once per month and contains special offers, event announcements, and a cut-and-paste email template about a mobility topic that employers can easily customize and send to employees.

Aside from The Member Lane and Let's Go News, Movability communicates with its members, Central Texas employers, and the public through social media and earned media. Through these channels, Movability promotes transportation demand management (TDM), shares information about successful employer commute programs and policies, and shares information from and about our partners and members.

In 2019, Movability helped promote our members' programs and services. Both our organization and our members appeared in local and national publications in relation to the commuter research beta study, the Mobility Challenge, and mobility options like flexible work schedules:

[Companies offer incentives to encourage alternative commuting options](#), KXAN, February 14, 2020

[Public transit is 2nd-largest mode of transportation for Downtown Austin commuters](#), CBS Austin, February 6, 2020

[New study finds 60% of Austin commuters heading downtown are still driving alone](#), KEYE, February 6, 2020

[Downtown Austin commuters mostly drive alone to work. Some business leaders want to change that.](#), KUT, February 5, 2020

[CAMPO Visits Lockhart to talk long-term transportation needs, Lockhart Post Register](#), November 15, 2019

[Facebook's new Austin office has 14 art installations and a jam room](#), Curbed, September 4, 2019

[Traffic Tactics: As Austin grows, downtown tech companies work to find alternative transportation](#), Austin American-Statesman, June 7, 2019

[How Austin business leaders can help relieve Austin's congestion woes](#), Austin Business Journal, April 16, 2019

[Mobility and Austin groups want you out of your car this Friday](#), KLBJ, March 5, 2019

[New Austin mobility plan pushing big cut in solo drivers](#), CBS Austin, March 1, 2019

[CAMPO tries to update 2040 plan, is held back by process](#), Community Impact, February 14, 2019

[Cirrus Logic and 10 other Austin Companies Make the 2019 Best Workplaces for Commuters List](#), Silicon Hills, February 1, 2019

[Austin helps companies attract talent by making it easier to commute without a car](#), Mobility Lab, January 29, 2019

[Here's Exactly How to Get a Flexible Schedule at Work](#), Real Simple, January 23, 2019

MORE

COMMUNICATIONS

Movability launched a new social media stream on LinkedIn, which gives our organization a way to post information and thought leadership aimed directly at employers.

Facebook

1,307 Followers
1,163 Likes
3,734 average monthly organic impressions

Twitter

2,625 followers
8% follower growth
38,000 average monthly impressions

Lets Go News

4,231 newsletter recipients
13% subscriber growth

Member Lane

Launched in March 2019
167 subscribers

LinkedIn

Launched in November 2019
500 followers by Dec. 31, 2019

BOARD

Brian Butterfield, *Cushman & Wakefield*
Joseph Cantalupo, *K. Friese and Associates*
Maanya Condamoor, *Dell*
Blanca Gamez, *University of Texas at Austin*
Tim Hayden, *Brain+Trust Partners*
Chris Ivarson, *Google*
Sandy Hentges Guzman, *Sen. Kirk Watson's office*
Ashby Johnson, *CAMPO*
Glenn Lewis, *Maxwell Locke & Ritter*
Jim Pledger, *Jackson Walker*
Sam Sargent, *Capital Metro*
Danielle Skidmore, *Danielle Skidmore Consulting, PLLC*
Robert Spillar, *City of Austin*
Dale Weisman, *Silicon Labs*

STAFF

Lisa Kay Pfannenstiel, *Executive Director*
Alix Scarborough, *Membership and Professional Services Director*
Aneka Patel, *Mobility Challenge Program Manager*
Kate Harrington, *Outreach and Engagement Manager*

BUDGET

Movability finished 2019 in its strongest financial position in our organization's history, and with that cash flow we were able to create a reserve fund* (reflected in this year's net assets). We also ended the year in a position to spin off from the management of the Downtown Austin Alliance, which continues to be a Visionary Member and an integral part of our success.

	YTD ACTUAL (2019)	YTD ACTUAL (2018)	
Membership	\$267,883	\$172,720	
	Lead Partners	\$195,000	\$140,000
	Partner Members	\$40,333	\$16,500
	Individual Membership	\$300	\$220
	Corporate Members	\$32,250	\$16,000
	Credit Card Processing Fee	\$982	\$625
Projects	\$185,960	\$122,265	
	Mobility Challenge	\$112,500	\$100,000
	Professional Services	\$9,359	\$18,800
	Sponsorship & Donations	\$199,633	\$62,842
	Events/Training	\$5,130	\$4,317
	Total Revenue	\$595,807	\$349,104
Expenses	Contact Services	\$411,608	\$291,857
	Education/Training	\$6,686	-
	Insurance Gen/Liab	\$2,142	\$1,353
	Meeting & Event Expense	\$7,375	\$1,056
	Fees/Dues/Permits	\$250	-
		\$434,757	\$294,805
	New Revenue (Expenses)	\$161,050	(\$51,417)
	Ending Net Assets	\$157,304	(\$3,746)