

Welcome to Movability's  
**Q3 Quarterly**  
*In the Style of a Pecha Kucha*

*Hosted at MOD BIKES*

August 22, 2024

Thank you to our Presenting Sponsor:



# AGENDA



1. Welcome and Host Introduction
2. Movability Overview
3. "Pecha Kucha" Overview
4. Quarterly Presenters
  1. **Deborah Barak**, *Deborah Barak Photography*
  2. **James Douglas**, *NYOS*
  3. **Mikey Goralnik**, *Great Springs Project*
  4. **Katrina Miller**, *Farm&City*
  5. **Luke Tiemann**, *Hallcon*
5. Announcements





**Luke Tiemann,**  
*Director of Business  
Development*

**M O D B I K E S**

**Mike Cherches**  
*Sales Manager*



Movability is Central Texas' transportation management association (TMA), working with individuals and organizations to build the region around people, not cars.

Our vision is to encourage affordable mobility solutions that reduce congestion and protect air quality to sustain the economic vitality of our region.

- **We focus on transportation demand management (TDM)** in Central Texas through programming and education that enhances mobility.
- **We collect relevant data and research** in transportation to better support the needs of our members and the general public.
- **We educate our members and the public about mobility options** that make commuting:
  - Affordable
  - Sustainable
  - Convenient
  - Equitable

# WHAT IS TDM?

- **Apply strategies to reduce congestion** and increase the efficiency of our transportation network
- **Offer and increase awareness of drive-alone alternatives**
- **Understand how people make transportation decisions** and influence their behavior to reduce vehicle miles traveled (VMT)
- **Design the built environment to reduce drive-alone trips** through land development ordinances and incentives
- **Work with major employers** to offer programs and policies that encourage active commuting



# PROGRAM OVERVIEW



**Research**



**Professional  
Services**



**GET THERE  
Central Texas**



**Mobility  
Camp**



**School Pool**



**Move Pass**



**Go Grant**



**Best Workplaces  
For Commuters**



**Movability  
Quarterly**



# Research

- **Track commuter behavior trends**, in partnership with Texas State University
- **Host annual Commuter Survey** to better understand commuting behavior, with a survey mailer distributed to more than 10,000 Central Texas households
- *Recent research projects include:* COVID-19 Transportation Behavior Survey, COVID-19 Telework Survey, and the 2023 Commuter Research Study

# PROFESSIONAL SERVICES



Active Transportation



Transit



Parking Management



Shared Mobility



Information & Communication



Delivery



Land Use



Employer Policies



Other Measures

- **Develop custom TDM, communications and marketing plans** to encourage shared & active commuting
- **Generate and tailor internal programs** – such as employee training, one-on-one trip planning, transit pass discounts, parking policies, shuttling services
- **Conduct & analyze commuter surveys**
- **Assist in securing executive leadership buy-in**
- **Host Lunch & Learn programming** like presentations or “Go-to-Lunch-and-Learn” mobility camps
- **Organize outreach & engagement events**
- **Evaluate program efficacy**
- **Host focus groups**



## GET THERE CENTRAL TEXAS



**commute**  
↓ SOLUTIONS  
ride**amigos**

Uber Transit



- [Online platform](#) for active commuting resources in partnership with City of Austin, CAMPO, CAPCOG & RideAmigos
- Plan and log shared & active commuting trips
- Join or start carpools or vanpools
- Enter drawing, competitions or win incentives every month!
- Create custom subnetworks for member organizations for tailored marketing, incentives, trip logging, carpool matching, and team competitions
- Track commuting trips to see money, calorie and CO<sup>2</sup> savings
- Get a Guaranteed Ride Home up to 7 times per year, up to \$75 per incident, thanks to a partnership with Uber Transit
- EARN CASH for your carbon savings with Carbon Cred



# Get paid to cut emissions

## Climate Action Starts with you

Commuting 1 day per week on alternative transport can reduce global emissions by 1%

Got a car... Try our app

Check out



Download the app



Enter your home & work address



Enter your car make & model



Let the app track your trips



EARN CASH for your work commutes!



### Download & start earning today!



# MOBILITY CAMPS



- **Host curated free, fun active commuting trips** to familiarize participants with walking, biking, scooting and transit in a low-stakes environment
- **Develop custom trips as team-builders or travel training**
- **Where would you go?** Groups have organized trips to:
  - coffee shops,
  - team lunches,
  - happy hours,
  - scavenger hunts,
  - field trips,
  - park outings,
  - film screenings, and
  - cultural events



# SCHOOLPOOL



**School Pool**

- **Pilot grant program** for the 2024-25 school year
- **Reduce congestion related to school pickup/drop-off** by encouraging carpool, bikepool & walkpools
- **Parents and caregivers save time and money** by reducing the number of daily trips to and from school
- **Improved campus air quality** thanks to fewer idling vehicles
- **Campuses receive \$500 in initial start-up grant funds** with the chance to earn more as their SchoolPools grow
- **For more visit:** <https://movabilitytx.org/schoolpool>



# Move Pass



- **Make it easier to participate in CapMetro's bulk discount purchasing program**
- **Oversee distribution of transit passes for your organization**
- **Track and report on usage**
- **Support outreach and marketing efforts to increase participation**
- **Alert administrators** when it's time to make a new order
- **Available as a fee-for-service program** for small, large and non-profit organizations
- **Additional discounts available** to eligible organizations, thanks to support from Google and Bank of America



## Go Grant



- **Promote active commuting & reduce drive-alone trips**
- **Provide up to \$7,500 grants** to Central Texas small businesses and non-profit organizations to support:
  - **Infrastructure projects** featuring permanent structures (e.g., bike racks, lockers, etc.)
  - **Programmatic projects** offering incentives / policies to encourage active commuting (e.g., transit passes, vanpool programs, etc.)
  - **Mobility Planning projects** developing, researching or analyzing custom mobility plans (e.g., TDM Research & Auditing; Communications, Outreach or Marketing Planning)
- **FOR MORE:** <https://movabilitytx.org/gogrant>

# BEST WORKPLACE FOR COMMUTERS



## Best Workplaces For Commuters

- We help employers gain national recognition for meeting the [National Standard for Excellence](#) in commuter benefits
- Prepare the **Best Workplaces for Commuter (BWC) application** on behalf of your organization
- **Cover the cost of the BWC application fee** to remove barriers to participation
- **Recognize organizations achieving this designation** at the annual Movability Breakfast

# Q3 Quarterly

*Let's begin!*

*(\*The green bar is your timer)*







## What is a Pecha Kucha?

- A “Pecha Kucha” is a style of presentation
- It is the Japanese term for the sound of “chit chat”
- 20 slides x 20 seconds
- Sounds like: P’cha K’cha

*Source: [www.pechakucha.org](http://www.pechakucha.org)*

# We invited speakers to...

- Share their vision
- Describe their goals & achievements
- Explain what they need to achieve that vision
- Make a specific call to action



**Why do we use a  
gong?**



# TODAY'S PRESENTERS...



**Deborah Barak**, *Deborah Barak  
Photography*



**James Douglas**, *NYOS*



**Mikey Goralnik**, *Great Springs  
Project*



**Katrina Miller**,  
*Farm & City Austin*



**Luke Tiemann**, *Hallcon*

UP NEXT: Deborah Barak

# Deborah Barak

DOCUMENTARY PHOTOGRAPHER

A photograph of three children in a bicycle shop. The child on the left is a girl wearing a green helmet and a teal t-shirt with 'EAGLES 44' printed on it, sitting on a red bicycle. The child in the middle is a boy wearing a green helmet and a light blue t-shirt, sitting on a bicycle with bright yellow handlebars. The child on the right is a younger girl wearing a green helmet and a red t-shirt with a cartoon character, sitting on a smaller orange bicycle. All three children are smiling and looking towards the camera. The background shows a well-lit bike shop with various bicycles and equipment.

**The Power of Documentary Photography:  
A Yellowbike Story**

# Deborah Barak: Documentary Photographer





**Capturing  
Moments,  
Telling  
Stories**



A photograph of a bicycle repair shop. In the foreground, two men are focused on working on a bicycle mounted on a repair stand. The man on the left is wearing a dark jacket and a high-visibility orange safety vest, leaning over the rear wheel and drivetrain. The man on the right is wearing a dark jacket, glasses, and a beard, looking intently at the bike's components. The bicycle is a black frame with 'DIAMONDBACK' written on the down tube. The background is a busy workshop with various tools hanging on a wall, shelves with supplies, and other people working on bikes. The overall atmosphere is one of a community dedicated to bicycle maintenance.

# Yellow Bike: A Community on Wheels



# Building Connections & Community

# Faces of Yellowbike: Pavielle

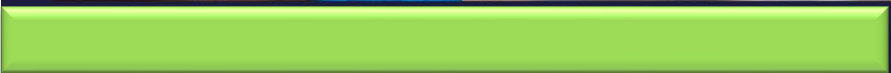


# Impact in Action





# Learning & Growing



# The Ripple Effect





# Authenticity in Imagery



# Emotion & Connection







# Visual Storytelling Across Industries



A photograph of three people in a lush garden. On the left, a woman wearing a tan bucket hat and a black tank top is smiling and looking down at the plants. In the center, a woman wearing a colorful floral hat, glasses, and a dark blue t-shirt is looking intently at a plant. On the right, a person wearing a red shirt is partially visible, also looking towards the plants. The background is filled with various green plants and small purple flowers. A white banner with yellow text is overlaid across the middle of the image.

# Corporate Social Responsibility

A group of people are working on a bicycle in a workshop. A man in a black hoodie and glasses is adjusting the handlebars. A woman in a white sweater and glasses is looking on. A man in a green cap and glasses is also looking on. A woman in a grey hoodie is partially visible on the right. The background shows a workshop with bicycles and tools.

# Product Development & User Experience

# Employee Engagement & Culture



# Marketing & Brand Storytelling





# Stakeholder communication





# Data Visualization

**1,699**

**Refurbished bikes**

that were kept away from landfills.

**1,185**

**Bikes**

donated to Austin individuals. In need..

**39.6**

**Tons**

of steel, aluminum, and rubber recycled and diverted from landfills.

**8,957**

**Hours**

by 673 volunteers dedicated to fulfilling our mission.

# Implementing Documentary Photography





# Conclusion: The Lasting Impact of Visual Stories



UP NEXT: James Douglas



**ENROLLMENT**



**James W. Douglas Jr.**  
**Director of Business Services**

HOW TO  
**WITHDRAW YOUR CHILD**  
from Public School



MACHE.ORG

**SCHOOL IS BACK IN SESSION**

**PARENTS, PLEASE KEEP THE  
SCHOOL DROP-OFF LINE  
MOVING BY TEACHING YOUR  
KIDS HOW TO TUCK AND  
ROLL OUT OF THE MINI-VAN.**





**Grade K-2**  
2:30 PM

**Grade 3-8**  
3:00 PM

Loading Zone

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8

PM EXIT

FRONT LOBBY

AM ENTRANCE

KEEP CARTAG  
VISIBLE TO STAFF

**ZIPPER MERGE**



PROCEED AROUND CORNER  
FOR STUDENT PICKUP  
LOAD CAR AND  
CAREFULLY PULL LEFT TO EXIT



**CAUTION**

**DANGER**

DO NOT  
EXIT VEHICLE  
UNTIL YOU ARE  
BEYOND THIS SIGN

**CAUTION**

**DANGER**

Please  
fill all 6

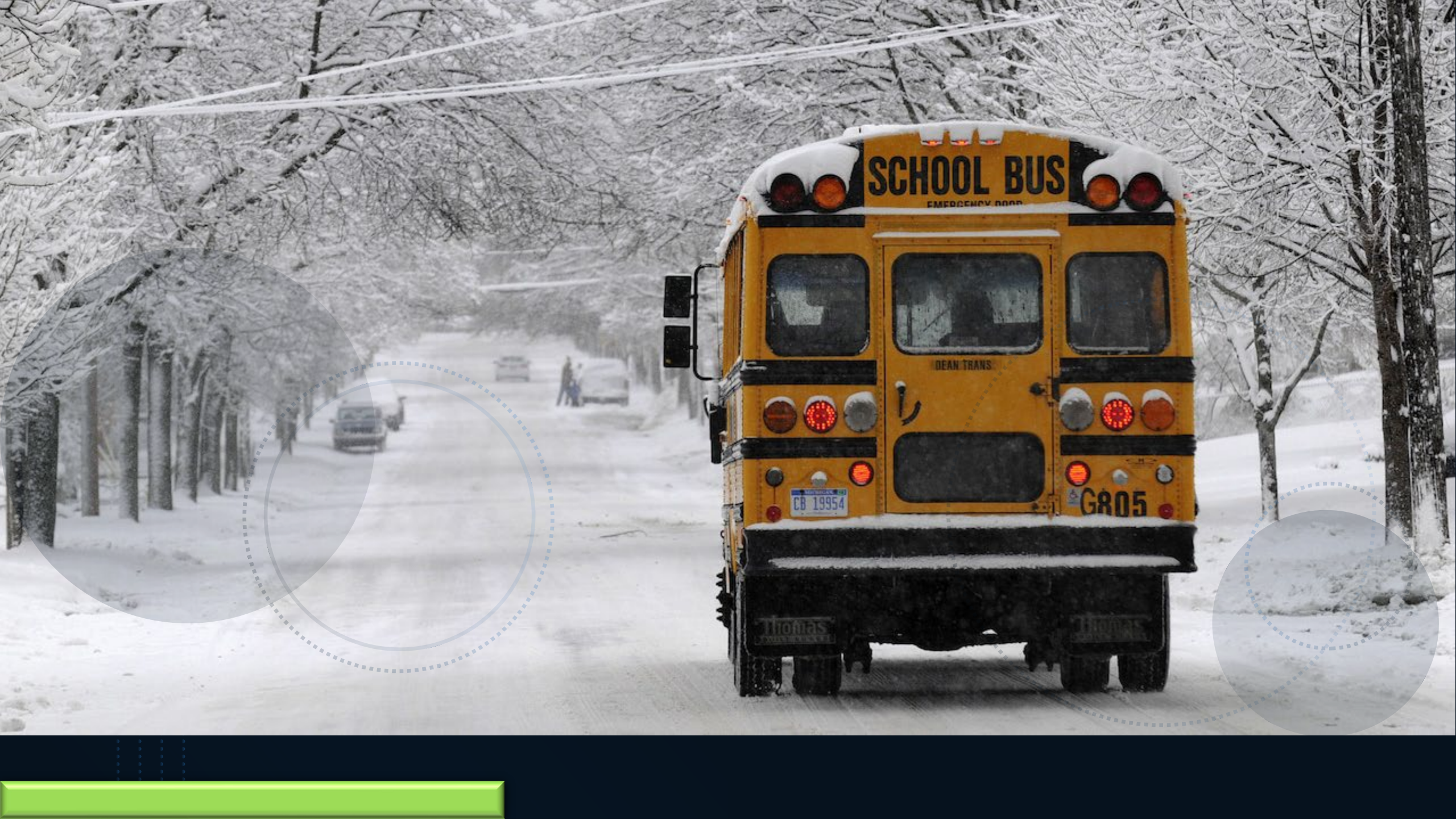
AM CARPOOL/Parking/Emergency Lane    AM CARPOOL/Parking/Emergency Lane    AM CARPOOL/Parking/Emergency Lane

**STOP** HERE

.....  
.....  
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SCHOOL BUS

EMERGENCY DOOR

DEAN TRANS

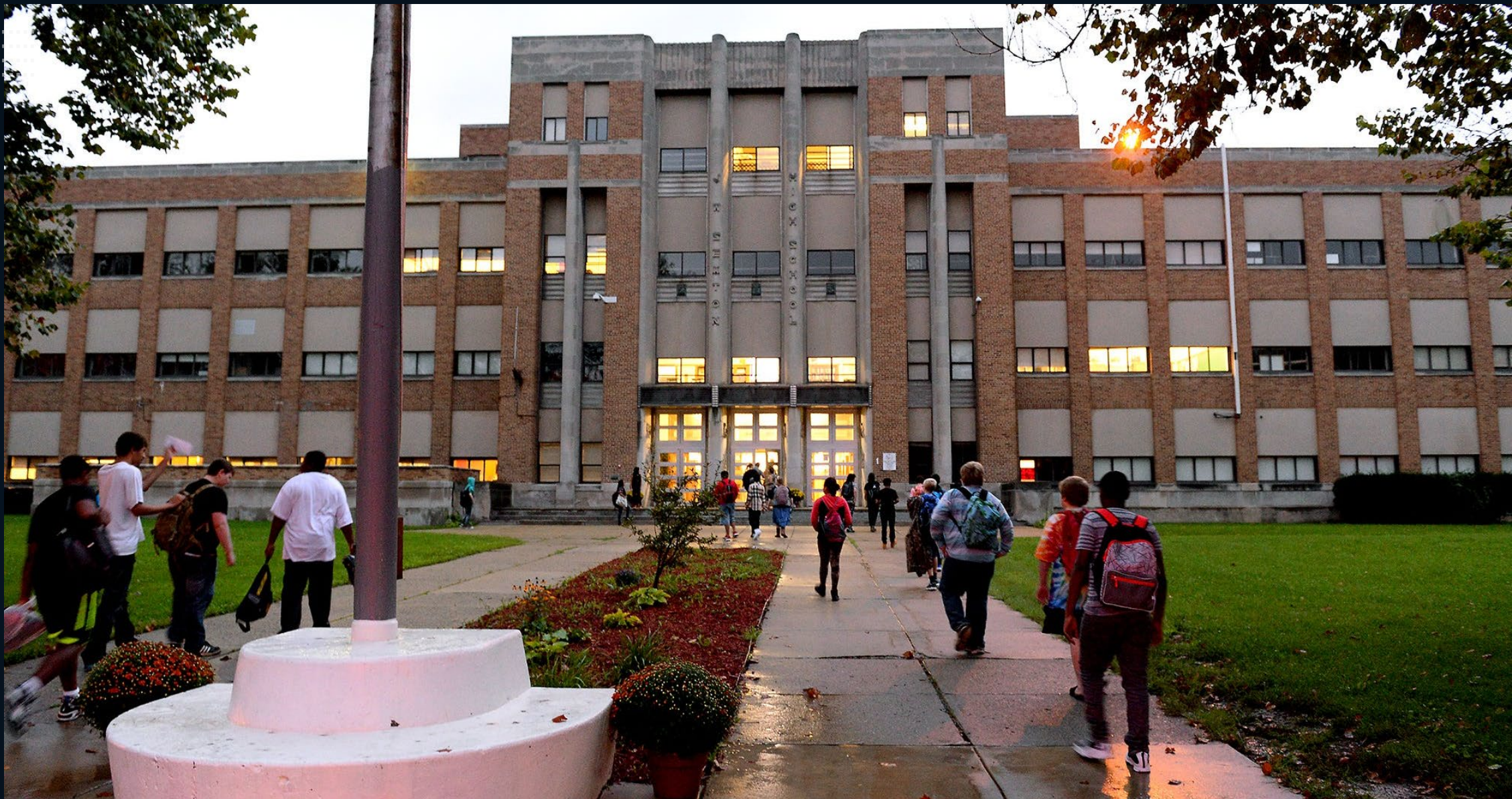
CB 19954

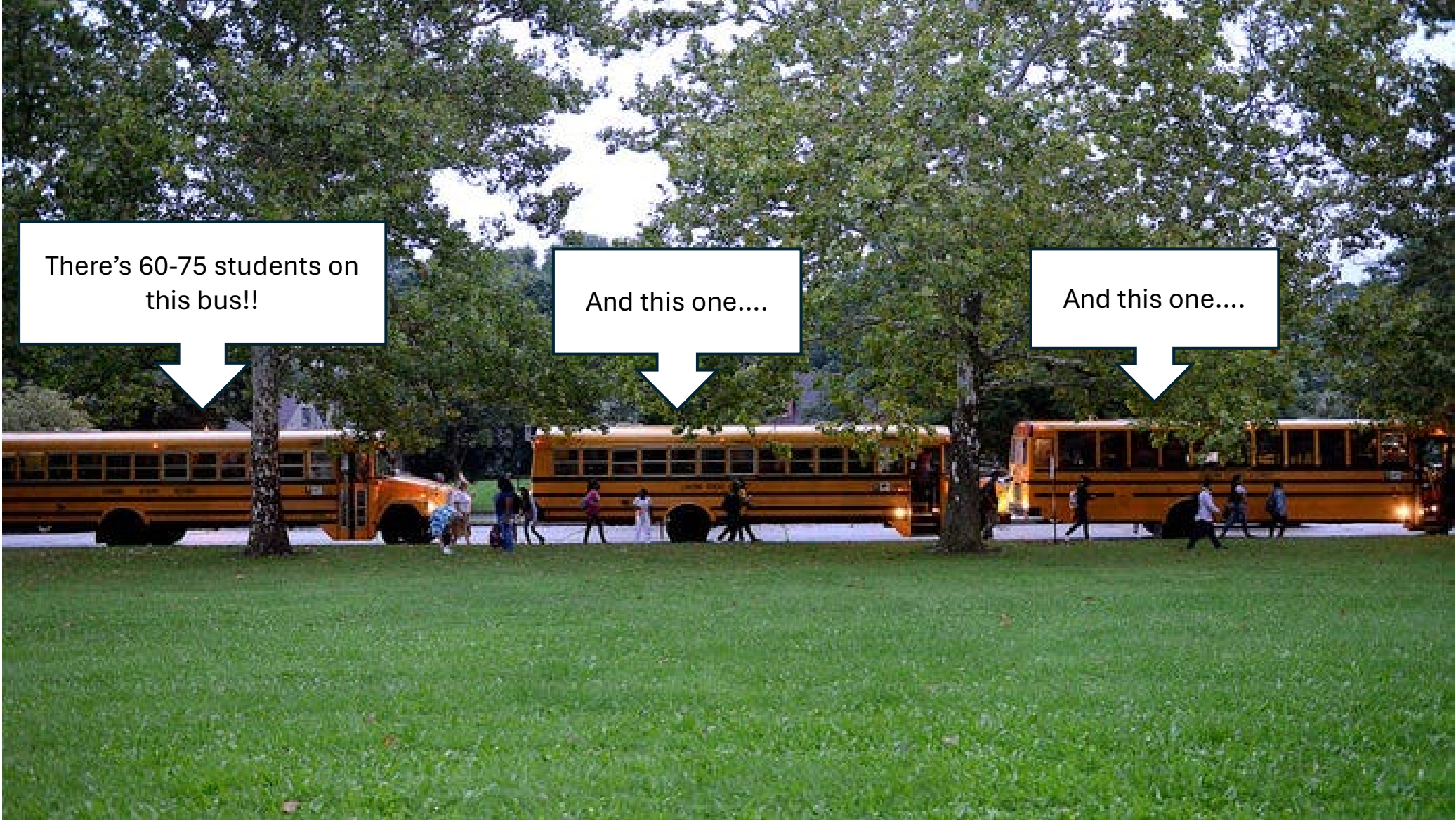
G805

Thomas

Thomas



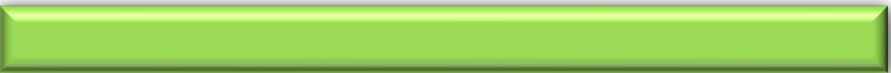




There's 60-75 students on this bus!!

And this one....

And this one....



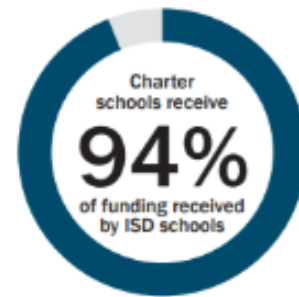
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# Do Texas charter schools get more money than ISD schools?

IT'S NOT COMPLICATED. HERE ARE THE FACTS.

Charter schools receive less money.

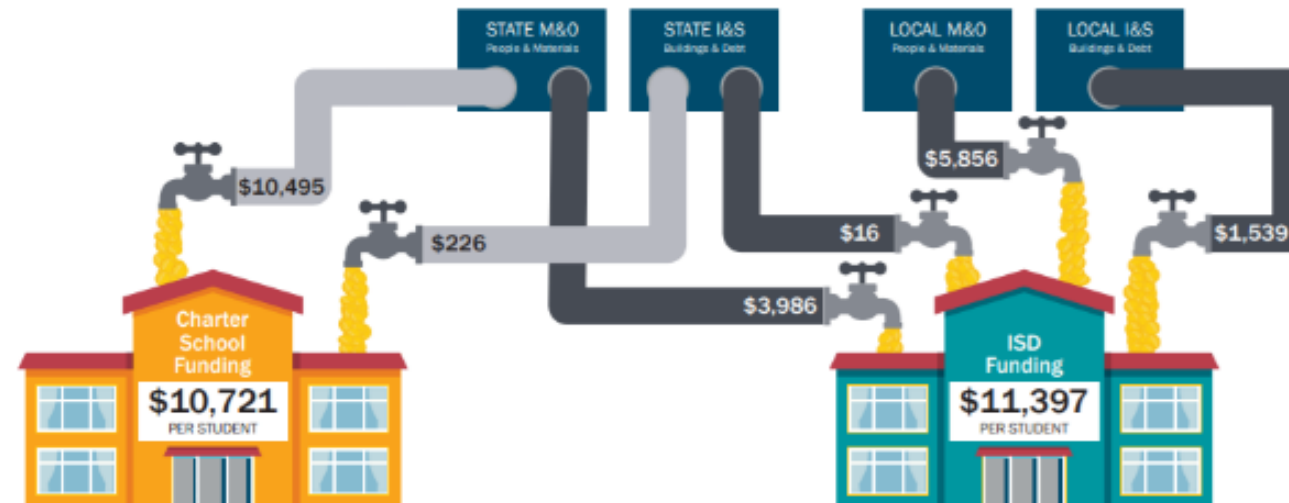


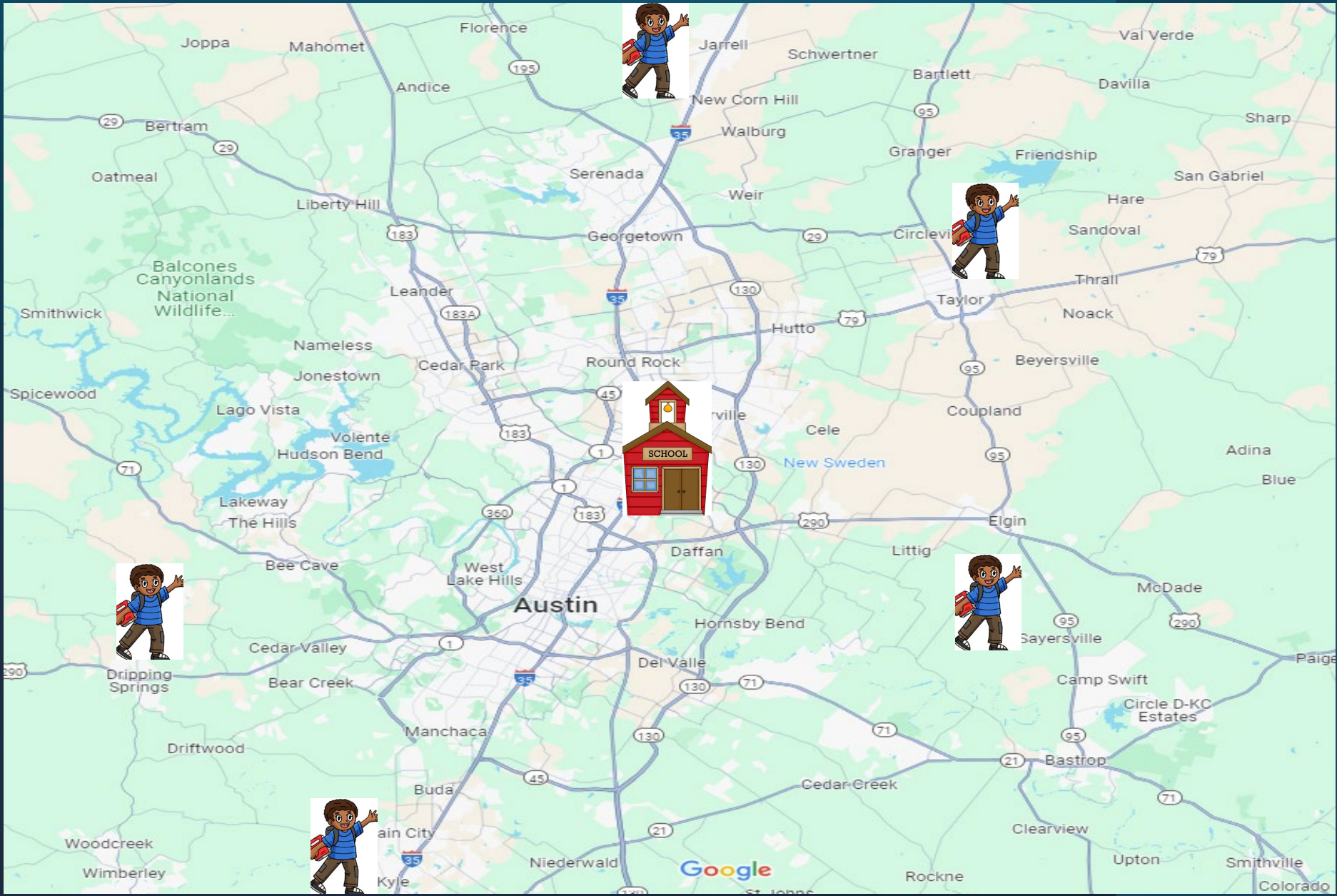
**\$10,721**  
per charter school student



**\$11,397**  
per ISD student

Charters have 2 funding sources. ISDs have 4.







# School Pool

COMING THIS  
SCHOOL YEAR!



A PILOT carpool matching program from Movability, SchoolPool will:

- Help families save time and money!
- Help reduce traffic congestion for pick-up/drop-off
- Fewer idling vehicles means kids are breathing cleaner campus air
- Connect NYOS carpool families with drivers within our OWN NETWORK

*By participating, Movability will pay NYOS \$500, +100 every other month if we grow our participation!*

take our  
**survey**



## Family Survey

✓ Your opinion counts.



# Counting CARS







## NYOS SchoolPool Interest Form | Formulario de interés de SchoolPool

Please complete this form if you are interested in registering for SchoolPool powered by Go Together which connects families who need help getting students to school, home, and extracurricular activities. **You must complete a background screening to use the system.**



# BACKGROUND CHECK

# Managing Users

When you approve a user they gain full access to the platform.

Select Language ▼

Powered by [Google Translate](#)

## School Impact

**35 Registered users**

0 schoolpools scheduled

20 trips reduced

44 lbs of CO<sub>2</sub> reduced

[More](#)

[Statistic methodology](#)

### School Stats

0 Active school trips

[Switch to Parent Mode](#)

### Quick Links



Home



Calendar



Announcements



My Profile



FAQs



Logout

Approve All
Save
Cancel
Delete

Pending	Approved	Denied	Admins		
Background	Approval	Parent	Remove	School Admin	
Approved <span>▼</span>	Approved <span>▼</span>	<b>Adams, Robin</b> Access Account	<input type="checkbox"/>	<input type="checkbox"/>	
Approved <span>▼</span>	Approved <span>▼</span>	<b>Administrator, School</b> Access Account	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
		<b>Aguirre-Breault,</b>	<input type="checkbox"/>	<input type="checkbox"/>	





UP NEXT: Mikey Goralnik



# GREAT SPRINGS PROJECT

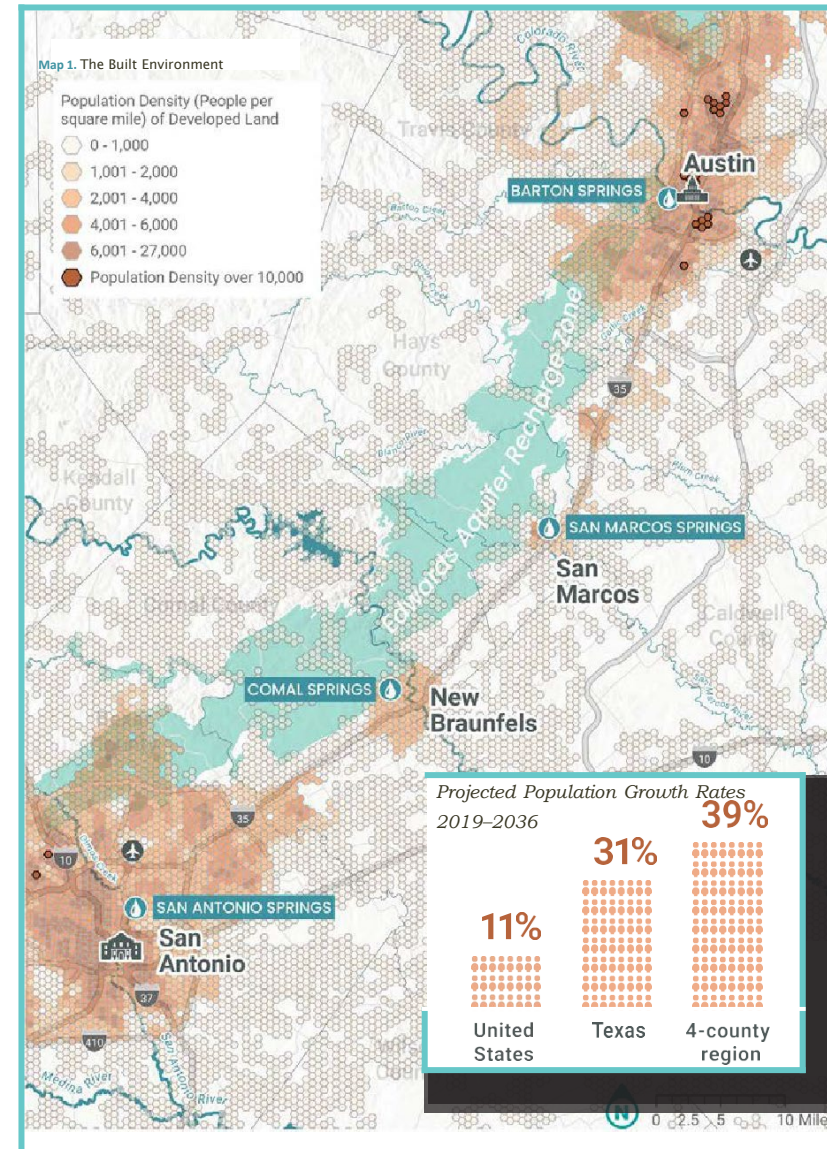
MOVABILITY PECHAKUCHA // 8.22.24





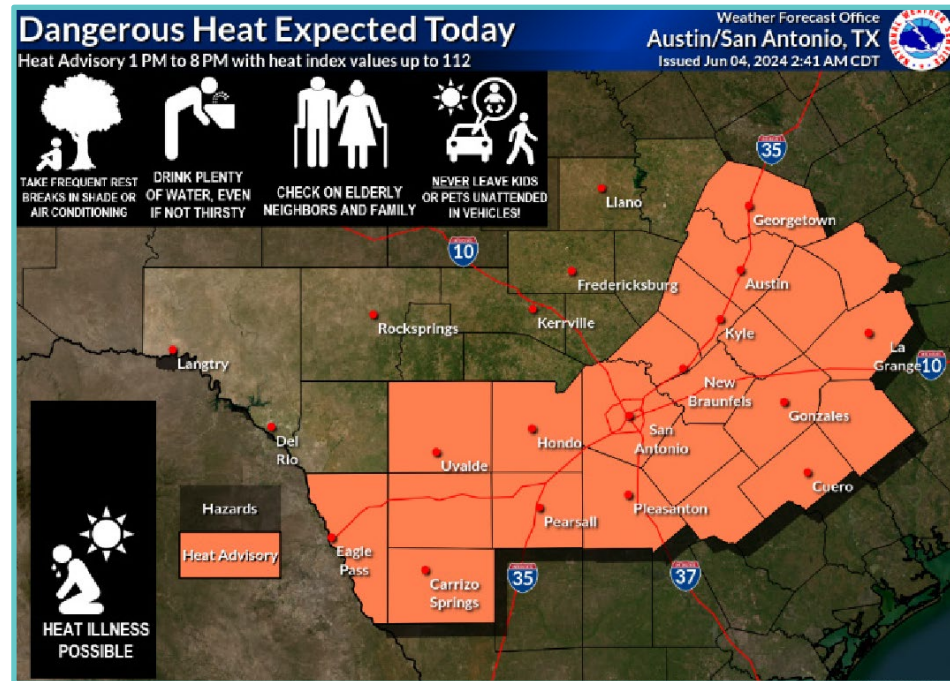
# PREMISE // RAPID GROWTH

- WE LIVE IN ONE OF THE FASTEST GROWING REGIONS IN THE US
- (AND THAT GROWTH DOESN'T ALWAYS HAPPEN EFFICIENTLY OR STRATEGICALLY)
- LAND USE PATTERNS CREATE CHALLENGES FOR BUILT INFRASTRUCTURE
- DEVELOPMENT DECISIONS CHALLENGE THE QUANTITY AND QUALITY OF GROUNDWATER IN THE REGION



## PREMISE // CLIMATE CHANGE

- LAND USE AND DEVELOPMENT-DRIVEN ECOLOGICAL IMPACTS OCCUR IN THE CONTEXT OF A CHANGING CLIMATE
- EXTREME HEAT, DROUGHT, AND SEVERE RAIN EVENTS ARE PART OF WHERE WE LIVE
- THE INTERFACE BETWEEN LAND USE AND ECOLOGY CREATES CHALLENGES FOR THE LANDSCAPE, AND FOR COMMUNITIES
- (THOSE IMPACTS AREN'T EVENLY DISTRIBUTED)



HALLOWEEN FLOOD



JACOB'S WELL

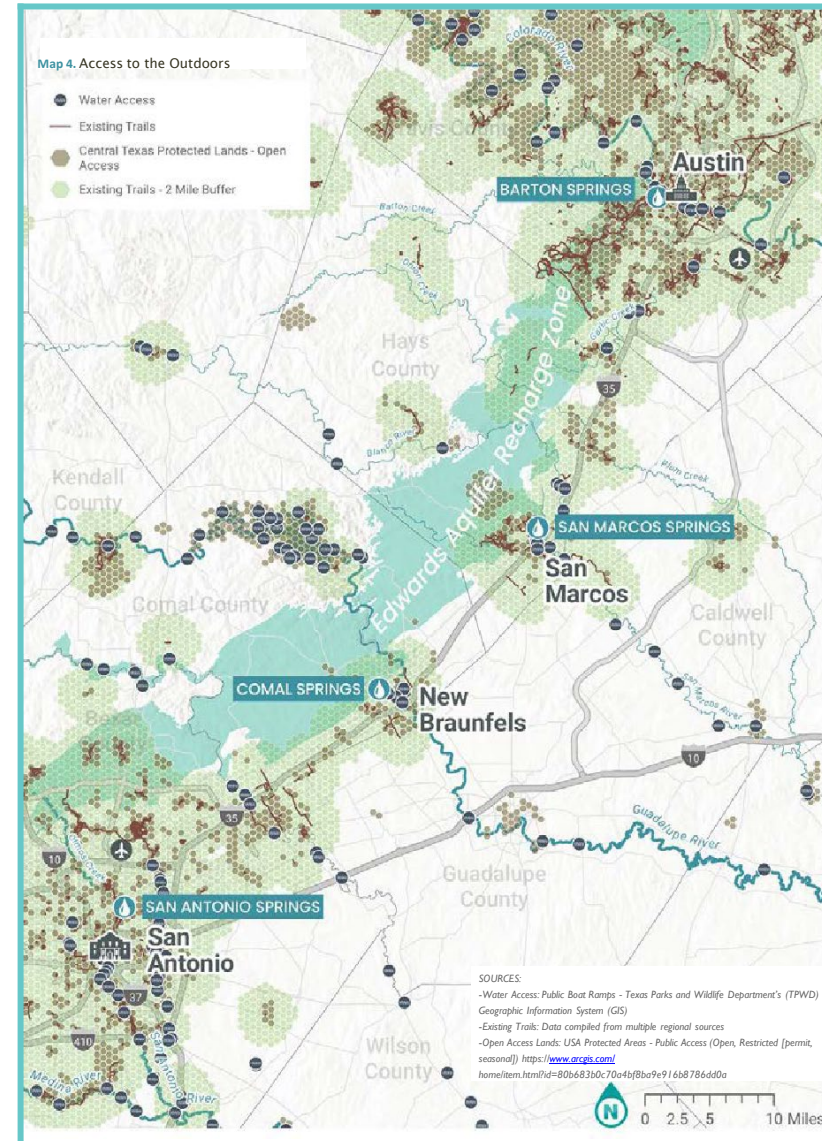
## PREMISE // ACCESS AND ACTIVITY

- ACCESS TO OUTDOOR ENVIRONMENTS IS A FUNDAMENTAL PART OF LIVING IN CENTRAL TEXAS
- TRAILS ARE ESSENTIAL COMPONENTS OF ACTIVE TRANSPORTATION NETWORKS IN THIS GROWING REGION
- OPPORTUNITIES TO CONNECT TO THE LANDSCAPE ARE CRITICAL TO BUILDING A LAND ETHIC AND SENSE OF STEWARDSHIP
- THESE OUTCOMES HAVE CLIMATE CHANGE ADAPTATION AND MITIGATION BENEFITS



## PREMISE // DISPARITY

- ACCESS TO OUTDOOR EXPERIENCES, INCLUDING RECREATIONAL AND ACTIVE TRANSPORTATION USES, ARE NOT EVENLY DISTRIBUTED //
- WEALTHIER, WHITER COMMUNITIES HAVE BETTER ACCESS TO, AND ARE MORE LIKELY TO SEE THEMSELVES REFLECTED IN OUTDOOR ENVIRONMENTS, INCLUDING TRAILS
- EXPOSURE TO THE IMPACTS OF CLIMATE CHANGE ARE NOT EVENLY DISTRIBUTED//
- WEALTHIER, WHITER COMMUNITIES HAVE MORE RESOURCES AND OPPORTUNITIES TO AVOID OR MITIGATE THE IMPACTS OF CLIMATE CHANGE



# WHAT WE DO

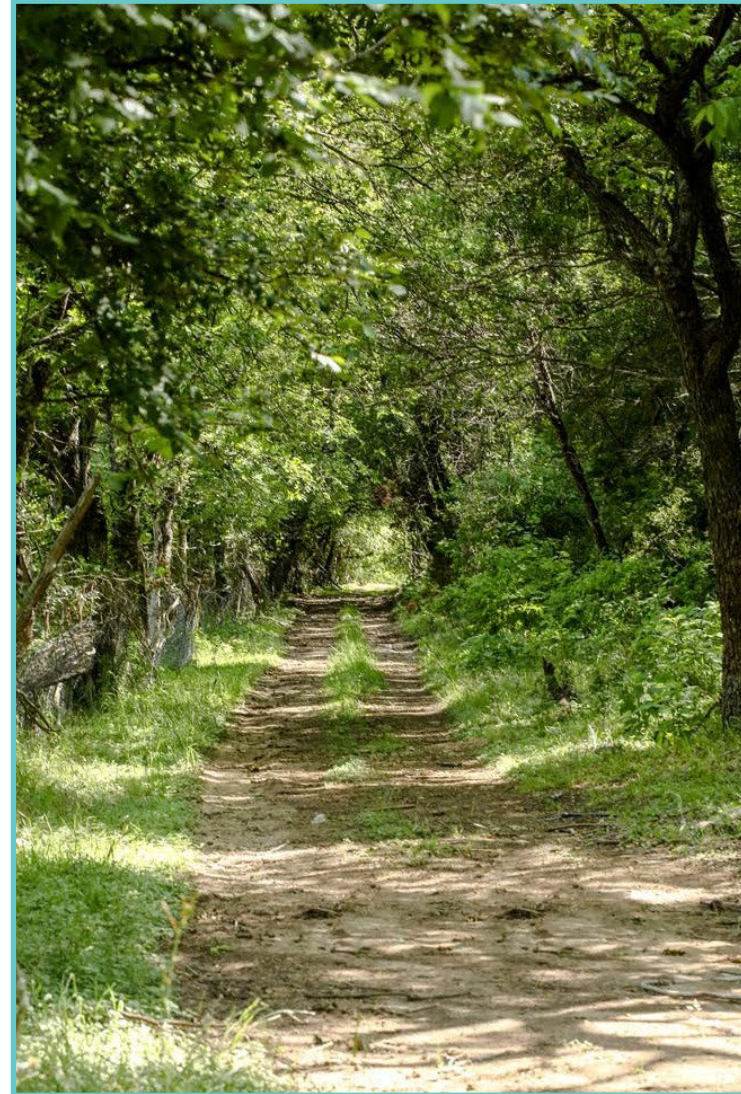
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50,000 ACRES OF CONSERVATION



+

100+ MILES OF TRAIL



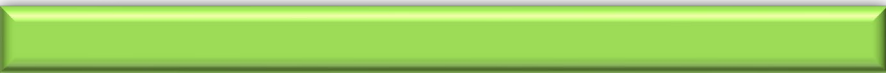
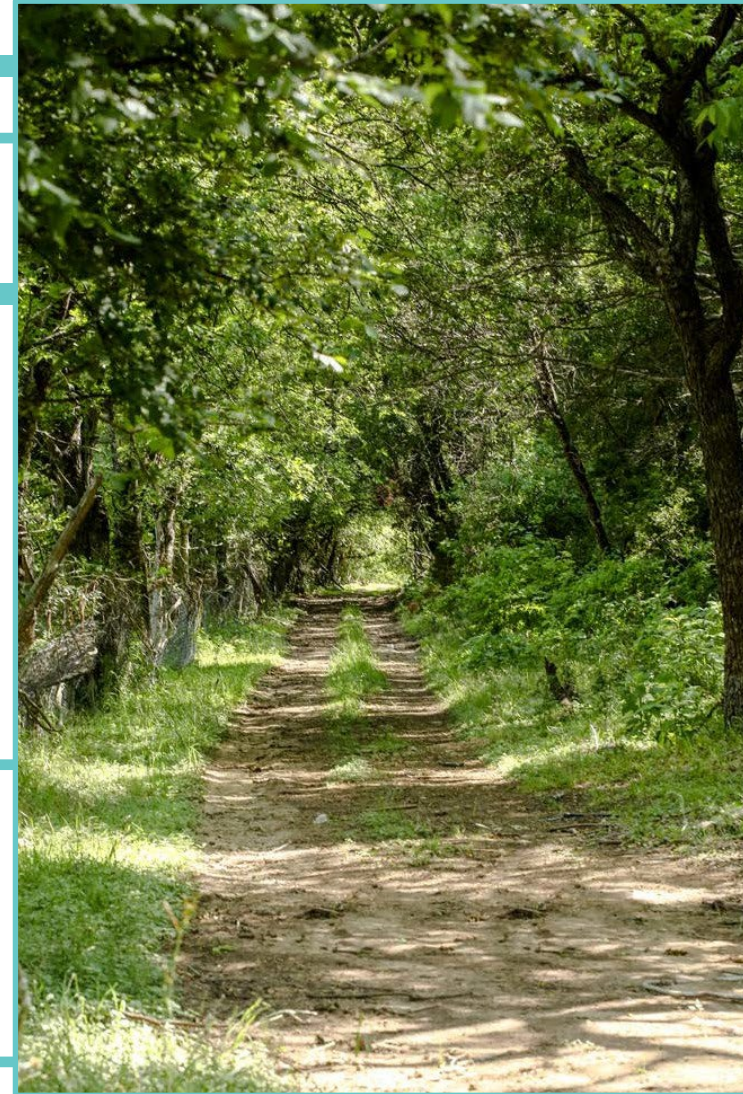
# WHAT WE DO

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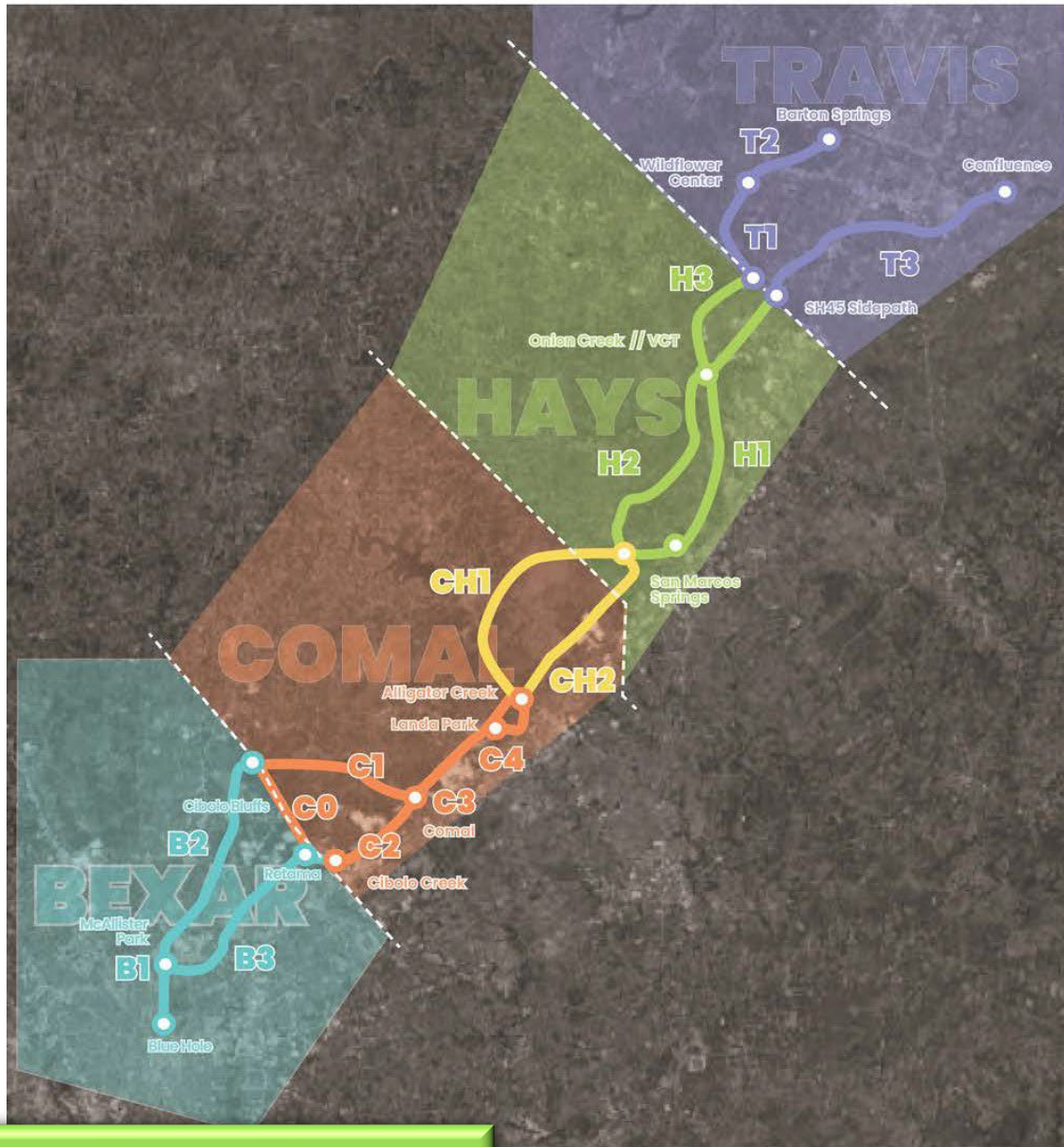
50,000 ACRES OF CONSERVATION



100+ MILES OF TRAIL



# WHERE WE WORK



## Travis County Trail Segments:

**TRAVIS 1: Violet Crown to Lady Bird**  
SH45 to Ladybird Wildflower Center

**TRAVIS 2: Violet Crown to Barton Springs**  
Ladybird Wildflower Center to Barton Springs

**TRAVIS 3: Onion Creek Greenbelt**  
Onion Creek to Colorado Confluence

## Hays County Trail Segments:

**HAYS 1: Emerald Crown Trail**  
San Marcos Springs to connection with Violet Crown Trail

**HAYS 2: Blanco River**  
Presa to Blanco Bend to Emerald Crown Trail to Violet Crown Trail

**HAYS 3: Hays County Violet Crown Trail**  
Onion Creek to SH45

## Comal/Hays Trail Segments:

**COMAL/HAYS 1: Western Swing**  
Pantermuehl to La Cima to San Marcos Springs

**COMAL/HAYS 2: Hunter Road**  
Alligator Creek to Kissing Tree to La Cima to San Marcos Springs

## Comal County Trail Segments:

**COMAL 0: Cibolo Creek Greenway**  
Selma, Schertz, Cibolo

**COMAL 1: Comal Run**  
Cibola Bluffs Nature Preserve to Comal Community Historic Site

**COMAL 2: Great Northern Trail**  
Schertz to Great Northern Trail to Dry Comal Creek

**COMAL 3: Dry Comal Creek Greenway**  
Solms Park To Landa Park and Comal Springs

**COMAL 4: Alligator Creek**  
Landa Park to Alligator Creek to Pantermuehl Pocket Park

## Bexar County Trail Segments:

**BEXAR 1: Spirit Reach + The Flyway**  
The Blue Hole to McAllister Park

**BEXAR 2: Bracken Path**  
McAllister Park through Mud Creek to Cibola Bluffs Nature Preserve

**BEXAR 3: Beitel Creek Greenway**  
LBJ Park through Beitel Creek to Retama Park

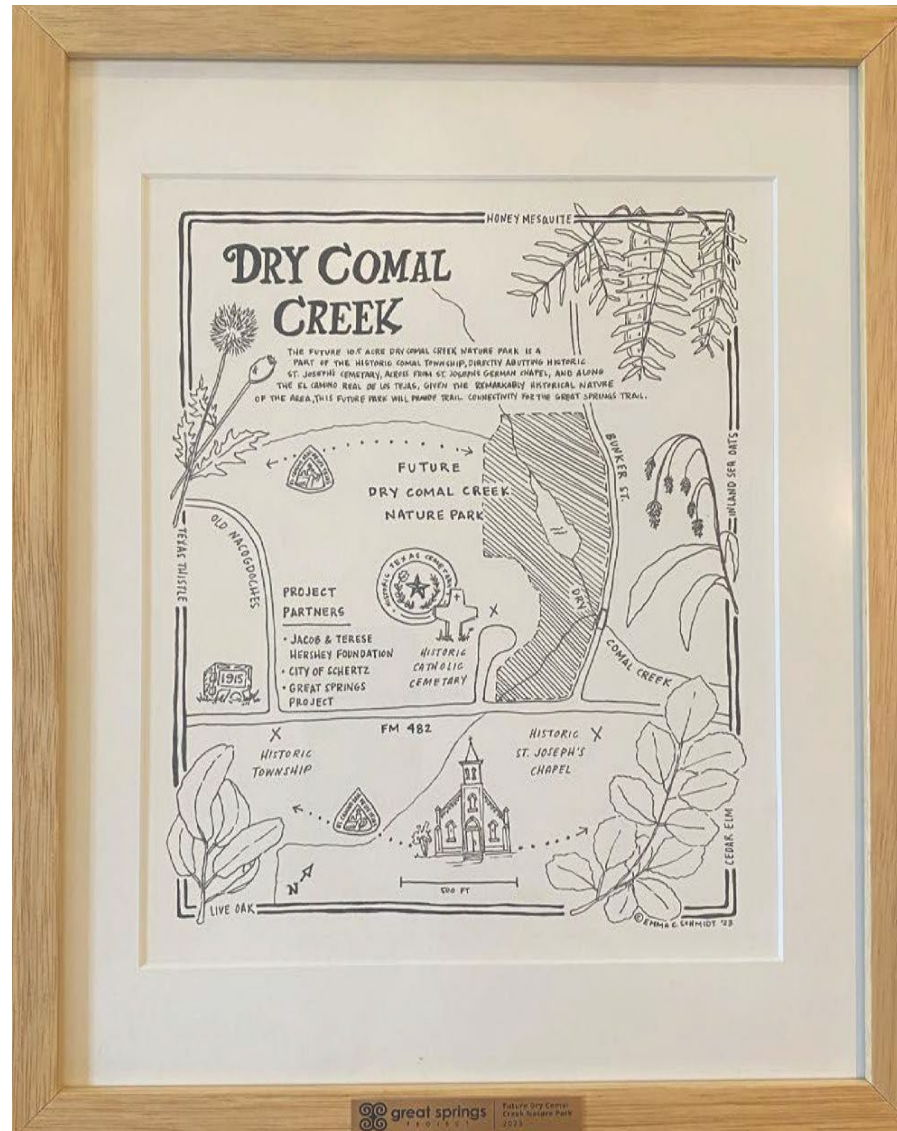
# WHERE WE WORK





## HOW WE DO IT // LAND CONSERVATION + TRAIL RIGHT OF WAY

- HELP PARTNERS ACQUIRE LAND AND RIGHT OF WAY TO ACHIEVE PRIORITY CONSERVATION AND TRAIL PROJECTS
- CONNECT COMMUNITIES TO CONSERVATION BUYERS, PERFORM DUE DILIGENCE ACTIVITIES, OCCASIONALLY WILL HOLD LAND UNTIL THE COMMUNITY IS ABLE TO ACQUIRE IT
- DEVELOP AND ADVOCATE FOR BOND FUNDING // GRANTS FROM AGENCIES LIKE NATURAL RESOURCES CONSERVATION SERVICE



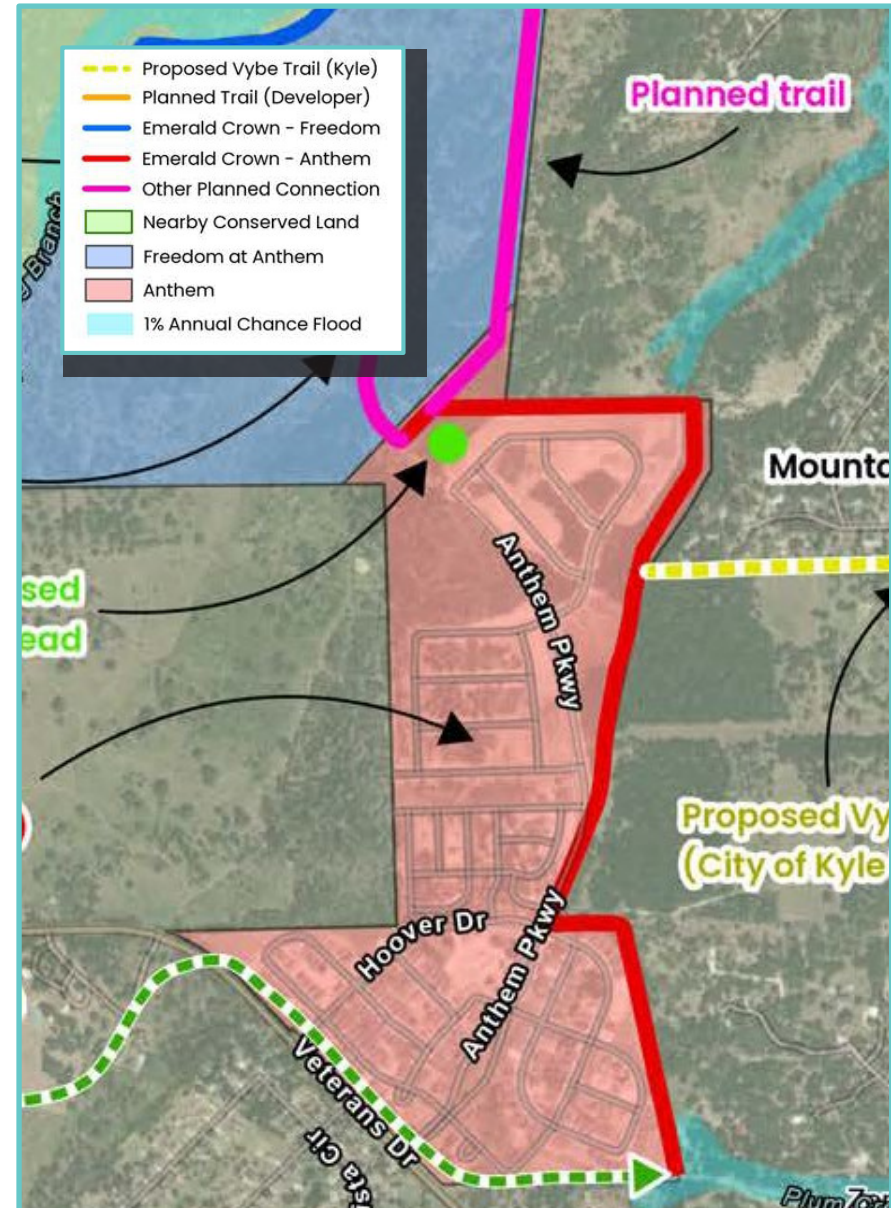
# HOW WE DO IT // LAND CONSERVATION + TRAIL RIGHT OF WAY

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## HOW WE DO IT // SUPPORT TRAIL DESIGN + CONSTRUCTION

- HELP PARTNERS EXECUTE TRAIL PROJECTS THAT ALIGN WITH CONNECTIVITY AND ACCESS PRIORITIES
- PLANNING, DESIGN, EVEN TRAIL BUILDING
- DEVELOP AND ADVOCATE FOR BOND FUNDING // GRANTS FROM A RANGE OF STATE AND FEDERAL AGENCIES



# HOW WE DO IT // SUPPORT TRAIL DESIGN + CONSTRUCTION

The city of Eagle Lake in Colorado County received a \$294,040 grant for phase one of the Eagle Lake R. Savid Uinterman Uildlife > rea Ve recreational Ualking Trail construction, which will include a 2.2-mile trail, 8 linear feet boardwalk, wildlife viewing platform and signage.

Texas Parks and Wildlife  
Use Var W Yen W Z [ards \ 4 ^ \_ Mi 1ian  
in be crea W iana 1 Trail dran W s Wa  
Texasea Y Y f ni W ies  
May 24, 2024

The Bas Motor Vehicle Trails Coalition received two grants for projects at  
recreation > rea. One \$260,000 grant will fund the renovation and  
restoration of existing trails, signage, trailside bathroom, resource surveys,  
seasonal services and equipment rental. > SK08, 0 grant will  
purchase equipment, trail vehicles, equipment repair services, equipment

The Great Springs Project in Hays County received a \$298,640 grant for the Freedom  
Segment of the Emerald Frown Trail. The grant will fund the construction of a 4.4  
mile, 8-foot wide multi-use decomposed granite trail.

In Hays County, Texas State University received a \$1,400 grant for the construction  
of a 9.9-mile multi-use natural surface trail. This grant funds the Fremont  
segment of the San Marcos Outer Loop Trail.

Hays County received a \$1,000 grant for the Presa Grande Segment of the San Marcos  
Outer Loop Trail. This new segment will be a 3.8-mile, 8-foot wide multi-use natural surface  
trail, including benches, a bridge and a trailhead kiosk.

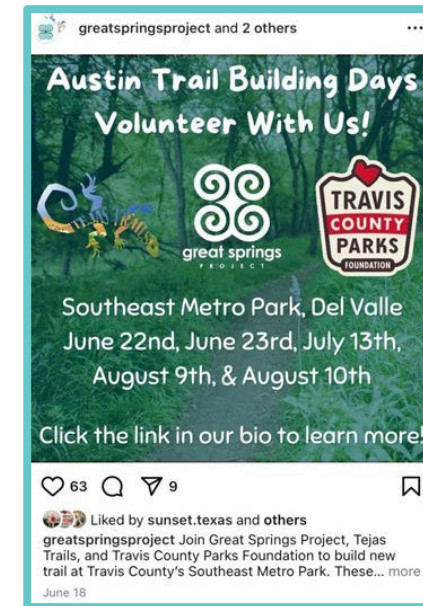
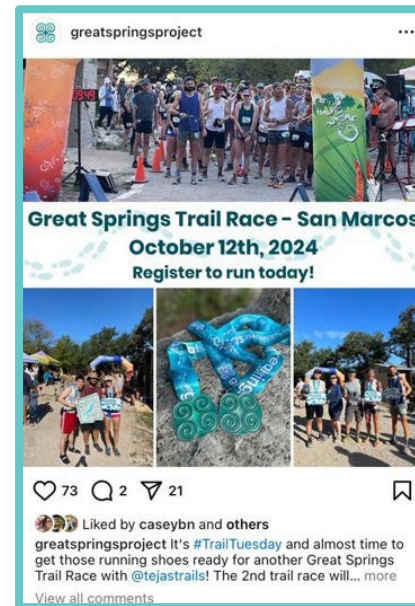
In Jackson County, the city of Madisonville received a \$1,000 grant for the renovation of  
a 3.8-mile trail and construction of a 0.8-mile crushed limestone trail for the Lake Madison  
Trail project.

HOW WE DO IT // SUPPORT TRAIL DESIGN + CONSTRUCTION

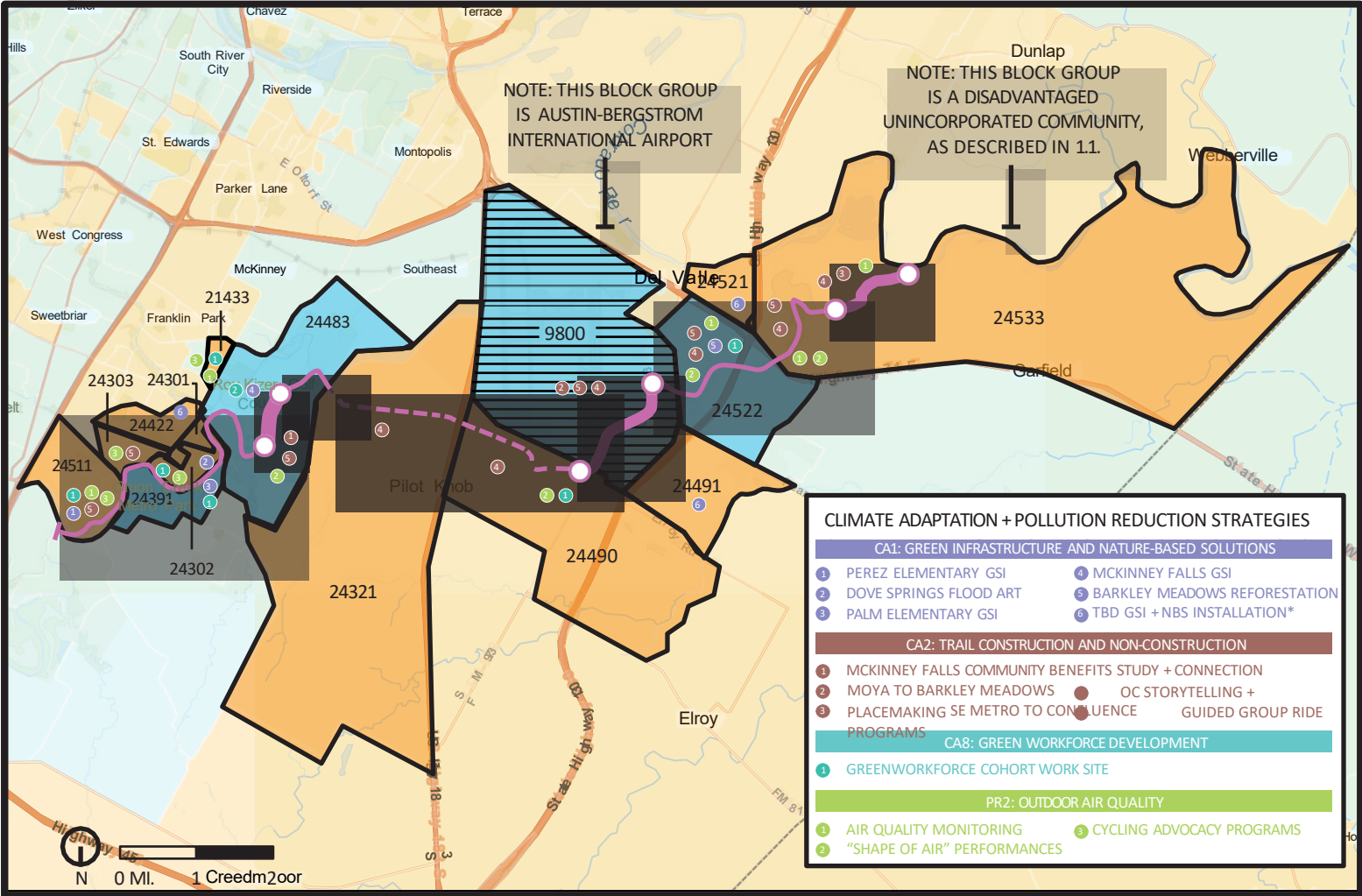


## HOW WE DO IT // AMPLIFY COMMUNITY

- PARTNER WITH RANGE OF ENTITIES TO IMPLEMENT, PROGRAM, AND ACTIVATE TRAILS
- TRAIL RACES, TRAIL BUILDING, CREEK CLEAN UP AND RESTORATION
- COLLABORATE WITH FOR-PROFIT AND NON-PROFIT ORGANIZATIONS // STRENGTH IN NUMBERS



# HOW WE DO IT // AMPLIFY COMMUNITY



**AREA**

- PROJECT AREA DISADVANTAGED BLOCK GROUP
- DISADVANTAGED BLOCK GROUP
- NON-DISADVANTAGED BLOCK GROUP
- BLOCK GROUP NUMBER

**TRAIL**

- LOCRI PROPOSED TRAIL
- EXISTING TRAIL
- 2023 BOND FUNDED TRAIL

**NOTES**

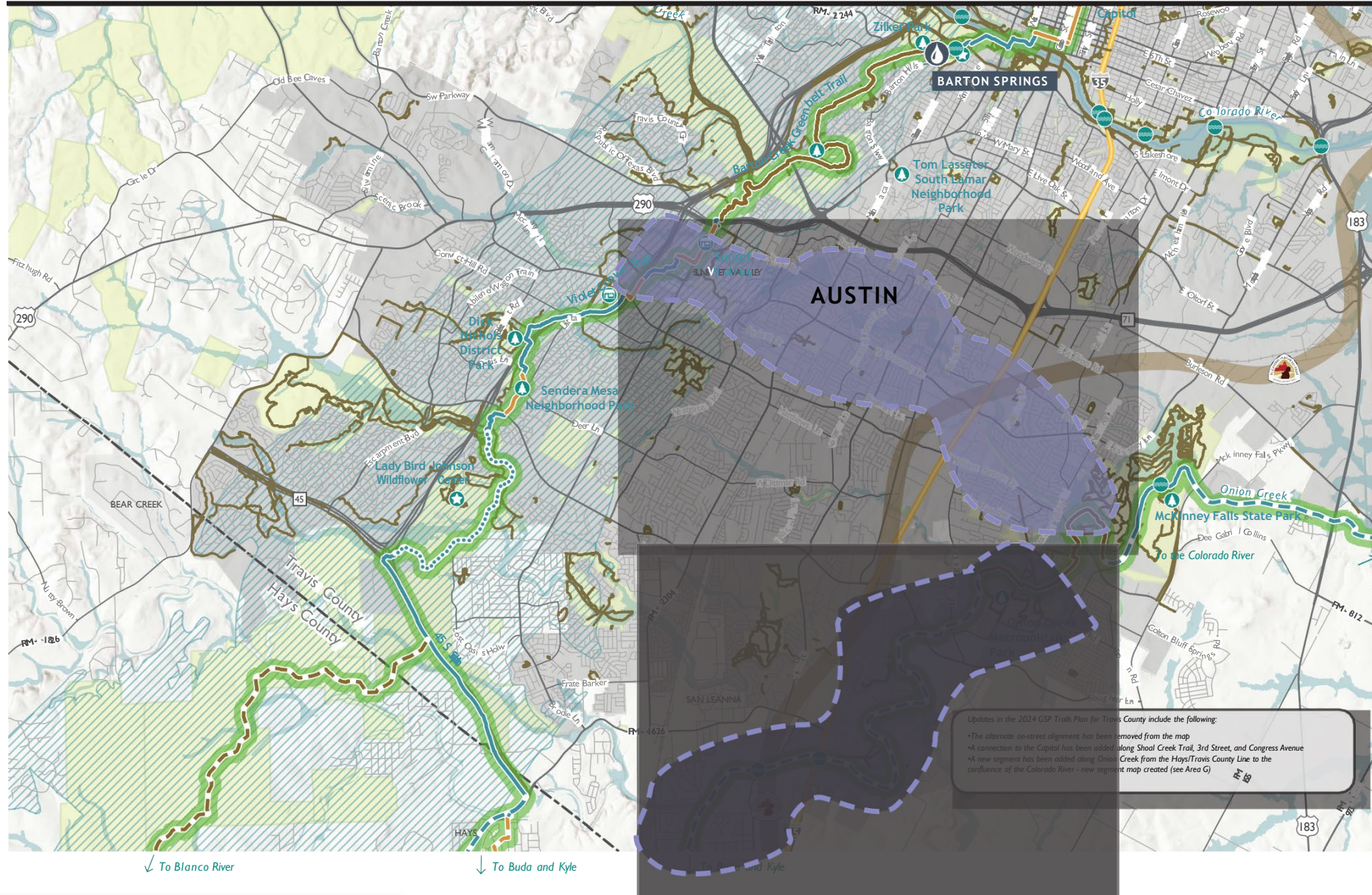
\* ADDITIONAL GSI + NBS INSTALLATION SITES WILL BE DETERMINED THROUGHOUT THE PROJECT IN CONSULTATION WITH THE LOWER ONION CREEK ADVOCACY LEAGUE (LOCAL), AS DESCRIBED IN ATTACHMENT E: COMMUNITY ENGAGEMENT AND COLLABORATIVE GOVERNANCE PLAN

# HOW WE DO IT // AMPLIFY COMMUNITY





# WHAT WE'RE WORKING ON

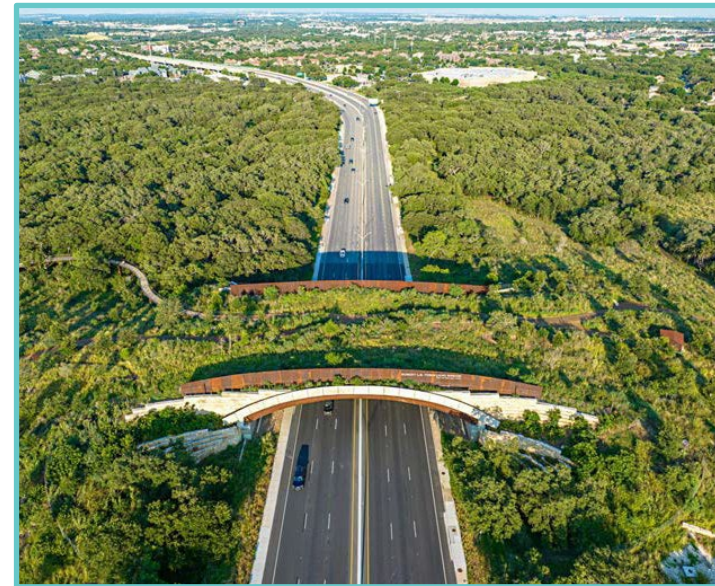
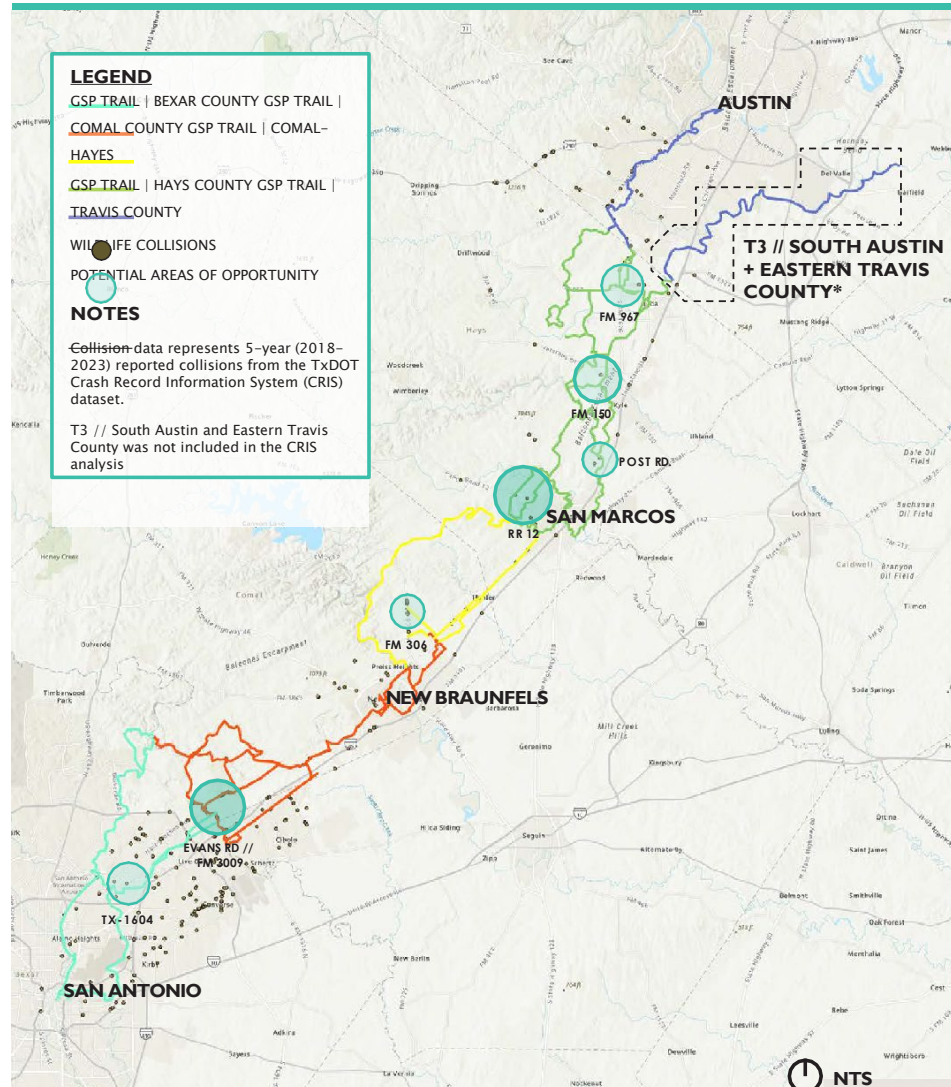


↓ To Blanco River

↓ To Buda and Kyle

# WHAT WE'RE WORKING ON

## WILDLIFE COLLISIONS + GREAT SPRINGS TRAIL POTENTIAL OPPORTUNITY AREAS FOR CO/MULTI-USE TRAIL CROSSINGS





THANKS!

MIKEY GORALNIK  
[mikey@greatspringsproject.org](mailto:mikey@greatspringsproject.org)  
314.749.9471

UP NEXT: Katrina Miller

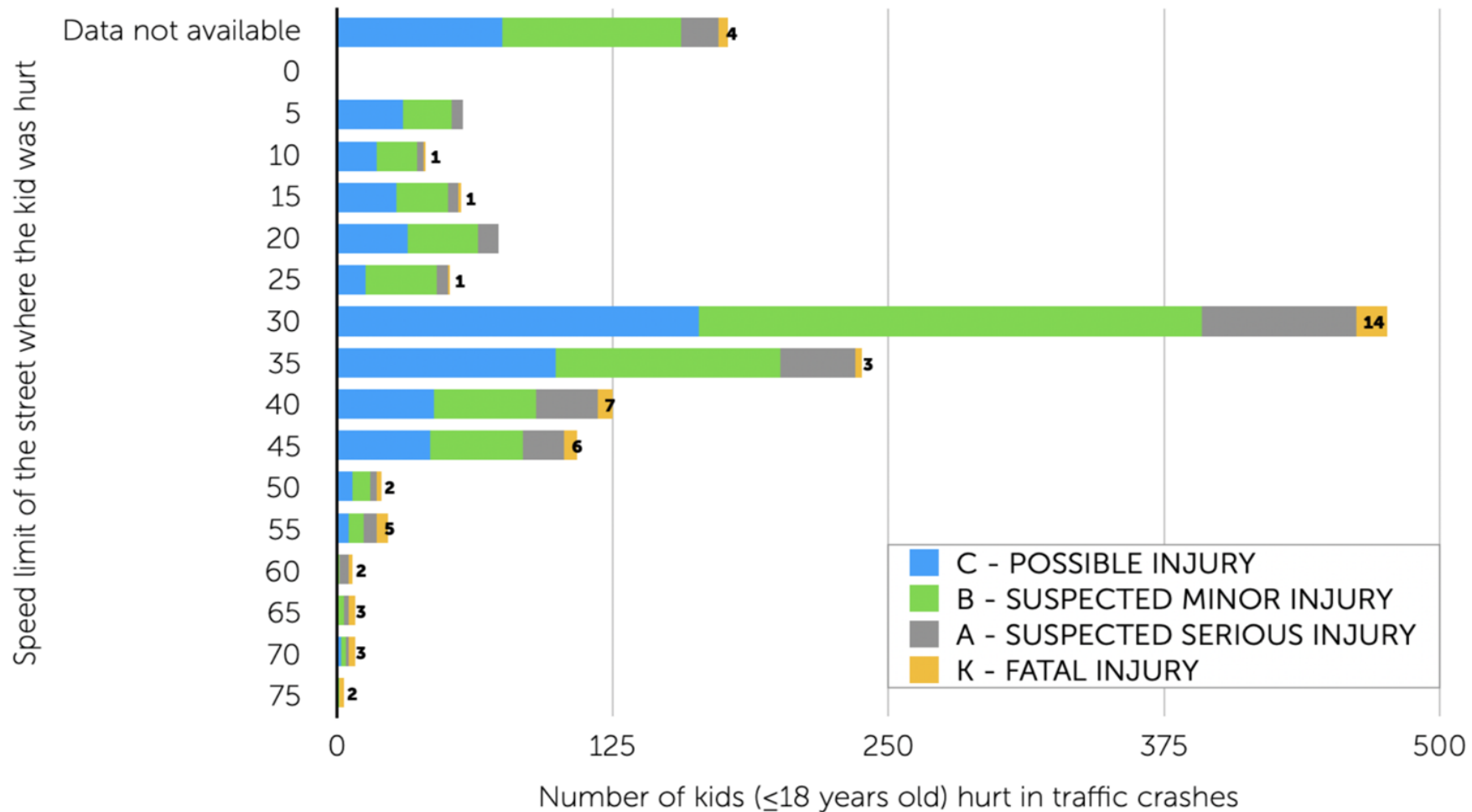


PLEASE  
SLOW!  
25 MPH  
PETS ELDER  
YOUNG LIVE  
KIDS HERE

500001



# Kids hurt on Texas streets & roads while walking and biking 2020



2020 traffic crash data retrieved 03/5/21 from TXDOT's Public CRIS Query system:  
<https://cris.dot.state.tx.us/public/Query/app/welcome>

Hit by a vehicle  
traveling at

23

MPH

10% risk of death



Hit by a vehicle  
traveling at

42

MPH

50% risk of death



Hit by a vehicle  
traveling at

58

MPH

90% risk of death



**SPEED  
LIMIT  
25**

**DRIVE  
SLOWLY**  
OUR STREETS ARE  
OUR SIDEWALKS





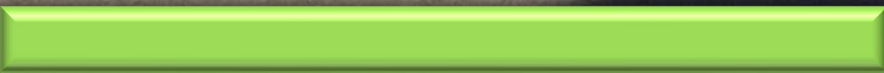
STOP  
HERE  
TO



SEVENTH  
PUBLIC  
LIBRARY  
BRANCH

EL PASO INDEPENDENT  
SCHOOL DISTRICT  
Community Schools  
FAMILY RESOURCE CENTER







DO NOT  
ENTER

KOP MANTS

E Denny

R

512







  
**LIVING STREETS**  
Austin Transportation and Public Works

**LOCAL  
TRAFFIC  
ONLY**



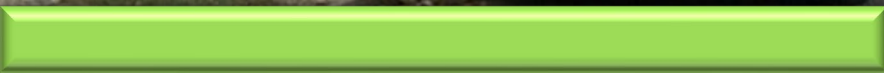


STOP













STOP

ALL WAY

NEWS CENTER





Sarta


38

38

RE



**BRENTWOOD**

 **A METRO RAPID**

**1** Southbound to  
William Cannon

**RAPID 801** Southbound to  
Southpark Meadows







▷ Hallcon®



# How to Get More ROI from Your Transportation Investment

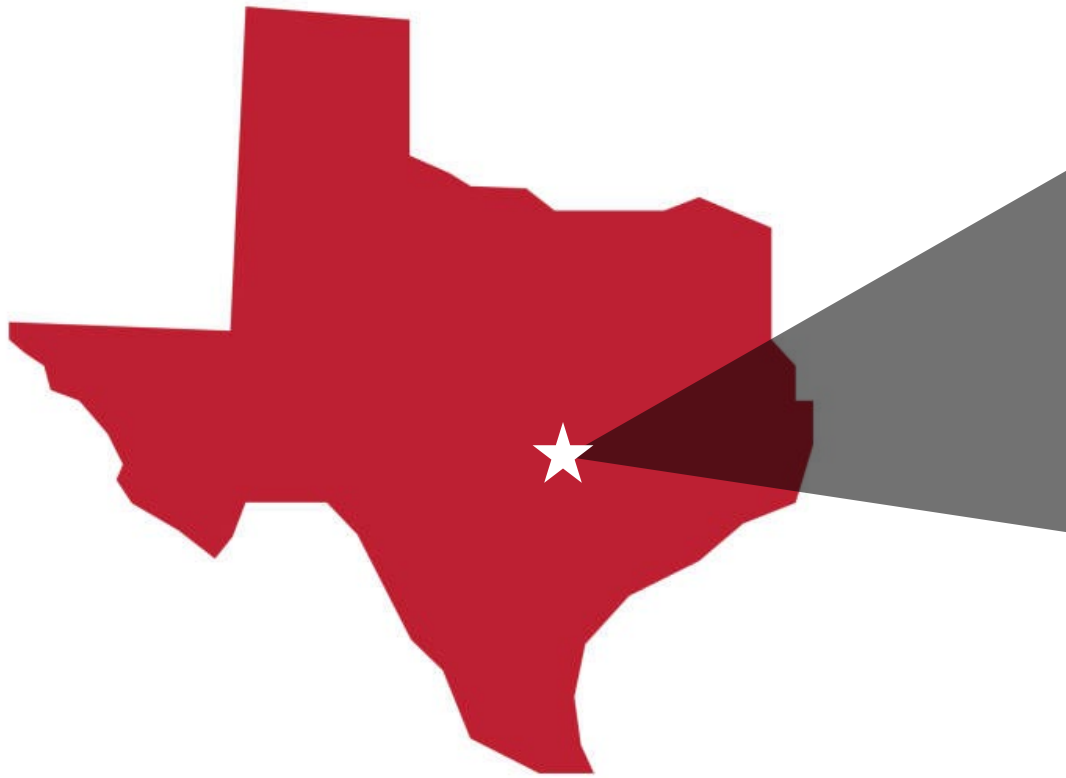
Presented by Luke Tiemann

---

August 22, 2024

# About Me

---



 Hallcon®

**Luke Tiemann**

*Director, Business Development*

# Who is Hallcon?

Hallcon has been delivering transportation services for more than 70 years and has a presence in nearly all major metro markets in North America.

**150 Million**

Miles Driven Annually

**7,000**

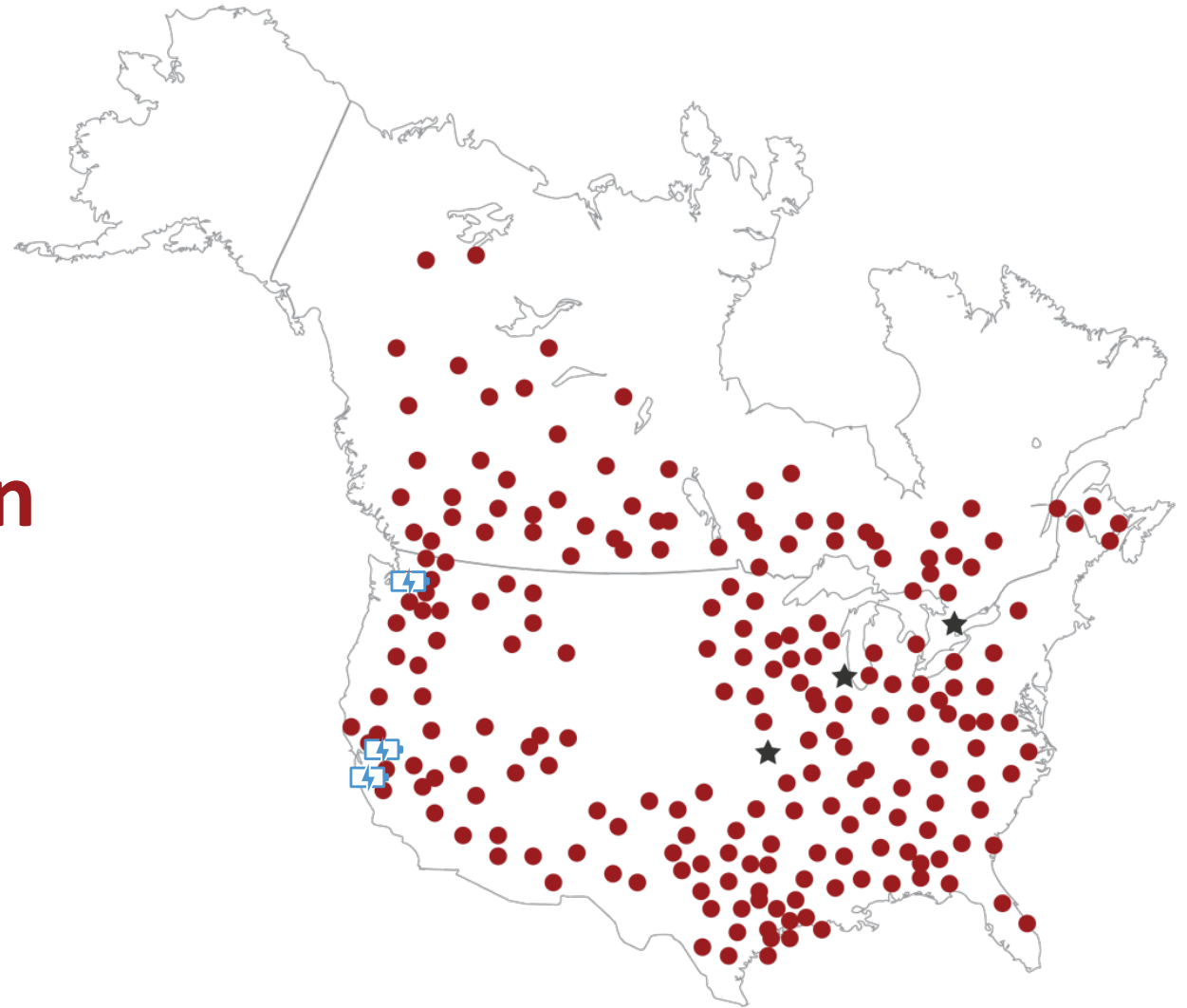
Employees

**12 Million**

Riders Annually

**2,500**

Vehicles Across North America



# Here are the organizations we help.

---



Here are the shuttle services we provide.



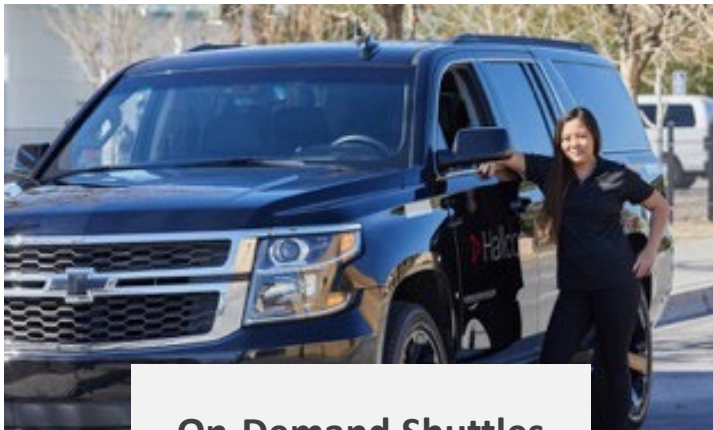
**Commuter Shuttles**



**Last Mile Shuttles**



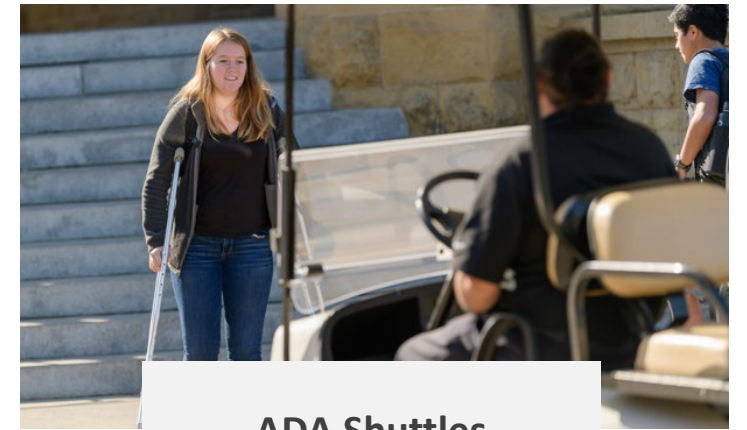
**Multi-Employer Shuttles**



**On-Demand Shuttles**

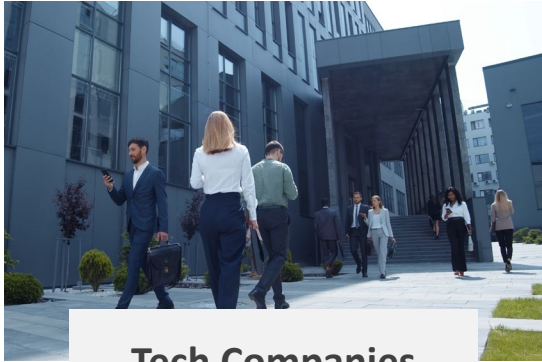


**Intercampus Shuttles**

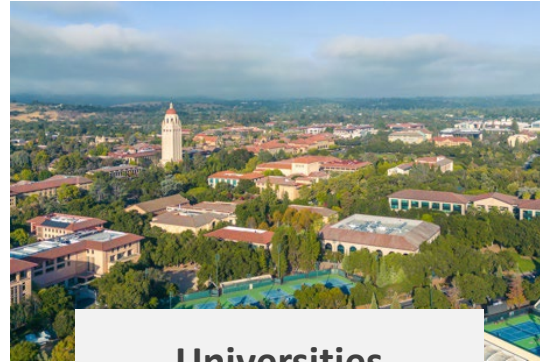


**ADA Shuttles**

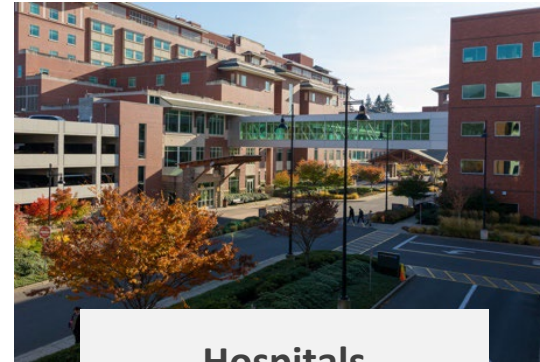
# We work with transportation directors in every industry.



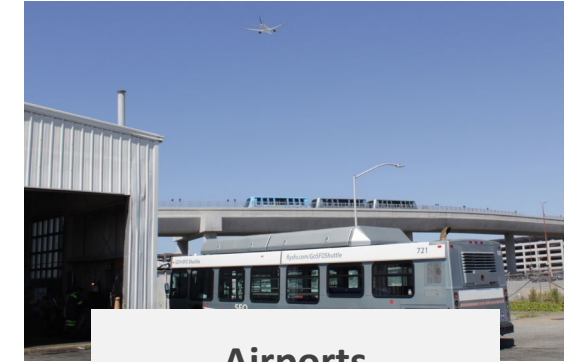
**Tech Companies**



**Universities**



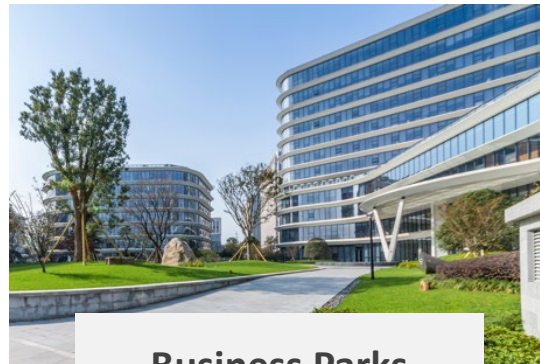
**Hospitals**



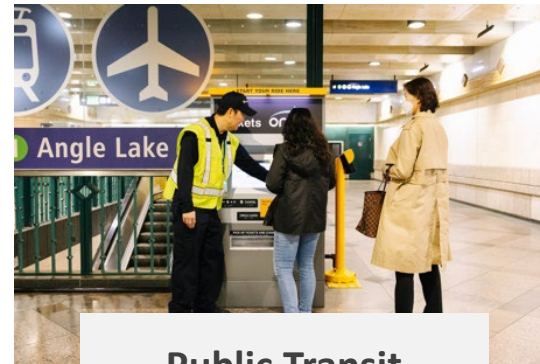
**Airports**



**Manufacturers**



**Business Parks**



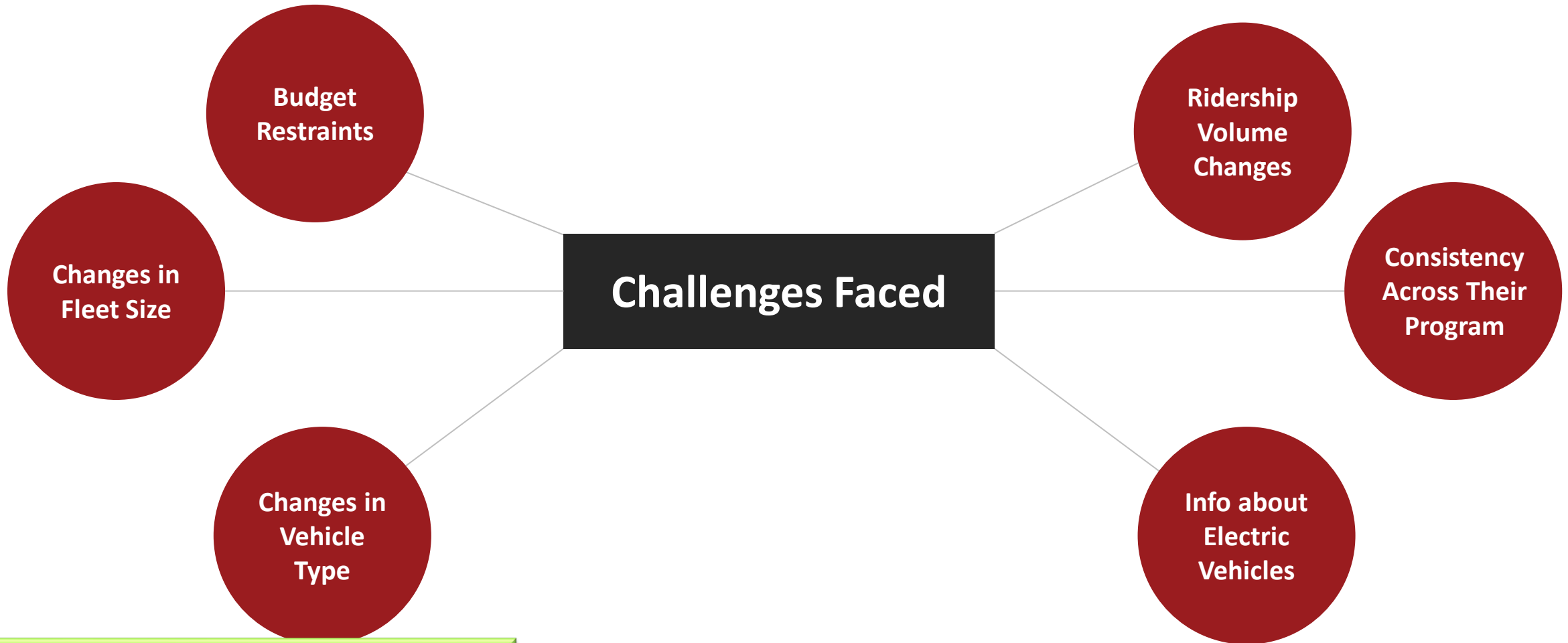
**Public Transit**



**Railroads**

Here are challenges they are dealing with today.


---





What did we learn?

Everyone is looking for an improved  
**return on investment**  
in transportation.



# Here are three ways to improve your transportation ROI.



1.

**Incorporate New  
Technology & Analytics**



2.

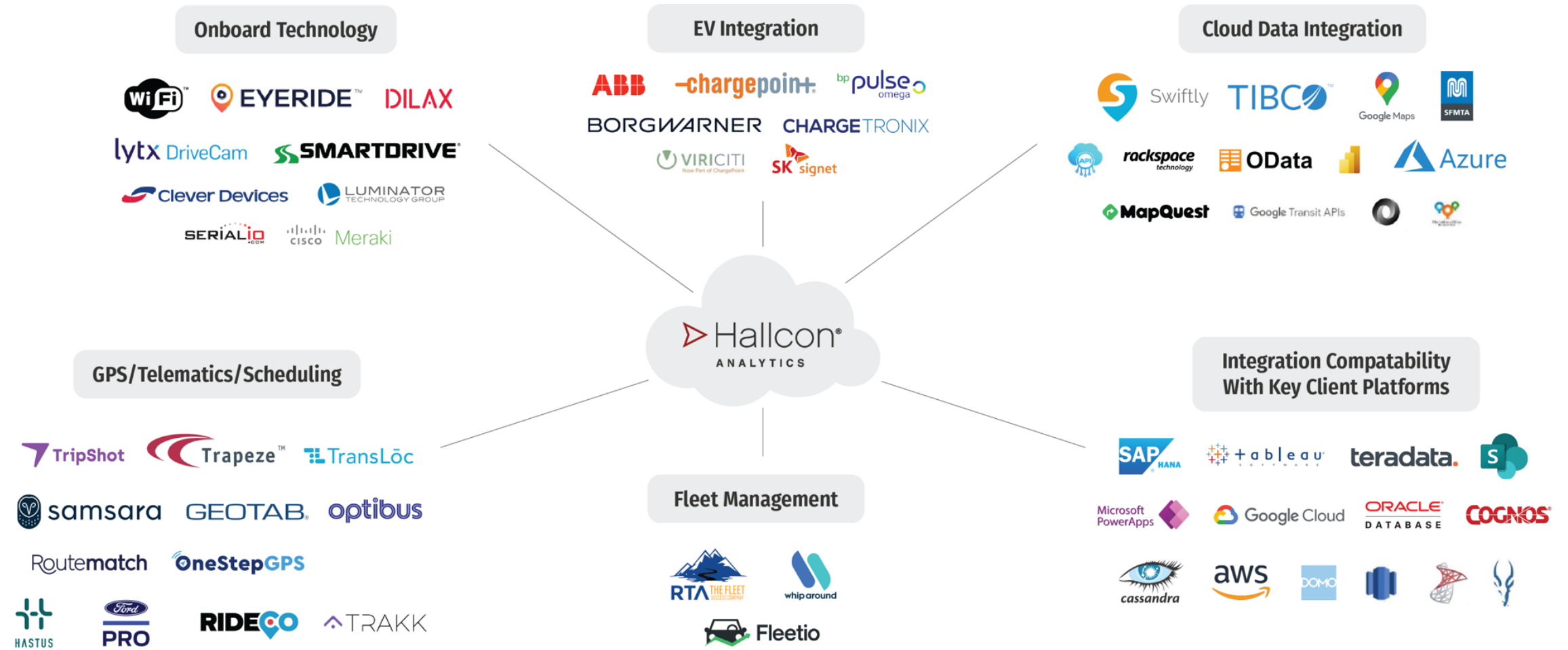
**Measure Rider Experience**



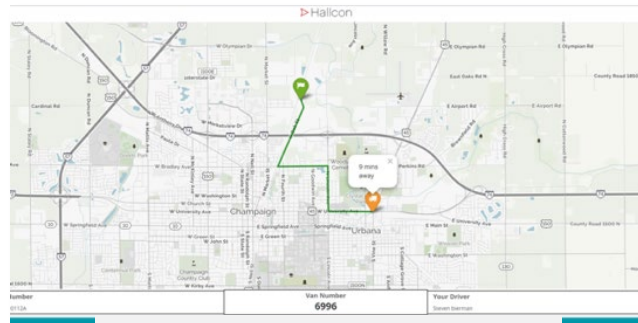
3.

**Educate Yourself on  
Electric Vehicles**

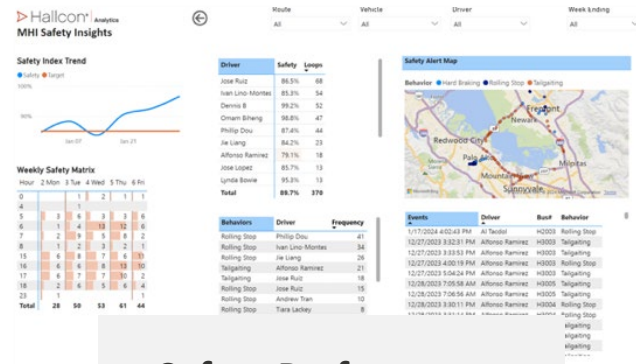
# 1) Evaluate and incorporate new technology.



# Use artificial intelligence to get predictive analytics.



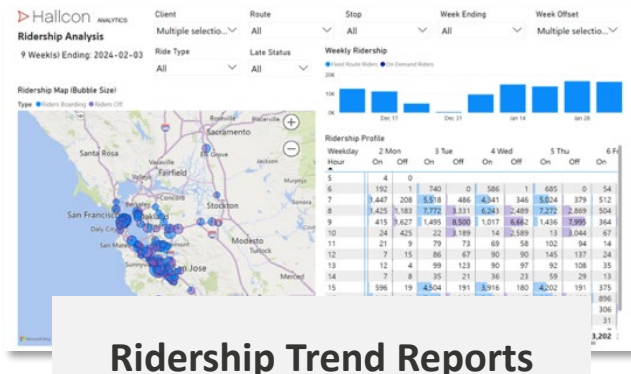
Route Optimization



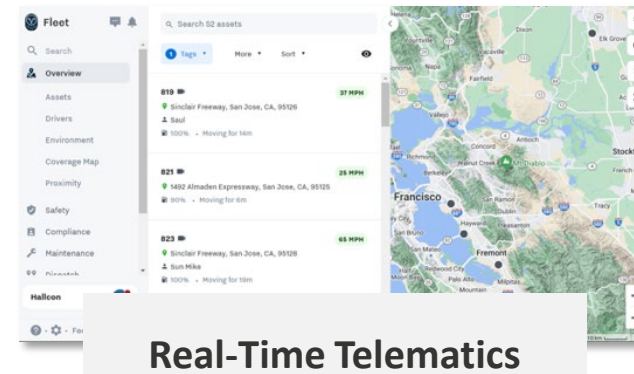
Safety Performance



Predictive Maintenance



Ridership Trend Reports

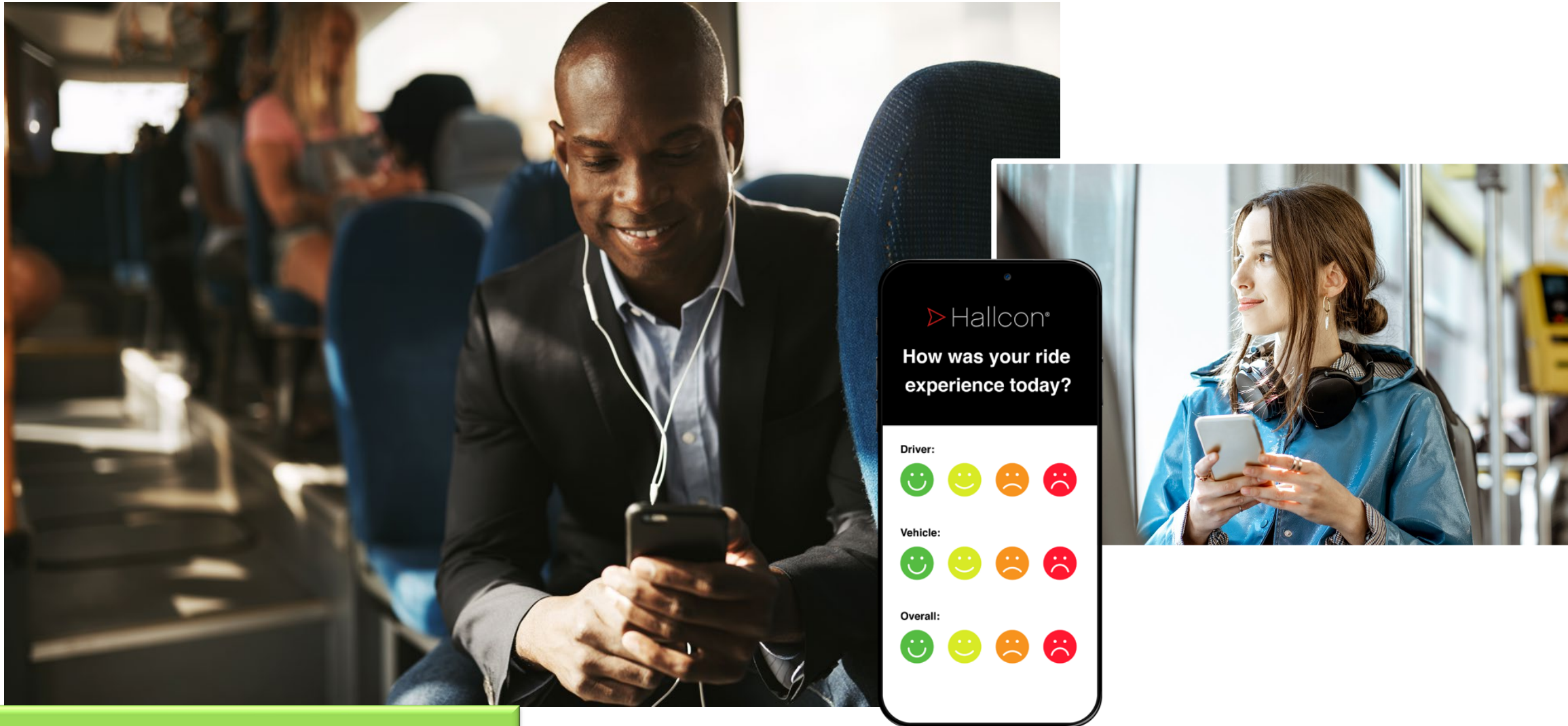


Real-Time Telematics

## 2) Understand and measure your rider experience.



# Find new ways to measure rider experience.



# Pay attention to every single detail in the rider journey.



# Offer riders a clean, healthy environment.





### 3) Investigate how you could integrate EVs.

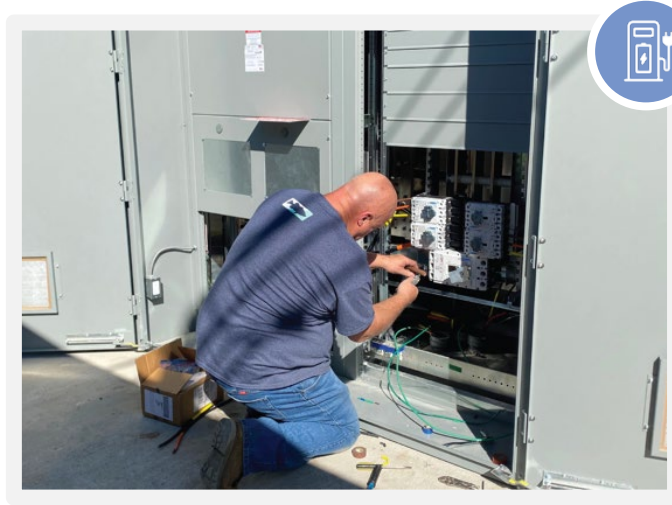


# Discover how EVs are different.



## Operations.

EVs require new routes and schedules based on charging times and range.



## Infrastructure.

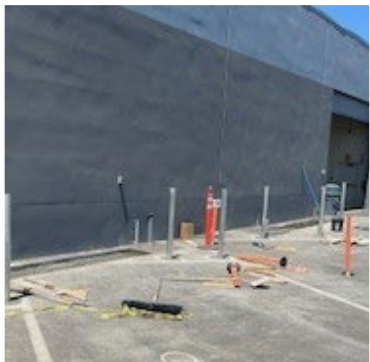
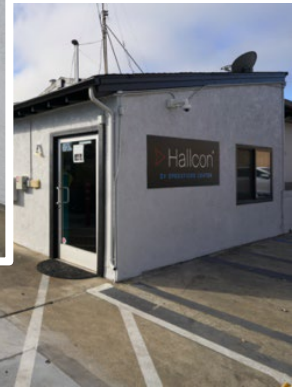
EV's require switch gear and chargers that you have build and maintain.



## Charging.

EVs require precise charging schedules to ensure you are paying the right price for charging.

# Implementing EVs can be a long, complex journey.



# Get more from your transportation investment.



**Tech Integration & Analytics**



**Rider Experience Measurement**



**EV Expertise**



## **Maximizing your transportation ROI will help you achieve your most challenging goals, like:**

- Growing ridership
- Reducing costs
- Operating at peak efficiency
- Improving rider experience
- Solving unseen problems
- Meeting sustainability goals



MANY THANKS TO OUR PRESENTERS!



# Many thanks to...

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**Quarterly**

# Interested in being a presenter at an upcoming Quarterly event?

Be sure to speak with Kim Coleman  
for further details!

Email: [kimberli@movabilitytx.org](mailto:kimberli@movabilitytx.org)

Phone: (512) 766-4270





**movability**



# Announcements

SAVE THE DATE

*Join us for our annual*



# Movability Summit

**Austin Central Library**

710 W Cesar Chavez St, Austin, TX 78701

*Thursday, September 19, 2024, 3:30 PM-7:30 PM*

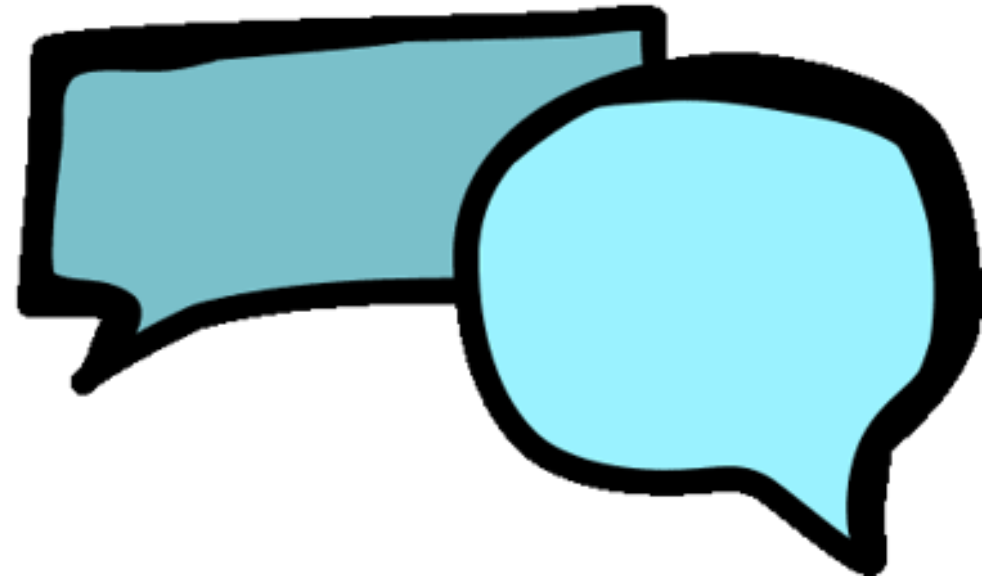
*We hope to see you there!*

Scan the QR code to purchase  
your tickets or table here!



**We want to  
hear from you!**

Member Announcements



# LET'S STAY IN TOUCH!



**Lonny Stern**  
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**Kim Coleman**  
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