


2014 Annual Report movability AUSTIN

Doing More
to Transform
your Trips





In the midst of rapid growth and increasing traffic congestion, Austin is at a unique moment in its history: new council district representation, a new mayor and a new county judge, and new state leadership. Mobility is also approaching a tipping point, as agencies and political leaders recognize the traditional approach to transportation—just building more roadways—is no longer an affordable or effective solution.

As we all seek to tackle pressing issues like affordability, housing, and access to essential services, mobility is a tool that can help address these challenges.

As a major employer in the Austin area, we recognize that addressing Austin's congestion will take all the tools in the toolbox, including work and travel options that reduce the number of single-occupant vehicles on the road. TxDOT's partnership with Movability Austin has been a win-win for both organizations, helping us to connect our employees with commute options that work for them.

—Texas Department of Transportation



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Our goal in working with Movability Austin is to better understand how our employees commute, and how that can translate into a positive impact on our employees, our organization and our community. We recognize this as the start of a journey to contributing to a healthier Austin.

—Seton Healthcare

FIVE STEPS TO KEEP AUSTIN MOBILE AND HEALTHY

MAINTAIN Downtown Austin generates economic activity that benefits the entire region. To maintain this economic engine, employees, customers, and visitors need to be able to access downtown each day. Currently, most drive alone, creating traffic congestion and consuming all available parking. At a minimum, we need to make it easier, not harder, for the 15 - 25% of employees currently using mobility options to commute downtown.

INVEST Investing in transportation infrastructure is incredibly expensive, and as the Greater Austin Chamber of Commerce's mobility report documents, these investments alone are insufficient to curb the growth in congestion. Both public and private sector investment will be needed to achieve what is needed: 40% of our commuters using mobility options, instead of driving alone during peak traffic.

"We all need to get out of our ruts and off our butts! Thank goodness Movability is here to help us change the auto-dependent habit. On the days I cycle to work—for the exercise and the sheer fun of it—I arrive happy and clear-headed instead of stressed-out."

—Government Employee

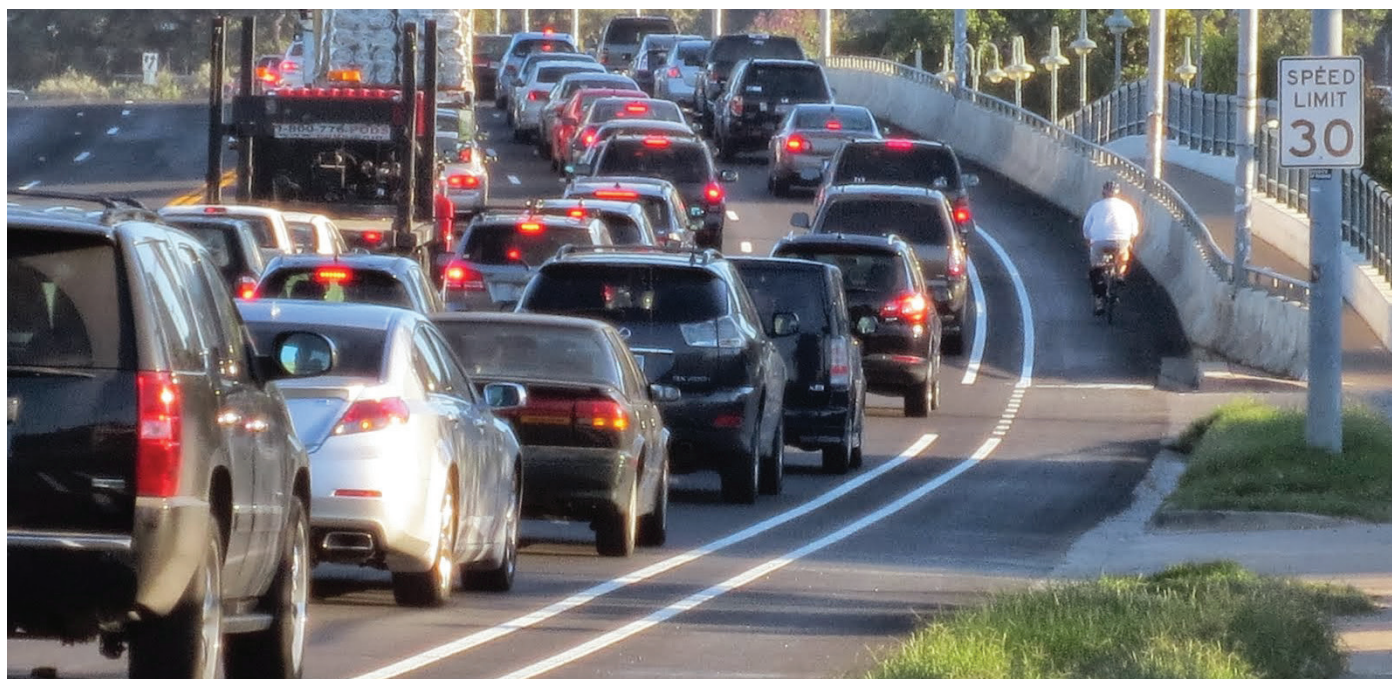


Photo by Nathan Wilkes, Austin Transportation Department

LEVERAGE Transportation is too important to leave to the public sector alone. Some private employers are already leveraging their investments in commute programs to create efficiencies between employers for community-wide benefit. The public sector can foster more private activity with strategic infrastructure investments that prioritize mobility options.

PARTNER Area employers are stepping up and investing more than \$100,000 a month in mobility because it augments their own business strategies. Many more public and private sector employers need

“Travis County has an interest in assisting its employees in commuting with less stress and expense while maximizing productive time. The County has benefited by implementing some of Movability’s suggested solutions: a transit program for employees, improvements in parking management, and taking steps to potentially offer a parking cash-out option.”

—Travis County

to improve mobility for their employees before the transportation system will improve for everyone.

ENGAGE While most transportation agencies and professionals have come to the conclusion that “we cannot simply build our way out of congestion,” many elected officials and most area residents still think that the traditional “just build more roads” solutions are needed. We need to involve elected officials and residents to build a realistic understanding and, most importantly, to engage Austin’s creativity in developing workable solutions.

WHAT IS MOBILITY?

For individuals, mobility is about access to jobs, community and goods/services. The way we choose to travel impacts our health, happiness, and expenses. Movability recognizes that not every option fits every person every day; but most Austinites have mobility options that can work better for them—at least occasionally—than driving alone, particularly during rush hour.

For companies, mobility impacts recruitment and retention of employees, efficient use of real estate (office and parking), even employee productivity.

Companies are realizing it is cheaper to pay for car/vanpools or transit than it is to pay for parking, and even cheaper than replacing an employee who changed jobs because of a too-long commute. More people living near downtown are also realizing it is quicker, easier, and cheaper to walk, bike, or use transit than to drive alone. These individual actions, added with many others, will improve mobility for everyone, every day, even for those who must drive.



OUR COMMUNITY AT A GLANCE

AUSTIN'S MOBILITY TODAY

125,000

Daily Trips into Downtown

76% of Austinites see traffic as a problem or severe problem.

69% of Austinites see downtown parking as a problem or severe problem.

2,250

Commuters Contributing to the Solution

11.6% Car or Vanpool

6.2% Use Transit

3.8% Walk or Bike

4.3% Telework

DAA/TxDOT Survey 2010 of Downtown Commuter

AUSTIN'S MOBILITY IN 2035

400,000

Commuters

Time spent commuting will increase:

118% if we Do Nothing

79% if we build everything we have \$ to build

18% if 2 in 5 people *Transform Your Trip* (shift travel times, telework, share rides, etc.)

OTHER OPTIONS AVAILABLE DOWNTOWN

Austin B-Cycle provided 157,411 trips.

ZipCar eliminated the need for 675 personal vehicles.

A new Car2Go trip starts in Austin every 2 minutes.

4,000 bike or walk trips a day in Central Austin.

Carma connected 9,349 carpool trips.

EMPLOYERS, HERE IS YOUR OPPORTUNITY

78% of downtown employees drive alone 5 days a week.

56% are "at risk" of leaving for a job closer to home because they spend 40 minutes or more traveling each way.

88% of commuters have employer paid parking.

7% of commuters have employers who provide commute assistance and only 3% know that their employers provide that assistance.

We Must Change— And We Can

Our transportation system and parking are at capacity, meaning as we grow, either more people use mobility options or rush hours will get longer.

Downtown is surrounded by a “ring of fire.” These congested intersections at key entry points are completely at capacity.

Parking, already at 95-100% full, is disappearing as surface lots become buildings.

Austin is continuing to grow at an extraordinary pace. Twenty-three new buildings will be opened in the next couple of years.

40% of the workforce will be Millennials or Y-Geners within the next 10 years. Much of this workforce wants to live in or around Central Austin.



“TMRS has a parking challenge, and decided to introduce a parking incentive cash-out program. As TMRS embarked on the journey in early 2014, we knew we needed a partner to help us and Movability Austin was the perfect partner. We hope to continue our positive working relationship now that our program is ‘live’.”
—Texas Municipal Retirement Services

“...we are still carpooling today. The drive is less stressful and I don’t have to drive downtown every day. I can relax and let others drive, too.”

—Private sector employee

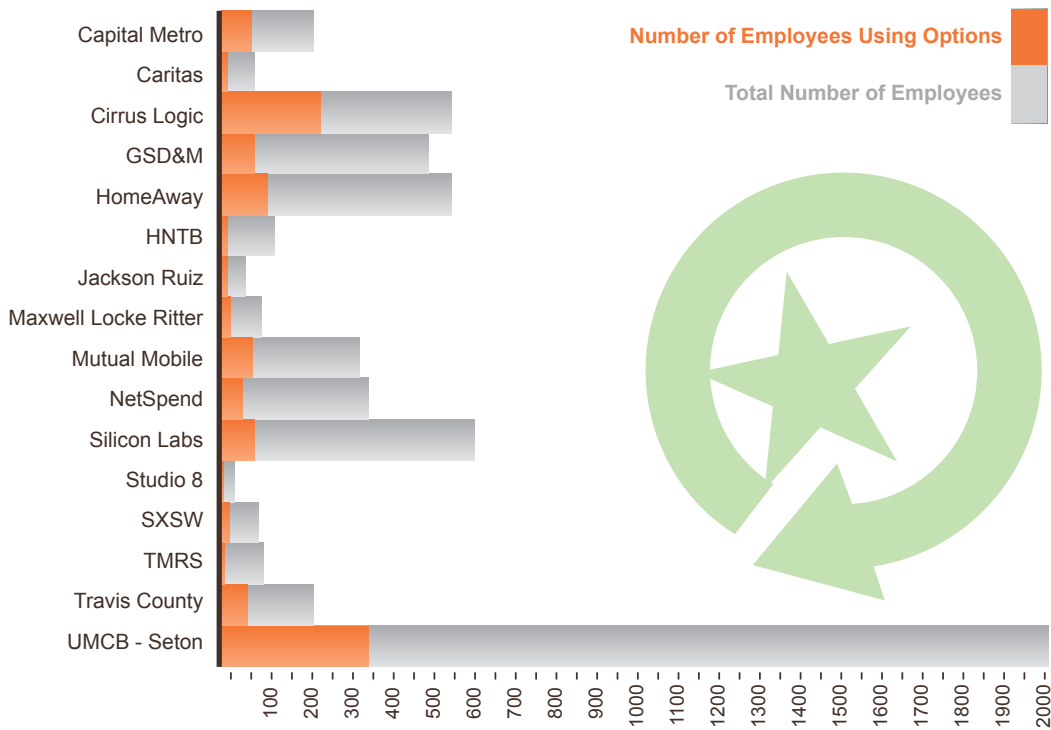
MANY EMPLOYERS ARE ALREADY RESPONDING PROACTIVELY

Commute Program

Our “rush hours” of traffic are mostly people commuting to or from work. For employees to truly have mobility options, companies must change their policies and facilities. For example: teleworking or working a flexible schedule is tough when company policies and managers actively prohibit it. Movability Austin works with downtown employers to adjust policies for HR, IT, and Facilities, building strategies for communication and implementation, even developing data and procedures for budgeting and evaluations. We assist companies in developing policies and communications to help employees use the array of mobility options available—flexible work schedules, telework, ridesharing, transit, bicycling and walking—that make good business sense.

“I really liked working from home. I felt as though I was more productive since I didn’t have to drive an hour and a half to work and back home. I was able to focus more since I wasn’t as tired from driving.”
—Government employee

EMPLOYER PROGRESSION TOWARDS MOBILITY SOLUTIONS		
Movability serves as a consultant helping companies research, develop, and implement mobility as a business strategy that also has public benefit.		
Phase 1: Research/Planning	Phase 2: Implementation/Promotion	Phase 3: Self-sustaining
Capital Metro	Cirrus Logic	HomeAway
Caritas	GSD&M	SXSW
Silicon Labs	HNTB	Travis County
Studio 8	Jackson Ruiz	
UMCB	Maxwell Locke & Ritter	
	Mutual Mobile	
	NetSpend	
	TMRS	



We also work with employees, providing employee and manager trainings, even individual commute chats to identify which options would work best for a specific person and their life.

Businesses work with Movability to support recruitment and retention goals, to gain efficiencies in parking or use of office space, or because they see healthier and happier employees are also more productive. Employees work with Movability because they are frustrated with the time, the cost, or the anger from the commute they have now and they want help.



“With the creative insights of Movability Austin, we took very simple actions and were able to realize over \$10k of annual savings from our operations budget. I’m excited to continue working with Movability Austin in refining our transit benefits in a way which is great for our employees, our company and our community.”

—Mutual Mobile

ACCOMPLISHMENTS, EVENTS, AND ADVOCACY

Movability is helping Austin learn

We have brought prominent national speakers to Austin and/or partnered with other organizations to create important learning moments about the big challenges facing mobility in downtown Austin.

JEFF SPECK, Walkable Cities, is a compelling speaker for the critical importance of making Austin walkable. He also led a workshop with agency staff.

JOE MINICOZZI, Urban3, conducted the research and powerful visuals to help Austin's business community and elected leaders understand the economic power for different areas and development types within Travis County.

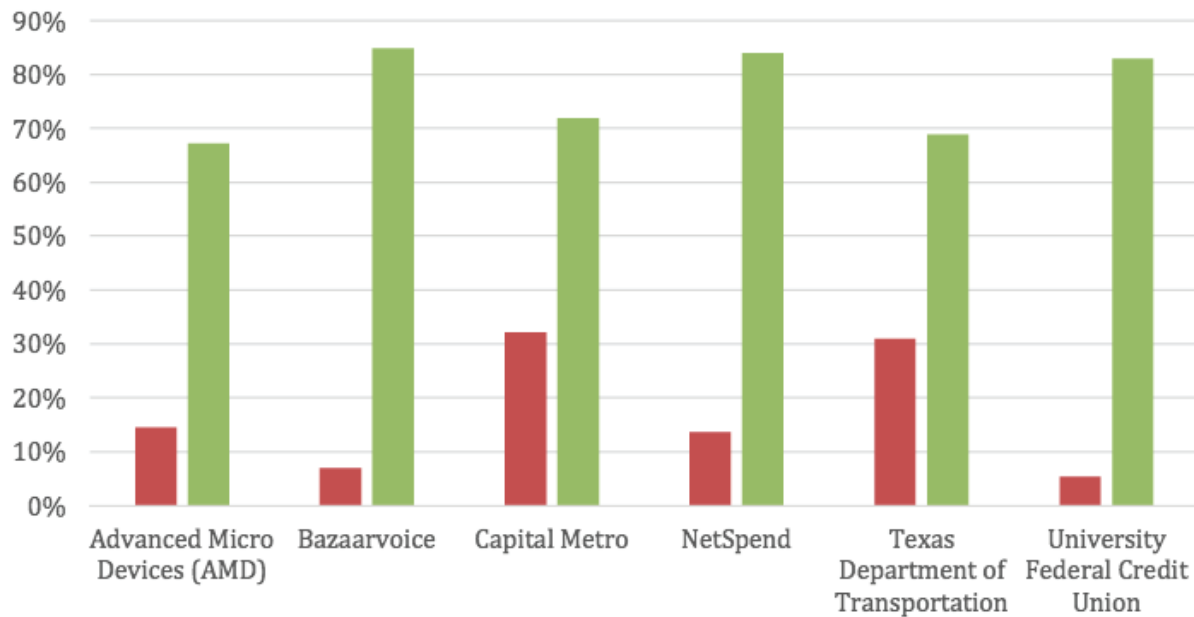
CHARLES MAROHN, StrongTown, promotes transportation investments that is actually more efficient transportation and results in stronger economic development.

"I decided to give up my parking spot in place of riding the rail. What was a 1 hour + commute to downtown from Hutto is now a relaxing 30 minutes. Even my weekly massage therapist has asked me what I am doing differently because she can feel how less stressed I am!"
—Private sector employee

Movability helps commuters network and engage. Every month we host a Pop-Up Commuter Breakfast, which gives people using commute options an opportunity to network and help others see themselves using travel options. Movability hosted nine Pop-Up Breakfasts at various downtown locations in 2014, bringing together more than 500 commuters to build community and discover more about Austin B-Cycle, Capital Metro's RideShare, Carma, City of Austin Active Transportation, St. David's Episcopal Church's Bike Station, and Zipcar.

Movability builds partnerships to do more. Movability brought together the Austin Chamber of Commerce, Capital Metro, City of Austin, Austin+Social Good, and The Trival Company for the 20/20 Mobility Solutions Initiative and first ever Mobility Week event. Movability Austin was asked to lead the partnership efforts that focused on recruiting Austin's largest employers and ask them to make a serious commitment—to reduce by 20% the number of employees driving alone to work during peak hours.

20/20 Mobility Solutions Initiative: Current Use vs. Interest



20/20 Mobility Solutions Initiative and Mobility Week Successes:

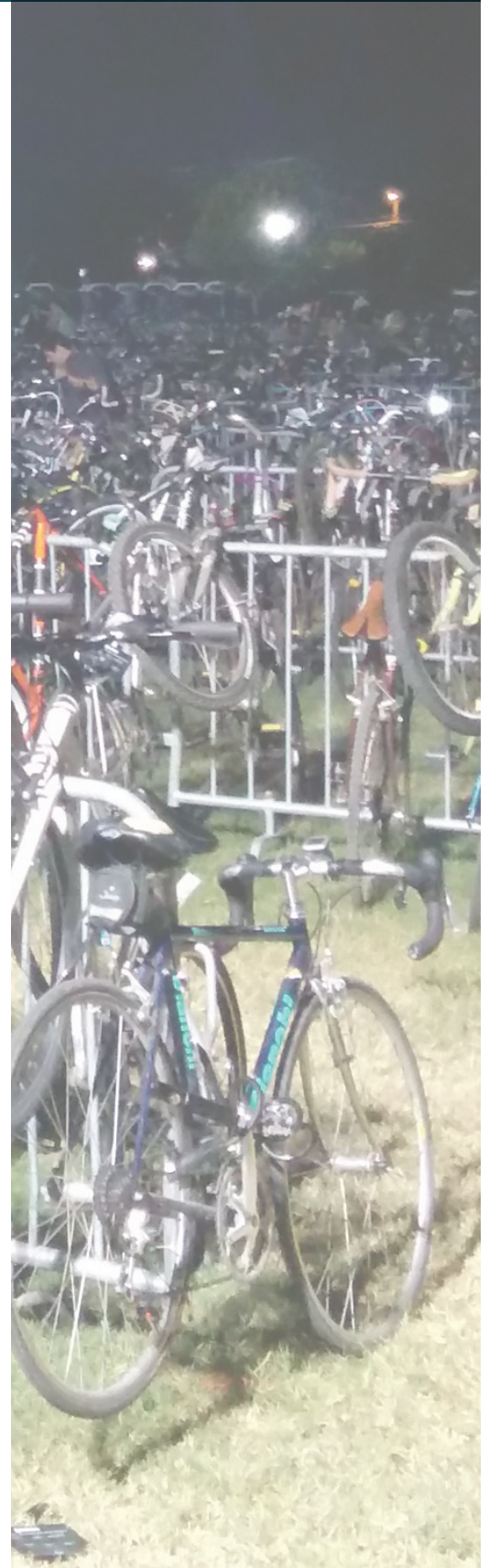
- 13 organizations worked together to communicate and promote the initiative
- 10 of the areas largest employers pledged to work towards a 20% reduction in drive alone commutes within 5 years and building programs to do so.
- 20 employers participated in Mobility Week “trying mobility options before buying them” and thousands of employees had permission to try new mobility options.
- Built key infrastructure for years to come:
 - The most extensive resources for step-by-step implementation and template surveys, evaluation tools, forms, promotional materials, and even contacts for any employer to download and use.
 - An efficient research and planning process that has employers identifying business goals that mobility supports, then developing specific actions and implementation steps they can accomplish with 12-month implements.

“netSpend is outgrowing our ability to find parking for new employees; but we aren’t really transportation experts. Movability Austin helped us decide on and develop commute strategies, communications and trainings that are right for us. During Mobility Week, Movability even helped us build a group of employee ambassadors to help other employees try new options. Now we are beginning the longer-term preparation to make all this sustainable and allow growth.”

—netSpend

MOVABILITY AUSTIN AT A GLANCE

36 Member Organizations



2014 Board of Directors

Tim Burris, Silicon Labs

Joseph Cantalupo, AICP, K
Friese & Associates

Roger Cauvin, Dadnab

Dr. Bob Harkins, Ex Officio
Member, University of Texas at
Austin

Todd Hemingson, Capital
Metro

Carol B. Joseph, Travis County

Ryan Kasten, Oxford
Commercial

Howard Lazarus, Ex Officio
Member, City of Austin—Public
Works Department

Glenn Lewis, Maxwell Locke
& Ritter

Jim Pledger, Jackson
Walker LLP

Pamela Power, Downtown
Austin Neighborhood
Association

Eileen Schaubert, Affiliate
Member

Robert Spillar, City of Austin—
Transportation Department

Craig Staley, Royal Blue
Grocery

Will Wheeler, Affiliate Member



Communications

LET'S GO NEWS 1,049 subscribers to this bi-monthly newsletter, with an average open rate of 26%

@MOVABILITY ON TWITTER 1,236 followers, up from 596 in Q4 2013

MOVABILITY AUSTIN ON FACEBOOK 793 followers, up from 549 in Q4 2013

EARNED MEDIA 15 local media stories from print, online, and television outlets, including The Austin Chronicle, Community Impact, KEYE, KXAN, KVUE, Austin Monthly, Austin American-Statesman, Austin Business Journal, and 365 Things To Do In Austin

Nine Commuter Pop-Up Breakfasts, with more than 500 attendees

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.

2014-15 Budget

2015 Primary Budget Goals:

- Diversify revenue and increase earned revenues;
- Build net assets to create a three month reserve; and
- Increase the numbers of employers and employees with whom we provide services and assistance.

"Working downtown, feeding the meter got old quick. After trying a few options, I like the flexibility and portability of my folding kick scooter, MetroRapid, and on lazy/ bad weather days, I use car2go. What can I say, I like options!"

- Downtown employee

2014 BUDGET

Revenues	2014	2015
PARTNER AGREEMENTS	\$112,500	\$180,000
MEMBERSHIP	\$8,000	\$8,000
CONTRACTS FOR SERVICE	\$114,000	\$157,000
RESTRICTED GRANTS	\$39,400	\$-
CASH REVENUES TOTAL	\$273,900	\$345,000
IN-KIND DONATIONS	\$16,296	\$9,150
TOTAL REVENUES	\$290,196	\$354,150
EXPENSES	2014	2015
TOTAL LABOR	\$178,069	\$218,619
TOTAL PROFESSIONAL FEES	\$61,170	\$62,289
TOTAL OVERHEAD	\$29,460	\$27,685
TOTAL TRAVEL	\$3,026	\$426
PROFESSIONAL DEVELOPMENT	\$2,646	\$2,647
EVENTS/MEETINGS	\$14,247	\$22,147
CASH EXPENSE TOTAL	\$288,618	\$333,814
IN-KIND EXPENSES	\$16,296	\$9,150
TOTAL EXPENSES	\$304,914	\$342,964
Change in net assets	-\$14,718	\$11,186