



## 2013 Report to Funders



Let us help your employees leave  
commute frustrations behind, improve  
productivity and your bottom line.

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



## Our Work With Employees

In 2013 Movability Austin staff worked directly with 14 company teams to create learning moments and fun promotional activities, enabling 1,770 employees to discover and use travel options. Below is a sampling of these activities.



### **Employee Focus Group**

**Mutual Mobile** – working with a small focus group of employees, Movability discussed how the company’s culture relates to employees’ perceptions of and interests in using commute options. Employees began discussing and designing activities around using options to get to work. Movability staff left the group meeting having established relationships with Mutual Mobile employees, and with several ideas for how to work with them. Focus groups are a great way to build understanding of a company culture and to tailor learning or promotional activities.

### **Lunch & Learns**

**Cirrus Logic** offers its employees many transportation perks including free transit passes, discounted bike share memberships, and shuttle services. Cirrus Logic also works with Movability Austin to host *Lunch & Learns*, small group trainings on various options from car2go to bike share. With one-on-one access to some of Austin’s best service providers, employees get to learn more about the service, ask questions, and get hands-on experience. These intimate training sessions allow employees to really understand how various commute options work and how they could use those options with their schedule.



### **Transit to Lunch**

Many **Maxwell, Locke & Ritter** (MLR) employees take the Red Line or Express Bus into work at the Frost Tower each day, but many more had not used transit and were eager to learn how to integrate it into their daily commute. In order to answer their questions and help people feel more comfortable using transit, Movability Austin staff arranged a *Transit to Lunch* event, which involved taking MLR employees on the bus to a lunch destination outside of downtown. Taking the bus to lunch let employees experience and practice using the bus in a low stress situation.

### **Office Hours**

Movability Austin offers personalized concierge services for our member employees. Familiarity with travel options can vary quite a bit from person to person. That’s why we began hosting *Office Hours*, where our travel expert sets up at an employer’s office and takes appointments with employees, or just lets them drop in with questions. Employees have the opportunity to visit with a travel expert and get personalized travel information and advice. The topics and questions run the gamut from *Where is my bus stop?* to *Can you find me a safe bicycle route?* to *How do I find people with whom I can carpool?* Movability Austin helps employees understand and think through all the small steps needed to change travel habits successfully.





## Our Work With Employers

In 2013, Movability staff worked directly with management in 14 member companies to provide consulting services for human resource policies, employee benefits and facilities management practices developed to influence employees' travel behaviors. The examples below highlight the types of consulting supports provided.

**Travis County** is a large downtown employer increasing its commitment to support employee use of travel options. In 2014, the County will have approximately 2,098 employees working in downtown offices. The County doesn't have sufficient employee parking; consequently, some employees have designated parking while others are on a waiting list for a parking space. Given the County's parking challenges and its mission to provide transportation solutions, the Transportation and Natural Resources Department together with Movability Austin conducted a commute survey of the department's 200 employees. Thirty percent of respondents already use travel options, but many more were interested in learning about and using options.

A team of Travis County employees and Movability Austin staff began offering on-going Lunch and Learns, Office Hours, and other support for employees wishing to find and use travel options. This same team worked with County Commissioners on even more ambitious steps: in 2014, Travis County will begin a pilot transit pass program. The County has negotiated a reduced transit pass price with Capital Metro and will provide free transit passes to employees who use transit regularly. The Commission also approved discontinuing assigned parking and moving to zoned parking management to increase parking spaces available by 20 to 30%. The commission also approved a Commuter Benefit of \$100 per month for any employee willing to give up their space as a way to promote commuter behavior change, but these additional spaces could become available on the open market and generate net gains in revenues.

**Cirrus Logic, GSD&M, HomeAway, Schlosser Development, SXSW, Whole Foods Market** and other area companies have participated in two Market District Summits focusing on transportation for their companies and employees. This is a highly congested area with several major new developments underway and already too little available parking.

At the first summit, area companies agreed to work with Movability Austin to conduct employee commute surveys. Roughly 20 percent of the employees from these companies already use travel options. Several of these companies also provide shuttle services for their employees. Cirrus Logic provides a park and ride shuttle from Southwest Austin as well as a shuttle to Capital Metro's Red Line that circulates between its downtown locations midday. HomeAway provides a shuttle between its downtown and Research Boulevard offices. And Whole Foods Market provides a shuttle for employees with a reverse commute from the downtown offices to its Las Cimas offices.

Movability Austin met with these companies several times, and is helping employers discuss and develop agreements to allow employees from multiple companies to share these shuttles. Ultimately, the companies could jointly fund more efficient, expanded shuttle services.

### EMPLOYEES GETTING DOWNTOWN

**EMPLOYEES DRIVING ALONE**  
**Region 70%**  
**Downtown 75-79%**

**EMPLOYEES SHARING RIDES**  
**Region 11%**  
**Downtown 8%**

**EMPLOYEES WORKING FROM HOME / TELEWORKING**  
**Region 7.5%**  
**Downtown 4%**

**EMPLOYEES USING TRANSIT: BUS AND TRAIN**  
**Region 2%**  
**Downtown 9%**



## Promotional Events

### Pop-Up Commuter Breakfast

Beginning in March of 2013, Movability Austin began hosting a monthly Pop-Up Commuter Breakfast. For some commuters, the event acts as reinforcement. For others the event is just the right amount of incentive to try a travel option. Movability Austin partners with local businesses to host the breakfasts and provide the food and drink. In 2013, we hosted nine Pop-Up's with a total attendance of approximately 500 people.



### Celebrating New Solutions

In November, using a small grant from the PeopleForBikes Foundation, Movability Austin and [Austin B-Cycle](#) hosted *Celebrating New Solutions*, a party for the launch of Austin B-Cycle. 115 local business and civic leaders attended.

## Advocacy

### Regional Planning

Movability Austin board members and staff met with Capital Area Metropolitan Planning Organization (CAMPO) board members, Commissioner Will Conley (Chair), Mayor Lee Leffingwell (Vice-Chair) and Commissioner Bruce Todd to discuss integrating transportation demand management strategies into CAMPO's planning and project funding.

Movability Austin's chair and executive director served on an advisory group to investigate solutions for Central Texas' most congested corridors. Senator Kirk Watson chaired the group that discuss the range of technical next steps to prepare the region for improvements and decide on the best investment of \$32 million of state funds to plan improvement strategies.

### Capital Metro Services

Movability Austin was active early in the planning and design discussions for this new service, and we are excited about MetroRapid Austin's newest transit solution. We have worked with CapMetro on improvements for their Business-to-Business transit pass and vanpool programs. In addition, our work with Market District companies regarding a shuttle to the Red Line has paved the way for services that also connect these companies to MetroRapid.

### Parking Operations

Movability Austin has worked extensively with Austin Transportation Department staff regarding on-street parking policies, its internal "parking cash-out" program, and planning for the City's parking enterprise management of City-owned structured parking. The City began charging for evening parking, piloted an employee "parking cash out" program for full implementation in 2014, and is preparing to launch its parking enterprise.

### Bicycles in Downtown

PeopleforBikes grant allowed Movability Austin to hire Marie Crane & Associates and conduct focus groups and executive interviews with downtown business leaders. Based on the research, we recommended that City staff and advocates work to ensure community leaders and businesses in downtown Austin understand: 1) That bicycle infrastructure planning takes into account local traffic patterns, land uses, and business interests; 2) That bike accommodations have heavy use, justifying potential lost car lanes; and 3) That bicyclists will not pose a safety threat to themselves or others in downtown Austin.

**Mission:** To support the 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 quality of life for employees, residents, and visitors.



**Members Supporting the Mission**



**PARTNERS** - Capital Metro City of Austin Downtown Austin Alliance Travis County

**EMPLOYER MEMBERS** - Bury & Partners Cirrus Logic GSD&M HNTB Corp. HomeAway Jackson Walker LLP Maxwell Locke & Ritter Mutual Mobile Oxford Commercial Schlosser Development Seton/UMCB Silicon Labs SXSW

**AFFILIATE MEMBERS** - American Institute of Architects-Austin K Friese & Associates Parsons Brinckerhoff Rallyhood University of Texas, Austin Urban Land Institute Urban Racks

**SERVICE PROVIDERS** - Carma car2go Dadnab HBA Parking Mellow Johnny's Park Me Yellow Cab of Austin Zipcar

**Providing Mission Related Services**



In 2013 Movability Austin provided consulting services to help companies ensure their HR benefits, facilities, and programs support company interests in managing parking, supporting employee productivity, or promoting employee health.

Movability Austin provides concierge services to help employees find and use travel options. This does not include the many employees who have figured out options they wish to use and who are using them regularly.

**Promoting Mission Related Messages**



Movability Austin contributed information for the following stories as a positive and consistent voice for the mission and goals of the organization:

**YNN:** [Commuting together could solve Austin's traffic headache](#)

**Austin Business Journal:** [Austin commuters must change attitude, ways; we can't be so 'Texan';](#) [Developers must alter the way Central Texas is built; bye-bye sprawl;](#) [Technology makes bicycle sharing a snap](#)

**KXAN:** [Austin welcomes Work From Home Day;](#) [Panel to discuss transportation in region;](#) [Website helps pair up cyclists who want to ride to work](#)

**Community Impact News:** [Movability Austin strives for short-term solutions to downtown congestion;](#) [Alternative forms of transportation see increase in interest;](#) [Downtown Austin employers form transportation organization;](#) [Transportation options discussed at June 4 Engage Breakfast](#)

**Austin Post:** [City Strides in Direction of Making Austin More Pedestrian Friendly;](#) AP: [Need a Bike Buddy? Weigh In Before June to Keep Austin Commuting App Alive](#)

Movability Austin also sends original content directly to 1,887 people: [Let's Go News](#) bi-weekly reaches 771 subscribers (80 percent growth in 2013) and daily communications via [Twitter](#) and [Facebook](#) connect with 1,116 followers (107 percent growth).

## Movability in Action

### PROMOTION

- Pop-Up breakfasts
- Employee Smackdown game
- Transit to lunch
- Celebrating solutions
- Earn media stories

### ADVOCACY

- Market District shuttle
- Brazos Tech District commuting
- Transit, ridesharing and other options for MoPac and I-35
- Adjusting on-street and off-street parking policies
- Improving information available on best practices

### TECHNICAL ASSISTANCE

#### *Employer Consulting:*

- Telework • Flexible Scheduling • Employee Benefits, Hiring and Orientation • Facilities Improvements • Commute Plans and Programs

#### *Employee Concierge:*

- Group orientations and trainings • individual travel consults • employee games and social events

#### *Coordinate Services:*

- Work with Austin B-Cycle, Carma, Car2go, Cap Metro, Ridescout, V-Rides, zipcar, and many others get services needed.

## 2014 BUDGET

### REVENUES

Partners	\$149,000
Membership	\$ 8,000
Contracts for Service	\$114,000
Grants/Rstricted	\$ 2,500
<u>In-Kind Donations</u>	<u>\$ 16,000</u>

TOTAL REVENUES	\$289,500
<u>2013 Net Assets</u>	<u>\$ 14,500</u>
	\$304,000

### REVENUES

Labor	\$178,000
Professional Services	\$ 61,000
Overhead	\$ 29,500
Travel	\$ 3,000
Meetings/Events	\$ 14,000
In-Kind Expenses	\$ 16,000
<u>Other</u>	<u>\$ 2,500</u>

TOTAL EXPENSES	\$304,000
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### BY COST CENTER

Employer	\$ 82,000	27%
Individualized Marketing (new)	\$136,500	45%
Communications	\$ 31,000	10%
Events/Activities	\$ 24,500	8%
Advocacy	\$ 10,000	3%
Administration	\$ 20,000	7%