

# STRATEGIC PRIORITIES

2022 - 2027

## STRATEGIC PRIORITY 1

Understand members' and prospects' needs and provide relevant services and programming to meet those needs

Identify and evaluate **concentrations, hot spots, or geographic** areas and **develop recruitment/engagement strategies** for entities that would benefit from Movability services



- With **PROGRAMS** that we currently offer in:  
Downtown Austin | Tech Ridge | Domain | Dense employment centers



- For **ADVOCACY** around transportation demand management (TDM), transportation management associations (TMA)s, and Movability in:  
Dense Austin corridors | Growing communities in Central Texas

## STRATEGIC PRIORITY 2

Educate, advocate, promote and influence employers and organizations (including policy makers) to support and engage in TDM

### GOALS

- Strengthen and grow Movability membership
- Expand awareness of Movability
- Increase the knowledge of travel demand management (TDM)

Focus on building **relationships**:

### TACTICS

- State and municipal boards, councils, committees, and commissions in Central Texas
- Associations
- Media
- Universities

# STRATEGIC PRIORITY 3

Through data and relationships, position Movability as the Central Texas leader in TDM

## Goal 1 Deploy a regional commuter survey annually

- Use data to guide our work as an advocate for TDM



Increase participation from the public, specific communities, universities, and large employers in Central Texas year over year

## Goal 2 Establish a baseline and develop standardized metrics that draw on industry best practices for member surveys, programs, and events



Increase employee participation in surveys, programs and events to determine programming and to better serve members

## Goal 3 Grow the number of individuals and subnetworks using *Get There Central Texas*

- Change commuting behavior
- Reduction of SOV trips generated individually and by organizations



Report high-level measures and recommendations to optimize the tool/software being used



Develop incentives and encouragement campaigns promoting behavior change