



# ANNUAL REPORT 2020

m<sup>o</sup>vability

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

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
<b>Membership</b>	<b>\$310,781</b>	<b>\$467,516</b>
Mobility Challenge	\$150,000	\$112,500
Professional Services	-	\$9,359
Events/Training	\$8,678	\$5,130
<b>Project Revenue</b>	<b>\$158,678</b>	<b>\$126,989</b>
Credit card processing fees	\$386	\$982
<b>Total Revenue</b>	<b>\$469,844</b>	<b>\$595,487</b>
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
<b>Total Expenses</b>	<b>\$372,759</b>	<b>\$434,756</b>
<b>Net Revenue</b>	<b>\$97,085</b>	<b>\$160,731</b>