



ANNUAL REPORT 2020

m^ovability

LETTER FROM BOARD CHAIR,

JOE CANTALUPO

While 2020 is certainly a year that most are happy to have behind us, it was also a year of growth and change for Movability. From new ways to serve our community to new program offerings, I'm proud of Movability's resilience and adaptability this past year.

The work we do includes helping people shift their habits, and perhaps at no time in the past few decades have we seen as massive a reset in habits as the almost total halt in traditional commuting in 2020. While Movability has always emphasized the value of telework, myriad employers saw that tool in a new light once they had no choice but to implement remote work. In the early days of the pandemic Movability connected both members and nonmembers with resources to help them make the transition to telework as smooth as possible.

In the spring of 2020 Movability partnered with Texas State University's researchers to create and distribute a survey that gives a snapshot of the mental and physical health effects of telework. That survey helped us understand why many employees felt as or more productive with a remote work setup.

It became apparent as the year went on that a return to work as we'd known it would not take place in 2020 – or perhaps ever. In order to capitalize on the new active mobility habits Central Texans were developing and to help small, local businesses, Movability established a new grant program with the help of the City of Austin. GoGrant, a microgrant program for small businesses and organizations based in Austin, gave local nonprofits and businesses funding to develop and expand active mobility options like bike commuting. Movability's first regional gamification program, Mobility Games, also encouraged individuals to keep up walking, biking, and micro-mobility as an alternative to driving alone.

Movability's board, staff, and management structure also saw some changes. Jim Pledger, who has led Movability's board since the organization's inception, stepped down as board chair. His role in helping shape Movability into the organization it is today cannot be overstated; we are so very glad and fortunate that he remains ex-officio to the board. We also said goodbye to board members Ashby Johnson, Executive Director of CAMPO, and Dale Weisman with Silicon Labs. It was bittersweet to see Alix Scarborough, one of Movability's longest-serving employees, leave her position as Director of Membership and Professional Services. However, Movability was lucky to gain a new staff member, Anton Cox, as Movability Program Manager. Anton brings expertise in TDM from his work with CAPCOG. Our organization gained two new board members as well: Jenell Moffett, with the Downtown Austin Alliance, and Leigh Pankonien, with Silicon Labs. Movability made a significant move away from working under the Downtown Austin Alliance's management to running completely independently and in new offices. We are very grateful for all the Downtown Alliance has done and continues to do for our organization and are thrilled to be continuing our relationship with that organization in a new way.

As always, we are grateful to all our members and partners and for all the inquisitive and enterprising people who make up Central Texas' mobility landscape. We look forward to continuing to work with all of you in the coming year.



STATE OF CENTRAL TEXAS MOBILITY IN 2020

The start of 2020 looked like the beginning of what has come to be a typical year in Central Texas: more growth in population, in employers, in vehicular traffic, and in the infrastructure and providers supporting greater transportation demand management (TDM).

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The rapid spread of the pandemic in the first quarter of 2020 put a halt to business as usual.

Movability has been providing support for telework for years, but it was an option many employers were reluctant to explore. With that choice suddenly out of the picture due to stay-at-home orders, those who were able to do so moved their employees to remote work. Movability was happy to be able to provide free teleworking resources for employers who had not had a chance to plan for the transition.

While traffic congestion plummeted in the early part of 2020, the sudden halt in mobility also meant a hit for many service providers. We were sorry to see Revel, a valued partner and welcomed new addition to the Central Texas mobility scene,

depart at the end of 2020. Capital Metro also saw its ridership decrease, but at the same time stepped up as an invaluable community leader by providing free fares to all and distributing food to households in need through partnerships with local organizations.

The transit agency also moved its Project Connect open houses and public input to virtual formats, allowing citizens to learn more and weigh in on the bold transit expansion before voting to approve it in November 2020. The significance of Project Connect's passage is enormous, especially given the fact that this was the fourth time that voters have been asked to choose to fund an expanded transit system in the past two decades, and only the second time they have elected to do so. Their resounding "yes" in 2020 will expand options for commuters and travelers as the region grows. The City of Austin's Proposition B, which will provide expanded active mobility infrastructure thanks to voters' approval, will also help provide a more connected and robust mobility system.

As 2020 progressed we began to see trends in the making, and the

need for regional and robust TDM infrastructure became even more apparent:

- Individuals began to use more active mobility to get around;
- Employers made longer-term plans for telework; and
- Bike shops sold out of inventory month after month.

The City of Austin supported these shifts in mobility by adding new bike lanes and designating several Healthy Streets – low-traffic roadways that support active users like pedestrians, wheelchair users, runners, and bicyclists. Movability also launched new programs to help individuals and employers use active mobility for personal and business trips. But some concerns remain: while shared mobility has been proven to be a safe form of transportation, many are wary of it. And by the end of 2020 traffic congestion had begun to rise again, despite continued remote work and school schedules.

MEMBERS

Movability's members rose to the challenges of 2020, and we couldn't be more proud of them! While many members needed to step back due to pandemic budget cuts, Movability's member retention rate was nearly 70%.

This year we created a new membership category to provide better access and services to the smallest businesses in our community, those with fewer than 50 employees. We also gained some notable large members, including Tesla.

New partnerships this year also included regional and minority chambers of commerce! Movability is thrilled to now have eight regional chambers in Central Texas as members.

Our membership programming went virtual for most of this year, and we enjoyed collaborating with many members on webinars, online events, and virtual meetings.

CORPORATE

3M
Amplify Credit Union
Archer Malmo
Austin Creative Reuse
Babylon, Inc
Ballet Austin
BOE Consulting Services, LLC
Box
Brain + Trust Partners
BSA Life Structures
Cirrus Logic
Cushman & Wakefield
Danielle Skidmore Consulting
Dell Technologies
Dun & Bradstreet
dwg.
Endeavor Real Estate
EverlyWell
Facebook
Google
Hillside Farmacy
HNTB
HPI
IBM
Indeed
Inn Cahoots
Jackson Walker
K. Friese + Associates
Maxwell, Locke & Ritter
McLean & Howard, LLP
Moore & Associates, Inc.
National Instruments

Samsung Austin
Semiconductor
SecureLink
Silicon Laboratories
Southwest Strategies Group
St. Edward's University
Statesman Media
Stitch Fix
Stream Realty
SXSU
Tesla
Texas Facilities Commission
Texas Gas Service
Texas Medical Association
Texas Mutual Insurance
Texas Parks & Wildlife
Texas State
Preservation Board
Texas Water Development
Board
The Thrival Company
Tokyo Electron
WGI
Whole Foods
Winstead PC

PARTNERS

Austin Black Chamber
Austin Chamber of Commerce
Austin LGBT Chamber
of Commerce
Austin Technology Council
Austin Young Chamber
of Commerce
Beeline Mobility
CAMPO
CAPCOG
Carma
Central Texas Mobility Authority
Commutifi
Corporate Services International
Greater Austin Asian Chamber
of Commerce
Greater Austin Hispanic
Chamber of Commerce
Hytech
JUMP
Love to Ride
LUUM
Lyft
MetroBike
MOD Bikes
Point B, Inc.
Revel
RideAmigos
San Marcos Chamber
of Commerce
Scoop
Seven One Seven Parking
Skip
Spin
Star Shuttle
Super Shuttle
Tiny Transit Strategies
Trakk
TransitScreen
Tripshot
UT Austin
Via
WeDriveU
ZipCar

FOUNDING PARTNERS

Capital Metro
City of Austin
Downtown Austin Alliance

FEBRUARY

Mayor's Mobility Breakfast and Award Ceremony

The Future of Transit in Austin Webinar

MARCH

NPO Go! Happy Hour

Telework Triage webinar

MAY

Reopening Central Texas webinar series:

- Capital Metro and Austin Transportation discuss getting back to work
- Telework During COVID and Beyond: What the Data Tells Us
- Using micro-mobility post-pandemic
- Alternative commute options during COVID and beyond
- What role will Mobility play as offices and stores in Austin re-open?

SEPTEMBER

Returning to the workplace without returning to traffic congestion webinar

Beyond Smart Cities Lighting Talks

OCTOBER

Motivational Interviewing workshops

NOVEMBER

GoGrant informational webinar

DECEMBER

Mobility Games

EVENTS

“
We found the opportunity to collaborate and think about how we can jointly help our customers valuable.
- Point B

“
We want to work with Movability on 2.0 Mobility Challenge to focus on enhancing and promoting telecommuting policies.
- Texas Water Development Board

MOBILITY CHALLENGE AND NEW INITIATIVES

Movability created the Mobility Challenge to offer employers consultation and design of mobility plans.

Thanks to funding from the City of Austin, Movability is able to create custom mobility plans for employers and properties, as well as help members put their strategic mobility plans into action.

When region-wide stay-at-home orders forced almost all commuting to halt for an undefinable period, the need for mobility planning suddenly changed.

Among the employers in our region that Movability completed Mobility Challenge work for in 2020, some notable "firsts":

- The first 501(c)(3) organization to receive a mobility plan, Ballet Austin
- The first mobility plan Movability created for a development, The Hatchery, developed by Southwest Strategies Group.

See the mobility plan Movability created for [The Hatchery here](#).

Because so many employers put mobility and commute planning on hold in 2020, Movability worked with the City of Austin to use the funding for the Mobility Challenge in ways that would help employers and individuals meet more immediate mobility needs.

Those two new programs, GoGrant and the Mobility Games, launched in the fourth quarter of 2020. GoGrant is a micro-grant program aimed at Austin-based small businesses that gives grants of up to \$5,000 to be used for sustainable mobility options, and in 2020 provided funding for active mobility projects. Movability approved funding for seven local businesses, for a total of \$26,872. Movability plans to launch another round of funding in 2021, which will focus on more transportation demand management strategies like transit.

The Mobility Games represented Movability's first regional gamification program. The month-long challenge, which used the Commute Solutions



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platform built and managed by Movability member RideAmigos, let individuals log their biking, micro-mobility, and walking trips to be eligible for prize drawings. Because of the disruption to typical travel patterns, many Central Texans have been walking and biking more. The Mobility Games aimed to incentivize and establish those healthy, active transportation habits so that people will continue incorporating active travel into their lives, even as they return to work, school, and other activities.

[Learn more about the Mobility Challenge in 2020, GoGrant, and the Mobility Games in this video.](#)

Movability continued our partnership with the Best Workplaces for Commuters program in 2020. While fewer employers applied for the list, 15 Movability members did receive the designation for 2021.

[Learn more about how Movability and Best Workplaces for Commuters work together and see which Movability members made the list in this video.](#)

Movability's work on data and research continued in 2020 with a survey aimed at understanding the health impacts of teleworking, done in conjunction with researchers at Texas State University. **[See that survey, published in April 2020, here.](#)** We began work on another regional survey, to be launched and completed in 2021, which will examine where and why people are traveling during the pandemic despite the continued remote operations of schools and many workplaces. Movability staff also conducted two return-to-work surveys in 2020 among employer members.

COMMUNICATIONS

Movability communicates with its members and the general public through its website, three social media channels, and two newsletters – one exclusively for members, and one for all subscribers.

[Movability offers businesses grants to implement micro-mobility solutions](#), KXAN, November 13, 2020

[Experts say pandemic's future impact on demand for Austin office space is overhyped](#), Community Impact, June 26, 2020

[COVID-19 Updates: Survey gathering input on teleworking during the coronavirus pandemic](#), KUT, April 13, 2020

[City program aimed at boosting transit use delayed again](#), CBS Austin, March 13, 2020

[Companies offer incentives to encourage alternative commuting options](#), KXAN, February 14, 2020

[Public transit is 2nd-largest mode of transportation for Downtown Austin commuters](#), CBS Austin, February 6, 2020

[New study finds 60% of Austin commuters heading downtown are still driving alone](#), KEYE, February 6, 2020

[Downtown Austin commuters mostly drive alone to work. Some business leaders want to change that.](#), KUT, February 5, 2020

BOARD

Brian Butterfield, Cushman & Wakefield
Joseph Cantalupo, K. Friese and Associates (Board Chair)
Blanca Gamez, University of Texas at Austin
Tim Hayden, Brain+Trust Partners (Secretary)
Chris Ivarson, Google
Sandy Hentges Guzman, Austin Area Research Organization (Vice Chair)
Glenn Lewis, Maxwell Locke & Ritter (Treasurer)
Jenell Moffett, Downtown Austin Alliance*
Leigh Pankonien, Silicon Labs*
Jim Pledger, Jackson Walker (Chair Emeritus)
Sam Sargent, Capital Metro
Danielle Skidmore, Danielle Skidmore Consulting, PLLC
Robert Spillar, City of Austin
*New board members in 2020

STAFF

Lisa Kay Pfannenstiel, Executive Director
Anton Cox, Program Manager
Kate Harrington, Outreach and Engagement Manager

4.7K

Social media followers, a 5% growth in followers year-over-year

16.7K

New users visiting Movability website in 2020

20%

Average email open rate

4.7K

Movability newsletter subscribers



BUDGET

Movability, like so many member-based organizations, saw a decrease in revenues in 2020.

Some of our members went out of business, and others were forced to make budget cuts, which resulted in a loss of membership and professional services revenue. However, Movability's membership did not drop precipitously, and the organization gained several new members, even if not at the same pace as in previous years.

Movability was also able to act very conservatively when it came to spending, most notably on conferences and events our staff would have attended or hosted in person that ended up online for a fraction of the cost. We also began the year by ending our management oversight contract the Downtown Austin Alliance (DAA). The DAA continues to be a Visionary Member and an integral part of our success. That shift to independence prompted the need for additional line-items to reflect specific reporting changes in revenues and expenses.

	YTD ACTUAL (2020)	YTD ACTUAL (2019)
Lead Members	\$240,000	\$195,000
Partner Members	\$26,500	\$40,333
Individual Members	\$450	\$300
Corporate Members	\$21,265	\$32,250
Sponsorship	\$7,565	\$4,700
Donations	\$15,000	\$194,933
Membership	\$310,781	\$467,516
Mobility Challenge	\$150,000	\$112,500
Professional Services	-	\$9,359
Events/Training	\$8,678	\$5,130
Project Revenue	\$158,678	\$126,989
Credit card processing fees	\$386	\$982
Total Revenue	\$469,844	\$595,487
Salary & Benefits	\$226,977	-
Fees for Services	\$77,089	\$411,608
Conferences/Conventions/Meetings	\$218	\$6,686
Event Expenses	\$7,851	\$7,375
Occupancy	\$25,947	-
Marketing	\$9,364	-
Information Technology	\$12,744	\$5,304
Best Workplace for Commuters	\$5,625	-
Fees/Dues/Permits	\$3,062	\$250
Insurance Gen/Liab	\$2,145	\$2,142
Credit Card Processing Fees	\$619	\$1,068
Miscellaneous	(384)	-
Other Expenses	\$1,503	\$323
Total Expenses	\$372,759	\$434,756
Net Revenue	\$97,085	\$160,731