



ANNUAL REPORT

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movability

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LETTER FROM THE BOARD CHAIR JIM PLEDGER

2018 brought new ideas, leadership, and innovation both to Central Texas and to Movability.

Regionally, we saw more projects from the City of Austin's \$720 million mobility bond come to fruition, welcomed a historic overhaul of Austin's transit system with Capital Metro's Cap Remap, and saw an explosion in new mobility modes.

Here at Movability, we've also had a momentous year with new staff, membership growth, and exciting new partnerships. Movability is a nonprofit organization that exists to serve employers and their employees, and we were happy to fulfill our mission while working with more employers than ever in this past year.

In February of 2018 we welcomed Lisa Kay Pfannenstiel as Movability's Executive Director. Lisa Kay is a dynamic leader who came to us from St. David's Episcopal Church in downtown Austin, where she established a successful secular meeting and event center which was home to organizations such as SXSW, the Austin Film Festival and dozens of non-profit organizations. She created programs like the Commuter Bike Parking Program for downtown commuters and grew attendance at Café Divine. Before that she had spent time leading the transit system in Cheyenne, Wyoming as its Director. Lisa Kay's experience and fresh ideas will help Movability play a vital role in optimizing Central Texas transportation.

We also were thrilled to bring Aneka Patel on board as the Mobility Challenge Program Manager in 2018. Aneka most recently worked as the Transportation Outreach Specialist for the Downtown Denver Partnership. In that role, she developed and implemented transportation demand management programs and events incentivizing individuals to use sustainable modes of transportation, engaged private sector stakeholders, and developed partnerships and programs to improve access to/from/around downtown Denver. Aneka's depth of experience working directly with employers on TDM will be a boon to the Central Texas region.

Movability welcomed Ashby Johnson, the Executive Director of the Capital Area Metropolitan Planning Organization (CAMPO), to join the board in 2018. We are happy to have his expertise and perspective.

This year Movability also began a collaborative effort with CAMPO to help create a six-county regional transportation demand management study that will help future transportation projects in ways that will reduce the demand for road space. In helping to oversee the study, which began in December, Movability is working with entities from around the Central Texas region in an unprecedented joint effort to manage congestion through TDM strategies.

We've continued to strengthen our relationship with the City of Austin. 2018 was the last year of the Mobility Challenge three-year funding cycle. In December, we worked with City staff to reengineer the program and the City Council approved a 50% funding increase for the Mobility Challenge.

Austin is a thriving city full of ideas, innovation, and fun – and mobility will play a major role in keeping the region flourishing and affordable. Movability's work empowering employers to implement commute policies and benefits for employees is pivotal to keeping our city a great place to live and work. We are looking forward to a productive 2019!



Jim Pledger, Board Chair

STATE OF CENTRAL TEXAS

M O B I L I T Y I N 2 0 1 8

As in many mid-size cities in the sunbelt, Austin's transportation system has long been shaped by a car-oriented culture. While a majority of commutes in the Central Texas region are still made in single-occupancy vehicles, the larger mobility landscape experienced some major shifts in 2018.

Capital Metro, the region's transit provider, implemented the largest bus system overhaul in its history in the summer of 2018. That process, which involved re-routing existing routes, eliminating others, and adding new routes, aimed to increase the frequency and reliability of the system. Capital Metro's ridership increased in 2018, something leadership attributes in large part to Cap Remap.

Capital Metro also welcomed Randy Clarke as its new President and CEO in March Of 2018. Clarke, who came from the American Public Transportation Association, is focused on continuing to bolster ridership and evolving the region's transit to best meet the needs of the growing population.

Movability, in partnership with Capital Area Metropolitan Planning Organization (CAMPO) submitted a funding request in the first quarter of 2018 for the creation of a collaborative 6-county regional Transportation Demand Management (TDM) study that is the framework for developing and integrating regional TDM strategies into the planning, project development, investments and decision making. The goal is to develop a plan that will identify projects and strategies that will shift travel away from peak travel times and increase the

“Mobility is so important to a City. From health and quality of life to economic viability and public safety, there isn't a single aspect of our lives that isn't impacted by the way we move around. Recognizing that, to me it only made sense to physically assign one of my Assistant City Managers to coordinate with their peers and work cross-functionally to ensure we're tackling our current challenges holistically while also leveraging opportunities for the future.”

-Spencer Cronk, Austin City Manager

use of options that reduce demand for road space (such as transit and teleworking) to help manage congestion into the future.

The Downtown Austin Alliance, under whose management Movability operates, worked with the City of Austin to launch and then expand an affordable downtown parking program. Under the program, City-owned downtown parking in participating garages is available to service industry professionals and other workers who need to be downtown in the evening at reduced prices. There are currently 10,000 spaces available through that program.

The City of Austin also welcomed a new City Manager, Spencer Cronk, in 2018. Cronk has made mobility a priority and plans to hire an assistant city manager focused on mobility issues.

This was also the year dockless scooters and bikes appeared and proliferated on Austin's streets. Their presence provides new ways to bridge the last-mile gaps between transit and travelers' final destinations and is also beginning new community conversations on multimodal travel, safety, and infrastructure.

With commute times on major regional roadways continuing to climb the growing number of employers embracing TDM, updated infrastructure, and new technology will play an important role in our region's ability to grow without becoming stifled by traffic.

“They are a great addition and far better than auto trips for the short distances covered. Need better parking solutions and more road space (dedicated bike lanes) for these mobility options along with more road space for transit...a difficult but critical trade-off to reduce auto dominance and the negative outcomes that has created over many decades.”

“I found it very convenient for last-mile connections in East Austin, Downtown and between Auditorium Shores and Barton Springs. I typically use them when riding the bus or when running late for a meeting.”

“The city needs to work on regulating the storage (parking spots) of these scooters in heavy trafficked areas to ensure the safety for all modes of transportation (walking, biking, car travel).”

-Quotes from Movability member survey on dockless scooters, October 2018



MEMBER SERVICES

In 2018 Movability's membership continued to grow. New and renewing members represent a wide range of employers in the Central Texas area, from large tech companies with offices in Texas and around the world to local businesses that work exclusively in Austin. Our partner membership base also grew as the number of mobility options in Central Texas grew. From shuttles to bicycles, we were able to connect partners and employers in more ways in 2018. Movability also got our first Pioneer-level member when Bird dockless scooters arrived in Austin and established a membership.

Movability had 63 members at the end of 2018, the most members it's ever had and almost double the number of members compared to the end of 2017.

MOVABILITY MEMBERS

2018

FOUNDING MEMBERS

Capital Metro
City of Austin
Downtown Austin Alliance

CORPORATE MEMBERS

3M
Amplify Credit Union
Atlassian
Austin American-Statesman
Box
Certain Affinity
Cirrus Logic
Cushman & Wakefield
dwg.
Endeavor Real Estate
Flex
Four Seasons Hotel
Google
Gray Engineering
Holtzman Partners
HPI
Jackson Walker LLP
K Friese + Associates
Lone Star Circle of Care
Maxwell Locke & Ritter
McLean & Howard
Merck
Rocky Mountain Institute
Samsung Austin
Semiconductor, LLC
Silicon Labs
Spredfast
St. Edward's University
Statesman Media
Stitch Fix
Stream Realty
SXSW
Texas Gas Service
Texas Medical Association
Texas State University
The Thrival Company
Tokyo Electron
Whole Foods
Winstead PC

PARTNER MEMBERS

B-Cycle
Bike Austin
Bird
CAMPO
Car2go
Chariot
Commute Matters
Corporate Services
International
Electric Cab
Freewheeler
Lyft
Micro Kickboard
Pace
Premier Parking
R&R Limousine & Bus
Rocket Electrics
Scoop
Tiny Transit Strategies
TransitScreen
Tripshot
UT Austin
Waze Carpool
WeDriveU
ZipCar

MEMBER EVENTS

Movability continued offering innovative and educational events to members, from webinars to training sessions.

Breakfast with Capital Metro, May 2018

This downtown Austin event offered participants a chance to talk with Capital Metro leadership about business solutions and learn more about Cap Remap, which rolled out in June.

Behavior Change Conversations training, July 2018

In this two-day workshop Movability's Membership and Professional Services Director and motivational interview trainer at Movability Alix Scarborough taught techniques to master behavior change.

Brews with a View Happy Hour, September 2018

This happy hour sponsored by WeDriveU was a fun chance for members to connect and network, and offered a look at the new Downtown Austin Alliance and Movability offices.

Mayor's Mobility Leadership Breakfast, November 2018

This annual event drew a record number of attendees - the most since the Mobility Challenge began in 2014 - including elected officials and employers to learn more about the 2019 Mobility Challenge and honor the 2018 Challenge participants.

Webinar Series

Movability, together with sponsors, offered four webinars in 2018. Each webinar connected participants with more information about services offered by our partner members and outlined elements of successful workplace commute benefits. Presenters on this year's webinars included Chariot, Tripshot, R&R Limo and Bus, Scoop, CAMPO, Best Workplaces for Commuters, WeDriveU, Capital Metro, and the Downtown Austin Alliance.



MEMBER SURVEY

CORPORATE MEMBERS

100%

SATISFACTION RATING

How has Movability helped your company?

Awareness and connections to a wide variety of service providers

Employee survey and mapping to create a mobility plan

Top 3 Challenges

Cost of Parking
Commute Times
Employee Retention

Top Interests

Networking and sharing best practices

Training and educational events

Local transportation plans and new technologies

“We believe strongly in the mission of the organization and the good it does for our community.”

“Movability has been diligent and committed to trying to help...Movability hasn't just taken my membership dues, they have actively sought to encourage my participation and access to membership benefits.”

“Thanks to Movability and all of its partners for making this a priority.”

21 out of 31 (68%) corporate members completed the survey

PARTNER MEMBERS

82%

SATISFACTION RATING

Most Valuable Partner Member Benefits

Services included as a mobility solution with companies and members

Exposure to decision makers, employers, and members

Partner Goals for 2019

Reduce congestion and improve employee commutes

Build ridership and increase transit use

Establish and grow brand in Austin market

“We have a really good relationship. [Movability has] helped us get acquainted to Austin very well.”

“Alix and Lisa have been incredible with keeping me up to date on all things transportation”

“[Movability] has met expectations specifically pertaining to organization and university. [They] have provided enormous networking channels to partners”

11 out of 19 (58%) partners completed the survey

MOVABILITY

PROFESSIONAL SERVICES

Movability is Central Texas' only transportation management association dedicated to TDM strategies for business. Our work with members reflects the need for new approaches to mobility. Below are two examples of Movability's work with member companies in 2018.

Cirrus Logic

Cirrus Logic is a longtime Movability member and has continued to grow and evolve its mobility benefits and offerings to employees. In June 2018, Cirrus Logic asked Movability to host a lunch-and-learn event so that both longtime and new employees could get a refresher or introduction to the types of mobility options the company offers.

Movability curated the presentation around the specific mobility benefits Cirrus Logic has available, and ten service providers were part of the event.



“On any given work day, up to 20 percent of our Austin employees commute to work through some form of alternative transportation. Movability has really helped Cirrus Logic employees explore a wide variety of commute solutions that work for them. During the June lunch-and-learn event Movability arranged to have representatives from Capital Metro, Car2Go, and B-Cycle to come present to around 80 employees, with Car2Go providing a demo.”

When Cirrus Logic CEO Jason Rhode wanted to move the office downtown in 2012, he recognized the parking and congestion issues facing the company in its new location. Cirrus Logic partnered with Movability to offer employees transit solutions and help shift the drive-alone mindset. With Movability's help, Cirrus Logic has expanded its mobility offerings to give employees myriad stress-free options.

EMPLOYEE MOBILITY BENEFITS PACKAGE

Three free shuttle lines with Wifi and office drop off



Reimbursement for transit passes

Last mile shuttle service between the train station and the office



Bike racks, showers and locker rooms available on site

96%

of employees tell others that they are proud to work here

93%

retention rate versus the national industry average of 82%

Cirrus Logic has

DOUBLED

their number of employees over the last seven years

20%

of employees regularly commute by shuttle, bus, train, biking or walking

HPI

301 Congress is in the heart of downtown Austin on Congress Ave. HPI, Movability member and the company that represents the building, asked Movability to talk to building tenants about commute options. The building has a new bicycle storage room with secure bike parking, and is also adjacent to a protected bike lane. There are also several transit and bikeshare stations nearby.

“We have a lot of tenants who are high-density employers – we have just shy of 900 parking spaces, but we have 2,000 people in the building. We don’t have enough parking spaces for all our employees. That’s why we partnered with Movability, to better understand what the options are.

We’ve got a lot going on at the building, but the growth is continuing and the density is continuing to increase. This building was designed when there were three or four employees per 1,000 square feet and now it’s double that. So we’re talking with shuttle providers about getting a drop off near the building, and possibly partnering with the City to get ride share drop off spots on a block near the building. We have an 85-spot bike facility, and on nice weather days it’s 100 percent occupied already.”

MOBILITY CHALLENGE

When an employer signs on to the Mobility Challenge, each participates in a process whose end result will be a plan as unique as that employer itself. Each Mobility Challenge plan takes into account the factors that make a workplace what it is, and the difficulties its employees face when it comes to commutes: from where they live and what would motivate them to try an alternative commute, to what the culture and demands of the workplace are, and what mobility options best fit into that culture. The end result for the past Mobility Challenge classes has been a customized plan that outlines a three- to five-year strategy to expand employee commute options.

Starting next year the Mobility Challenge will take on a new form. Past Mobility Challenge participants, whose plans are finished or in the process of being completed, can join Movability for assistance taking their plans to the next level and see implementation through with the help of Movability's professional consulting.

The next Mobility Challenge class will include the same, high-quality and detailed processes as past classes, including an employee survey and mobility plan. The addition of membership to Movability will allow those new participants to seamlessly move from planning to implementation.

Combining the Mobility Challenge and Movability membership will allow more opportunities for participating employers, including additional resources from Movability's staff and access to ongoing networking and educational events. It will also help each business and organization reach their ultimate mobility goals in a timely manner - something that will help each participant as well as the region as a whole.

Participants, through Movability membership, are now also eligible for free consulting and help applying for a Best Places to Work for Commuters designation. That national recognition is a great way to boost retention and recruitment. In a very competitive job market, potential employees are paying attention more than ever before to commute benefits.

2018 marked the fourth annual Mayor's Mobility Challenge Breakfast, an event that honors past participants and shares information about the Mobility Challenge with potential future participants. This year's breakfast saw many elected leaders in attendance and an increased interest in Movability membership from guests, and all five spots for the next Mobility Challenge class filled within two months after the event.

Tech Ridge Companies

Movability and one of the 2018 Mobility Challenge participants, Samsung, helped grow a larger initiative to bring more mobility options to Tech Ridge companies. Movability, Samsung Austin Semiconductor, LLC, and the Texas Department of Transportation (TxDOT) have worked together in an effort to connect existing city sidewalks with sidewalks on the Samsung Austin Semiconductor, LLC campus to that employees can walk and bike to Samsung Austin Semiconductor, LLC from residential areas.

“We’re exploring the fastest way to do that. Right now we have sidewalks from I-35 to Dessau Road, and we’re looking for a quick way to connect sidewalks. We’re also looking at points further east where we could connect Samsung Austin Semiconductor, LLC with other residential areas like Harris Branch.

What’s interesting is that we typically deal with developers on a relatively confined scale, where we look at improvements adjacent to their proposed facilities. What we’re talking about here is an expanded scale, looking at better ways to get people to and from facilities.

This is a perfect opportunity to demonstrate what we’re capable of doing, and we appreciate Movability, Samsung Austin Semiconductor, LLC, and that cooperation as we explore what is possible and what we can do together.”

-Terry McCoy, District Engineer for TxDOT

Capitol Complex

Movability is working with two state agencies, the Texas State Board of Preservation, and the Texas Facilities Commission, to help their employees find better ways to commute. Both agencies are affected by the major construction taking place as part of the Capitol Complex in downtown Austin.

“Our primary motivation for joining the Mobility Challenge was to offer commute relief options to current and future agency employees. Knowing that the vast majority of our staff cannot afford to live in the urban core of the city near our workplace, their frustration level with Austin traffic is very high. The Mobility Challenge provided the spark to get agency management to address this problem. The multi-year construction of the Capitol Mall on Congress Ave. and the surrounding new state office buildings has contributed to the urgency to develop commute options for our staff. Our goal is create a menu of commuting options that all staff can find value in and hopefully increase employee retention and recruitment, all at no additional cost to the agency.”

-Linda Gaby, Director of Administration, State Preservation Board,
Caretakers of the Texas Capitol

COMMUNICATIONS & EARNED MEDIA

Movability communicates with its members, Central Texas employers, and the public through social media, the Let's Go News twice-monthly newsletter, the MovabilityAustin.org website, and earned media. Through these channels, Movability promotes transportation demand management (TDM), shares information about successful employer commute programs and policies, and shares information from and about our partners and members.

In 2018, Movability helped promote our members' programs and services and appeared in local publications in relation to parking, the Mobility Challenge, and mobility options like coworking and last-mile solutions:

[Movability Aims to Keep Cutting Traffic with 2019 Mobility Challenge](#)

Austin Monitor, November 9, 2018

[Neighborhood Coworking on the Rise](#)

Community Impact, September 24, 2018

[Dockless Scooter Rental Company Bird Returns to Austin Streets](#)

CBS Austin, May 23, 2018

[Bird Scooters Return to Austin](#)

KXAN, May 23, 2018

[Bird Dockless Scooters Return to Downtown Austin](#)

Austin Business Journal, May 23, 2018

[In Austin, it's the Wild West for Parking](#)

Austin Business Journal, April 19, 2018

We also worked with member Cirrus Logic to create a case study highlighting the company's robust commute benefits and its high employee satisfaction and retention rate.

FACEBOOK

1,080 Likes

1,052 Followers

2,725 average
monthly reach

TWITTER

2,422 Followers

10% Follower Growth

2,725 average month-
ly impressions

LET'S GO NEWS

3,682 newsletter

recipients

51% subscriber growth

@MovabilityTX

@Movability

BOARD MEMBERS

A N D S T A F F

BOARD

Greg Buford

Brian Butterfield

Joseph Cantalupo

Roger Cauvin

Blanca Gamez
ex officio

Sandy Hentges Guzman

Ashby Johnson

Glenn Lewis

Jim Pledger

Robert Spillar

Dale Weisman

Will Wheeler

STAFF



Lisa Kay Pfannenstiel
Executive Director

Alix Scarborough
*Membership and Professional
Services Director*

Aneka Patel
Mobility Challenge Program Manager

Kate Harrington
Communications Manager

MOVABILITY

B U D G E T

	YTD ACTUAL (2018)	YTD ACTUAL (2017)	
Membership	\$178,806	\$166,555	
	Lead Partners	\$140,000	\$140,000
	Partner Members	\$16,500	\$13,275
	Individual Membership	\$295	\$225
	Corporate Members	\$21,250	\$12,969
	Credit Card Processing Fee	\$761	\$86
Projects	\$185,960	\$122,265	
	Mobility Challenge	\$100,000	\$104,750
	Professional Services	\$18,800	\$11,565
	Sponsorship & Donations	\$62,842	\$5,950
	Events/Training	\$4,318	-
Total Revenue	\$364,765	\$288,820	
Expenses	Contact Services	\$403,950	\$276,376
	Education/Training	-	\$2,000
	Insurance Gen/Liab	\$2,200	\$1,726
	Meeting & Event Expense	\$9,276	\$502
	Fees, Dues & Permits	\$757	\$651
		\$416,183	\$281,254
New Revenue (Expenses)	(\$51,417)		
Net Assets at 1/1/18	\$47,672		
Ending Net Assets	(\$3,746)		