



“Austin is growing by leaps and bounds. New hotels are popping up everywhere. And the city’s economy will continue growing...the only factor that can reduce our growth is transportation . . .”

—Angelos Angelou, principal executive and chief economist at AngelouEconomics, Dec. 2012

125,000
PEOPLE COME
DOWNTOWN
EVERY DAY



70%
OF COMMUTERS
DRIVE ALONE
DOWNTOWN



**DOWNTOWN
TRANSPORTATION
NETWORK IS AT
FULL CAPACITY**



**IF MORE
PEOPLE
CARPOOLED
+27,000**



**IF MORE
PEOPLE
USED EVERY
SEAT AVAILABLE
+75,000**

Our Origin

Movability Austin is a non-profit transportation management association (TMA) — a collaborative effort to improve mobility led by the people, businesses and organizations who need it the most: the employers, property owners, and hotels in downtown Austin.

Around the country, TMAs have proven valuable and effective in coordinating mobility programs and services, increasing awareness and use of both traditional and innovative transportation options, and advocating for their districts’ mobility needs. Movability Austin formed in 2011, after researching the successful track record of TMAs around the country and studying the feasibility for a TMA in downtown Austin.

Capital Metro, the City of Austin, Downtown Austin Alliance, and Travis County agreed to become initial funders for the same reason a TMA is needed - transportation is a complex issue influenced by decisions we all make. There are many agencies focused on the infrastructure side of transportation, but no one is working with companies and individuals to help them find and adopt alternative travel options, increasing the efficiency of our current system.

Open for Business

Movability Austin announced it was “Open for Business” to a packed house of downtown businesses at St David’s Episcopal on February 16th 2012. Since that day, both board and staff have been building relationships with some of Austin’s highest profile companies. We set a goal of recruiting 20 members with whom we would work to build the tools, services and programs they needed and would use.



Area of Focus

Movability Austin is a non-profit association of employers and destinations located within or adjacent to our boundary. Association members share a common challenge – mobility to and from downtown. This means we also help their employees from across the Central Texas region, as well as residents and visitors, find and use the many travel options available to, from, and around downtown Austin.

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.

Chairman's Note

What can you or I do today to improve the serious traffic congestion in Central Texas? The cost of new highways is astronomical and the timeframe for those solutions takes years to implement. Although there is an enormous amount of Austin transportation planning taking place, there is no magic wand that is going to solve these problems overnight. We are very fortunate to live in one of the greatest cities anywhere, but we also have our challenges and traffic congestion is one of the hardest to solve.

There are things we all can do to make a difference. These differences will likely be incremental but even small changes would result in noticeable improvements. The key is reducing the number of vehicles on our arterial roads during peak hours. There are a lot of choices available: the CapMetro bus service, the MetroRail, etc. We have a healthy number of commuters who bike to work and fortunate commuters who can walk to work. We have Zipcar and car2go. Bike share is coming in 2013 and MetroRapid in 2014. If we used one of those choices just one day a week, we would reduce our use of vehicles at peak hours by a personal 20 percent. Carpooling, van-pooling, flex-time and telecommuting all can produce

even more impressive results, and these are options that can have an impact on Austin traffic immediately. There is a lot of room for improvement, all we have to do is work together.

Movability Austin helps people understand and implement these transportation choices. We help employers investigate and implement internal programs and policies that can save them money, solve problems, and help get their customers to their downtown locations more easily. We also help employees find and use options that will cut their gas costs, save them from the frustrations of traffic, and even improve their health and wellbeing. This is our mission.

Best of all, when you find an alternative to sitting alone in your car in Austin traffic, you very well may decide that it makes a huge improvement in the quality of your day — just because you are somewhere other than a traffic jam or someone else is doing the driving for you. Your alternate commute days could become your second favorite days of the week — right behind weekends.

Jim Pledger
Chairman
Movability Austin

Note of Appreciation

Movability Austin's staff has been privileged to meet and work with many smart, talented people from outstanding organizations and companies.

Our board members have been generous with their time and brilliance, with most taking on special projects during the year to become pro bono professional consultants.

Our partners have been generous beyond their funding commitments during our formative years, with each also contributing additional resources and advice on a range of activities, grant management, technical work, and even printing and copying.

We would also like to recognize some amazing resources in the private sector:

Frank and the Sustainability Team at SXSW have been positively adventurous in considering a wide range of internal program and policy changes, giving us the chance to test internal policy recommendations as well as new employee activities.

Although the entire downtown area is at capacity during peak hours, the degree and duration of congestion is even worse for Market District and West End businesses. Many of these businesses generously agreed to work with Movability Austin to see if we can meet area employees demand for viable travel options. A core group of people – many of whom have already been working with their employees – were instrumental in accomplishing a Summit of area businesses and the initial research. The group includes: Christina and Matt (HomeAway), Dave and Rose (Schlosser Development), Missy (Whole Foods), David and Melanie (GSDM), JoDee and Bill (Cirrus Logic), Brian (REI), and Steve (BookPeople).

It takes time and effort to start a working relationship with a new employer. Some employees have gone above and beyond in their efforts to have their company work with Movability. There are more, but we would like to recognize the tenacity of Michele and Peter (Seton), Jessica and George (Alamo Drafthouse) as well as Stephanie and Glenn (Maxwell Locke & Ritter) in guiding us through the internal considerations required.

Many thanks to Grace at car2go, Kaleb at Zipcar and John and Nicole at Rocket Electrics for their indispensable help in showing people how to use their particular services. ParkMe, MyCommuteSolutions, and Ridescout have been very collegial throughout the development of their respective technologies and are always willing to share data with us in order to continually improve access to options in Austin.

Finally, Movability worked on several events in 2012 because we were graciously invited to the party. Austin Art Alliance generously extended a large canvass for our participation in Art City Austin. Jessica, Gwen, Austin Cycling Association and many others lead Bike to Work Day efforts, but they allowed Movability to piggyback on this 15-year tradition.

For 2013 we strive to exceed the expectations of those who were so generous to us this past year.

Glenn Gadbois, Executive Director

Employer/Employee Program

We needed to build the programs, tools, and infrastructure that employers needed to give their employees viable commuting options, and we did:

Movability is able to provide consulting services to employers assisting them in lining up benefits and policies to maximize the outcomes they want.

Understanding the Needs and Interest of Employers

Movability board members and staff meet with representatives of potential member businesses to discuss the transportation-related challenges facing the company and to explain the services Movability can offer. We have conducted interviews with 16 companies and have come to understand:

Employers are striving to attract employees who are increasingly seeking jobs that match their values and add to their quality of life.

Most companies view a downtown location as a quality of life benefit for employees, especially those who can choose to live nearer to work. Many companies have an established benefits program, but they are now adding wellness and health programs in conjunction with employee healthcare. Additionally, most strive to reduce their carbon footprint as shareholders, customers, and even employees increasingly require a basic commitment to “green” values.

Parking availability in relation to cost is the first and most consistently mentioned challenge.

Many companies that have been in downtown for a long-time have ample parking integrated into their lease. A few companies have surplus parking and are leasing it to others.

Most companies that recently have moved or are moving into the area find that monthly parking downtown is unavailable or too far away to be useful. Most companies still provide free parking to employees, yet many do not provide equivalent benefits for employees who are not driving.

Employers see congestion as a major downside to a downtown location.

From direct experience, as well as a consistent education campaign, most employers understand that traffic is already a problem that, if continued, could strangle continued economic development. Most employers understand that infrastructure improvements are expensive and take years to build. The services Movability offers are generally viewed as an inexpensive step to meet their challenges and the demands of their employees seeking relief from parking or traffic headaches.

The civic and sustainability values can be important, but the “bottom line” is critical.

We are finding the most interest when companies can view the potential for cost savings, cost-neutral opportunities and additional benefits for employees. Employers are joining because the costs are low and the potential benefit is high.

Movability is also becoming a trusted “concierge service” for employees, helping them find commuting choices that work for their needs while taking the small steps to change deep-rooted behaviors.

Understanding the Needs and Interests of Employees

With an understanding of an employer’s specific transportation-related issues, Movability conducts a short survey, customized to the company’s unique situation, location or company culture. The survey covers: individual employee commutes, barriers to using transportation options, interests and motivations regarding transportation options, and basic demographic information. To date, 567 downtown employees have completed surveys out of a possible 1,415 employees (40 percent). Among our findings:

Habit is the most resilient barrier in changing an employee’s commute choice.

Many employees have strong attachments to driving alone. They perceive driving alone as “independence,” a method “allowing greater flexibility” and necessary for “errands before or after work.” There is often a misconception that driving is always more convenient, quicker, or more reliable than using other options.

Despite barriers, employees want options.

Many employees place great importance on the flexibility or convenience of “driving alone”; however, a significant number of employees want to save money, find traffic frustrating, or want to integrate a bit more activity into the time they spend commuting. They are willing to try options that are sufficiently convenient and accomplish what they need.

Tapping into employees’ motivating factors can help alter their behavior.

Individual Assistance: All employees of member companies can contact Movability at any time and receive free, detailed trip planning assistance customized to their schedule, commute preferences

and location. Employees can also contact Movability for assistance in finding and using any of the many commute options.

Lunch and Learn: Movability works with our partners (e.g. car2go, Capital Metro) to provide employees opportunities to learn about commute options in an informal, lunchtime setting at their work place. During these 30-minute sessions, employees are introduced to various commuting tools, given a forum to ask questions, and presented with a hands-on demonstration and an opportunity to try out the tools themselves.

Small Group Learning: Movability staff-led small group sessions are designed to offer employees an easy way to learn about a specific mode they have an interest in, get their questions answered, and learn from their coworkers' experiences.

Motivating with Play: Using "gamification" techniques, Movability helps employees learn and practice basic skills while exploring how commute options might work for them, all while competing with fellow employees for fun and prizes.

We needed to become an effective advocate for improvements important to commuters, and we have:

Rider 42

Through legislation and funding, known as Rider 42, the Texas Legislature approved \$31 million for research and design improvements to the region's most congested corridors. Senator Kirk Watson invited Movability Austin's Chair and Executive Director to join the Rider 42 working group. The group's first recommendations, to expand the scope of the IH 35 corridor study already underway and accelerate work on the Mopac Phase II Express Lane Project, gained approval from the Texas Transportation

Commission in February 2012. This group continues to work on additional recommendations for the other "most congested" corridors as well as funding and implementation issues including how best to integrate — and begin to address — demand for a more travel options.

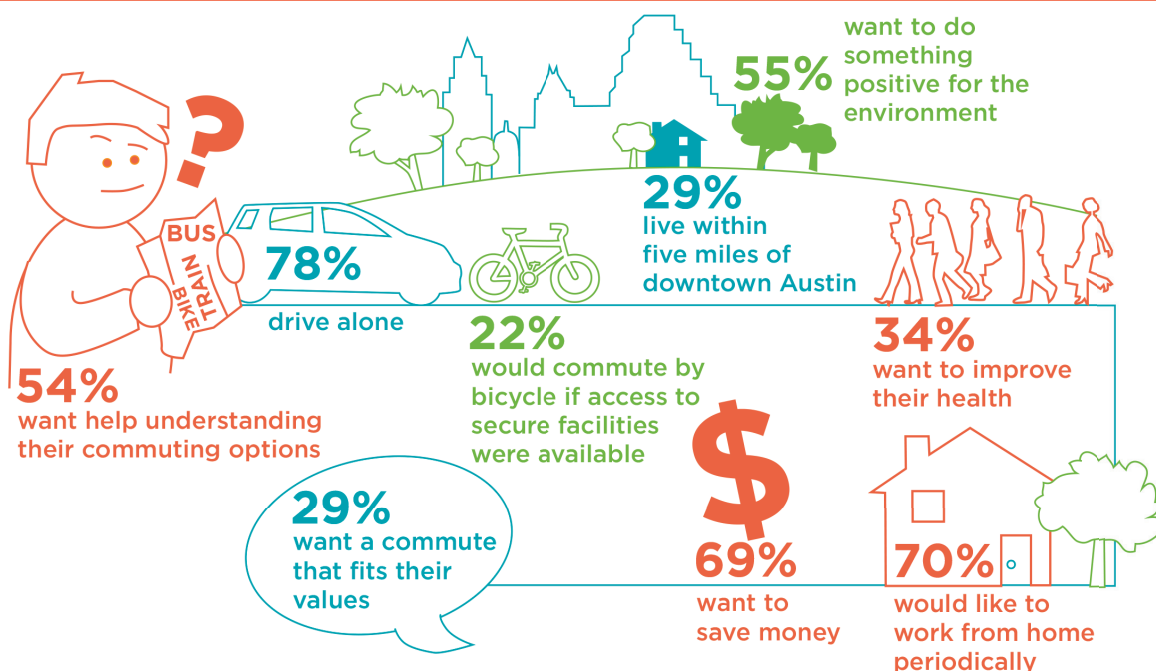
Project Connect

Movability Austin has provided ongoing support and advice as the City of Austin, Capital Metro, and CAMPO Texas lead a blue ribbon panel (The Transit Working Group) through the complex array of issues as Central Texas considers the partnerships, design, build-out, management and operations of a comprehensive high-capacity transit system in three counties, connecting at least nine cities, and combining efforts of at least 5 regional agencies.

Transportation Safety Summit

On October 5, Movability staff joined over 80 city employees, officials and safety advocates for the first ever Transportation Safety Summit. The half-day meeting focused on key issues for road safety in Austin. We will continue to work with this group of stakeholders throughout 2013 to increase the safety of all road users.

Movability Austin needed to build effective communication tools and strategies to reach different audiences in different ways, giving them easy access to the information they need. We also needed to engage the broader public to help them begin to understand why using travel options is important.



Communications

Movability has a multi-pronged communications approach that includes tightly integrated Web, e-news-letter, and social media messaging strategies for individualized marketing; earned media for broadcast to build awareness and cause “co-motion”, and print materials to support staff and volunteers in meetings or at events.

Tailored tools, unique stories, and interaction available on demand

MovabilityAustin.org has had 3,000 unique visitors since it was launched in May 2012 and over 2,000 return visitors. It is the hub of our e-communications and individualized approach to marketing with stories of real people commuting, tools to help anyone find and use all of their travel options whether for work or play, and much more.

Let's Go News delivers unique stories twice a month specifically focused on people who might be interested in using alternative transportation options and each story is linked to the MovabilityAustin.org blog. Readership has grown 94 percent since our first issue May 2012.

Social Media allows a great amount of interactivity. We use both Facebook and Twitter to share news and articles, reach new audiences, and retrieve intelligence on challenges people have in Austin. Both Facebook and Twitter have grown from zero to roughly 200 fans/followers in 6 months; and although the numbers are similar each has less than 10 percent redundancy in people.

Earned Media

In 2012 Movability Austin was featured in the Austin Business Journal, the Austin American-Statesman, The Austin Chronicle, KVUE, KEYE and several influential blogs. More importantly, we helped with messaging and media communication for events related to our mission. During 2012 the Movability Austin name, mission, and messages was in front of hundreds of thousands of Central Texas.

*KVUE – Work From Home Day (27,506 viewers)
KXAN (26,801), The Austin Chronicle (195,000 wkly) – Car Free Day
B-roll - VeloTexas
On the Go-USDOT – Federal investment to meet demand for travel choices.*

KXAN (46,568), KEYETV (11,284), Community Impact News (850,000 bi-wkly), Austin Post, KVUE (34,559)– Bike to Work Day.

*KXAN (40,906) – Introducing ParkMe
The Austin Chronicle (195,000 wkly), Austin Contrarian Blog, KUT (300,000 wkly), Burnt Orange Report (792 unique visitors), and Austin Business Journal (7,349 wkly) – Dr. Shoup on Parking*

The Personal Touch

Movability Austin has developed an array of print materials for meetings, group learning exercises and large-scale events. All are opportunities to move people toward behavior change, but content and messaging differ by audience as well as by type of interaction.

For employers and companies we have developed business cards and a brochure that conveys a great deal of information in a small format. We also provide, unique analysis and reporting from data collected in management interviews and employee surveys, and a workable plan tailored to each company's objectives.

For individuals and employees we have developed business cards and push cards that direct individuals to our website or to Movability staff to learn more about how they can utilize our services. Employees who we engage through our commuter games receive customized game materials that include a game poster as well as multi-modal instructional materials.

Events

Movability Austin partners with many other organizations to host large events, offer messaging, include travel options tailored to event logistics, and provide “day of” activities.

VeloTexas

Movability Austin helped plan and participated in VeloTexas, a 2-day technical conference that encourages the use of bicycles in a safer street environment. Movability Staff partnered with VeloTexas to create a short video explaining the importance of the conference.

Car free day

Movability Austin helped plan and promote Car Free Day on September 22, 2012. This included a happy hour event plus Twitter and Facebook promotion. The goal of the event was to show people living “car free” or “car lite” is within reach.

Urban Assault

Urban Assault is a yearly bike race in Central Austin. Movability Austin promoted the event by offering a registration discount code only available to Movability Austin fans.

Bike to Work Day

Movability Austin partnered with Rocket Electrics to host East Austin’s only Bike to Work Day station on May 18, 2012. We spoke with over 25 people at the event.

Hartland Plaza

Movability Austin arranged and took part in a transportation expo at Hartland Plaza, an office plaza adjacent to downtown. We spoke with over 200 employees about their commuting habits and interests, and signed people up for Let’s Go News.

Art City Austin

Movability Austin rallied Capital Metro, the Austin Transportation Department and Rocket Electrics to give 15,000 Art City Austin attendees the chance to get on a bus or an electric bike, ask questions, and even paint something important to them on the side of the bus. Movability also worked with Art Alliance Austin, the Art City host, on pre-event messaging for transportation options and on logistics to provide free event entrance to people with a bus pass or bike valet (thanks to

Mellow Johnny’s) receipt. Finally, Movability helped Art City position the event as a place making discussion, see http://www.artallianceaustin.org/art_city_austin.html?page=6

Donald Shoup Symposium

Movability was part of team effort to bring Donald Shoup, an internationally acclaimed thought leader on parking policy, to Austin. Movability helped plan the event, provided tactical support, and served as the fiscal agent marshaling the financial resources of the Cities of Austin and San Marcos; Council Member Chris Riley; the Urban Land Institute, Austin; the Downtown Austin Alliance; the American Institute of Architects, Austin; HBA Parking; Hospitality Parking; the Downtown Austin Neighborhood Association; and Movability Austin.

Along the way Movability has received recognition for which we are appreciative.

Movability Austin achieved a “Gold” performance certification from the City of Austin’s Green Leader Business Program.

Women’s Transportation Seminar (WTS) Heart of Texas Chapter honored board members Jim Pledger and Rob Spillar for their Leadership in Multimodalism. In 2013, the same organization nominated Movability for an Innovative Transportation Solutions Award.

Looking Forward to 2013

Growing Membership

2012 was our year to introduce Movability Austin to potential customers and begin working with a select number of diverse employers as we built the toolbox of consulting and concierge tools that our customers need. We are ready to expand.

The Movability Board has agreed to strive for 50 members in 2013 to demonstrate a serious private sector commitment as part of the mobility solution in downtown. We welcome any companies seeking our help, but we have identified an ideal list of large and small companies, from different industries, and geographically spread throughout downtown.

Getting more people downtown

2012 provided a good baseline for understanding what Austin companies are already doing to encourage commuting options and the number of employees that are actually using the choices available to them.

We think getting 30 percent of employees at member companies using commuting options is doable and would be a significant accomplishment.

Some organizations already have nearly 20 percent of their employees using commuting options.

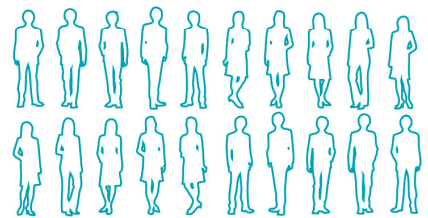
Including the capital complex in downtown efforts

15,000 employees travel into the capital complex every day and there is little coordination between individual agency efforts, much less efforts within the rest of downtown.

Using Rider 42 funding, the Texas Transportation Institute (TTI) has begun providing information to state agencies about demand management programs.

Movability will work with TTI and any interested agencies to develop programs and activities that encourage interested commuters to choose options besides "driving alone" during peak rush hours.

**OUR GOAL:
10,000
FEWER
PEOPLE
DRIVING ALONE
DURING
PEAK HOURS**



20 EMPLOYERS WE ARE
WORKING WITH

15,000+
EMPLOYEES AT
THESE COMPANIES

567 **80**
EMPLOYEES THAT COMPLETED THE SURVEYS
EMPLOYEES HELPED AND USE OPTIONS

2012 Financial Statement

Downtown Austin's Transportation Management Association
Movability Austin
For the Years Ended December 31, 2012 and 2011

BALANCE SHEET

ASSETS:

Cash Accounts
Other Current Assets – Employee Loan Receivable

TOTAL ASSETS

LIABILITIES & EQUITY:

Unrestricted Net Assets

TOTAL LIABILITIES & EQUITY

PROFIT & LOSS

INCOME:

Membership
Contracts
Restricted Grants
Events & Other
In-Kind

TOTAL INCOME

EXPENSE:

Professional Services
Compensation
Marketing
Office
Programs
Fundraising
In-Kind

TOTAL EXPENSE

CHANGE IN UNRESTRICTED NET ASSETS

NET ASSETS, beginning of year
NET ASSETS, end of year

(Unaudited) 2012	(Unaudited) 2011
17,711	34,970
7,139	8,139
<u>24,851</u>	<u>43,110</u>
24,851	43,110
<u>24,851</u>	<u>43,110</u>
40,929	275
37,000	37,500
37,000	20,989
7,153	-
-	16,511
<u>122,082</u>	<u>75,275</u>
66,156	15,026
54,079	-
11,266	-
5,846	629
2,970	-
25	-
-	16,511
<u>140,342</u>	<u>32,165</u>
(18,259)	43,110
43,110	-
<u>24,851</u>	<u>43,110</u>

Board Members

Tim Burris	Silicon Labs
Joe Cantalupo	Parsons Brinckerhoff (Vice-Chair)
Roger Cauvin	Dadnab
Todd Hemmingson	Capital Metro (Secretary)
Ryan Kasten	Oxford Commercial
Glenn Lewis	Maxwell, Locke & Ritter (Treasurer)
Jim Pledger	Jackson Walker LLP (Chair)
Diane Poirot	Travis County
Pamela Power	DAA/DANA
Eileen Schaubert	Individual
Craig Staley	Mellow Johnny's
Rob Spillar	City of Austin
Will Wheeler	Individual
Bob Harkins	University of Texas, Austin (ex officio)

Staff

Glenn Gadbois	Executive Director
Lauren Bennett	Program Coordinator

We have a shared problem.
Everyday we have more people,
more development. Transportation
is our Achilles heel with ring of
clogged intersections, roads
backed up.

We Met Our 2012 Membership Goal

Partners

Capital Metro
City of Austin
Downtown Austin Alliance
Travis County

Members

Alamo Drafthouse
Bury & Partners
car2go
Jackson Walker LLP
Maxwell Locke & Ritter
Mellow Johnny's/UTC
Oxford Commercial
Park Me
Seton/UMCB

Silicon Labs
SXSW

Affiliate Members

American Institute of Architects-Austin
Dadnab
HBA Parking
Parsons Brinckerhoff
University of Texas, Austin
Urban Land Institute
Zipcar

Individual Members

Will Wheeler
Eileen Schaubert
David Lubit

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