Five Year Plan

4.1.1 Mobility Assistance

4.1.1.1

Provide meaningful, executable, and results-driven assistance to employers, associations, and charitable organizations.

4.1.1.1.1

Movability will promote and provide hands-on assistance and/or implement custom strategic planning that reduces congestion. Services could include but are not limited to strategic planning, relocation planning, and communication planning.

4.1.1.1.2

Movability will develop and execute marketing campaigns to promote the benefits of TDM and mobility planning to employers and commuters. Campaigns could include but are not limited to social media, email marketing, blogs, videos, and advertising.

Movability will develop yearly event calendars in Q4 of each contract year to be implemented throughout the following year. Events may include but are not limited to Movability's community building through leadership events, Mobility Camps, webinars, seminars, trainings and panel discussions, and networking events.

4.1.1.1.3

Movability will establish a grant program for City of Austin employers and organizations that will supply funds to help employers implement TDM-supporting projects that include infrastructure, programming, and mobility planning.

Movability will create relevant pilot programs for employers, residents, and organizations in the community as mutually determined by both parties with the goal of reducing Single Occupancy Vehicle (SOV) trips.

Five Year Plan

4.1.1.1.4

Movability will promote and recruit organizations to apply for and to be listed on the Center for Urban Transportation Research (CUTR) annual list of Best Workplace for Commuters and/or Equivalent Certifications/Awards.

4.1.1.2 - 4.1.1.8: See Appendix A

4.1.2 Research & Analysis

4.1.2.1

Movability will conduct collection and analysis of TDM data regarding travel behaviors, community needs, comparisons to other regions, and potential impacts of implanted TDM strategies.

This will include research and work conducted out of the Annual Commuter Survey such as ongoing data gathered from Movability programs; other data that is generated as needed; and TDM research-related work on behalf of other City departments.

4.1.2.2

Movability will invite input from affected stakeholders to collaborate in a manner that benefits a wide audience and avoids duplication of work.

4.1.2.3 - 4.1.2.7: See Appendix A

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4.1.2.8

To ensure adequate regional input and participation, Movability will reach out to appropriate regional organizations. Depending upon methodology of outreach, engagement with market research professionals may be necessary and beneficial to the overall success of the project. Movability will ensure that the initial survey is adequate to compare data year-over-year without caveats or major edits.

As part of regional research outreach, Movability will analyze data collected and compare the findings to other regions. Existing and relevant data from other sources will be incorporated as appropriate.

High level conclusions will be shared with the public, governing agencies, and other entities as appropriate.

4.1.2.9

Movability will produce a final report utilizing the data obtained in service of Section 4.1.2.

4.1.3 Get There Central Texas - Regional Trip Reduction Program

4.1.3.1

Movability will collaborate with ATD, its partners, and CAMPO to support the regional TDM program and associated initiatives including a regional ride-matching trip-tracking platform.

Five Year Plan

4.1.3.1 cont'd.

Movability will collaborate with ATD, its partners, and CAMPO to support the regional TDM program and associated initiatives including a regional ride-matching trip-tracking platform.

Movability intends to use the Get There Central Texas (GTCT) program, a partnership with CAMPO and their MyCommuteSolutions program, which is powered by RideAmigos' application. This program enables users to log their commutes including start and end location, mode of travel, and time of day.

The platform also enables detailed reporting for the purposes of analysis of commute patterns based on user input data, integrates with a mobile app and other related services like Strava or Commute with Enterprise, allows the creation of subnetworks for employees that give the employer the ability to run reports and challenges for their employees, and allows for communication directly with commuters about TDM best practices and event-based travel decision-making. Examples include "Don't drive alone," "Mode choice matters," "Flex your trips to avoid peak travel times," and "Parking behavior change."

The platform also allows for communications with travelers about specific event-based travel decision making, including but not limited to Austin FC events, UT Football games, SXSW, ACL Fest, and Austin Center for Events calendar, and the use of Vanpool, Carpools, MAAS or other non-SOV trip promotions.

If MyCommuteSolutions becomes unavailable or unsupported, Movability will source a similar platform with similar functionality.

4.1.3.2 & 4.1.3.3

Sections 4.1.3.2 and 4.1.3.3 relate to the use of specific behavior change tools in promoting the adoption of TDM strategies and are therefore combined in this work plan.

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4.1.3.2 & 4.1.3.3 cont'd.

Movability will provide incentives/gamification nudges to boost participation in the program and produce challenges for participants to reduce drive-alone trips taken around the region.

Get There Central Texas will be used to help connect employers and employees of Movability members and the general public with the non-SOV mode options, and incentives to use these non-SOV mode options.

Movability will encourage members to provide employer-specific challenges or another platform-specific gamification. Movability will provide support and/or consultation as appropriate.

4.1.3.4 - 4.1.3.11: See Appendix A

4.1.4 Regional Mobility Data Exchange

4.1.4.1

Movability will collaborate with ATD, and its partners related to the development of a region-wide mobility data exchange that the Owner builds.

4.1.4.2

Movability will program, activate, and manage multi-year administration of a region-wide mobility data exchange that will benefit all parties, provided however, ownership and access to information from jurisdictions outside the City shall be governed by the Branding Agreement.

Five Year Plan

4.1.4.3

Movability will intake, store, catalogue, analyze and retain any information related to the data exchange.

4.1.4.3.1

Only anonymized and aggregated information collected under this program is the property of the City of Austin.

4.1.4.3.2

Upon request, the City may request specific information for other purposes.

4.1.4.4

Movability will align the launch of the exchange with other programmatic elements and needs covered in the TDM project.

4.1.4.5

Movability will analyze and measure the performance of the exchange & provide recommendations for future functionality.

4.1.4.6

Movability will provide an assessment of options of how to financially sustain the exchange.

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4.1.4.7

Movability will make recommendations and outcomes from local research as it relates to regional commuting, travel behaviors and patterns.

4.1.4.8

Movability will provide multi-year program plan detailing work tasks, resources, and schedules, modified as necessary throughout the period of performance of this project.

4.1.4.9

Movability will make available to designated ATD contract personnel all documentation stored in an accessible file share.

4.1.4.10

Movability will provide web and social media support for the program, with quarterly analytics.

4.1.4.11

Movability will conduct monthly and quarterly meetings with City project staff.

4.1.4.12

Movability will conduct annual strategic planning meetings with City project staff, including a review of the previous year and strategies for next year.

Five Year Plan

4.1.4.13

Movability will provide program status reports quarterly.

4.1.4.14

Movability will design and conduct an annual community-based commuter survey to be used to measure and compare travel modes and patterns.

4.1.4.15

Movability will make a final report utilizing the data obtained in service of Section 4.1.4.

4.1.5 Get There Central Texas - Regional Brand Alignment

4.1.5.1

Movability will provide brand stewardship and marketing of Get There Central Texas (GTCT) regionally and provide additional support of GetThereATX (GTATX) as requested and mutually agreed upon.

Specifically, Movability will use social media, newsletters, events, and gamification challenges to promote GTCT and GTATX; work with City staff to promote GTATX initiatives and events; and design, order, and distribute physical items (e.g., stickers, brochures, swag) when appropriate.

Movability will annually plan focus areas depending on yearly goals and opportunities.

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4.1.5.2

Movability will license GTATX with variations to "ATX" to other regional entities, identifying regional entities for whom the Get There brand would be a good fit, building relationships with regional entities through their staff and board members, and working with regional entities and CoA staff to determine the terms of agreements for licensing the Get There brand.

4.1.5.3

Movability will develop a work plan and schedule for licensing activity.

4.1.5.4

Movability will intake, store, catalogue, analyze and retain any information related to the GTATX brand.

Currently, Movability does not manage GTATX but is fully committed to supporting GTATX as needed.

4.1.5.5

Movability will align the branding in coordination with the launch of other programmatic elements and needs covered in this SOW and hold meetings with CoA staff to ensure brand alignment.

4.1.5.6

Movability will develop a template and schedule for providing an assessment of brand impact to the program and use tools to collect data, metrics, and information that will assist in providing an assessment.

Five Year Plan

4.1.5.7

Movability will create a template for an annual and multi-year plan, determine a time frame for work tasks, and work with CoA staff to finalize work plan tasks, resources, and schedules.

4.1.5.8: See Appendix A

4.1.5.9

Movability will provide web and social media support for the program, with quarterly analytics, share social media posts, collaborate on social media campaigns or posts when appropriate, write at least one monthly article for the Get There ATX newsletter, provide edits and suggested copy for the Get There ATX website, and coordinate with ATD staff on messaging and audience for social media and newsletter content.

4.1.5.10

Movability will conduct monthly meetings with ATD TDM, which will be referred to as the monthly meeting with formal notes and conduct monthly meeting with ATD PIO.

4.1.5.11

Movability will conduct annual strategic planning meetings with City project staff, including review of the previous year and strategies for next year, and set up and prepare material for annual strategic planning meetings.

Five Year Plan

4.1.5.12

Movability will provide program status reports quarterly and develop a template and schedule for program status reports.

4.1.5.13

Movability will design and conduct an annual community-based commuter survey to be used to measure and compare travel modes and patterns.

To ensure we have adequate regional input and participation, Movability will reach out to organizations such as the DAA, Texas State, UT Austin, City of Austin departments. Depending upon methodology of outreach, engagement with market research professionals may be necessary and beneficial to the overall success of the survey.

Movability will ensure that the initial survey is adequate to compare data year-over-year without caveats or major edits and analyze data collected and compare the findings to other regions.

Data from other sources will be incorporated and high level conclusions will be shared with the public, governing agencies, and other entities as appropriate.

4.1.5.14

Movability will create a final report utilizing the data obtained in service for Section 4.1.5.

4.1.6 GetThereATX Media Support

4.1.6.1

Movability will provide information and content, including from regional community members, for GTATX websites, social media accounts, blogs, and newsletters.

Five Year Plan

4.1.6.1 cont'd.

Movability will hold monthly meetings with ATD's PIO team to discuss marketing campaigns, social media content, website copy, and newsletter copy; write monthly newsletter articles for GTATX's newsletter; and provide copy for the employer and commute sections of the GTATX website and share social media posts.

Both teams may collaborate on social media content and campaigns.

4.1.6.2

Movability will coordinate and collaborate regional programming activities with the City of Austin and its TDM partners and develop an annual events calendar that includes regional programming activities to support goals in the ASMP.

Movability will share planning information with ATD staff before finalizing calendar in order to coordinate activities. Plan regional programming activities that align with regional events (e.g., back to school, construction projects) and with Get There Central Texas challenges when appropriate.

Movability will collaborate with other TDM partners to host regional programming activities. Specific activities may include but are not limited to group transit trips, group bike rides, lunch and learn events for employers and employees about specific topic and/or modes (e.g., MetroBike), and information sessions about using platforms like Get There Central Texas.

4.1.6.3

Movability will intake, store, catalogue, analyze and retain any information related to GTATX on behalf of the city.

Note: Currently, Movability does not manage GTATX but is fully committed to supporting GTATX as needed.

Five Year Plan

4.1.6.3.1

Information collected under this task shall be aggregated and anonymized and remain the property of the City. Movability will take steps to aggregate and anonymize any information collected that relates to GTATX.

4.1.6.4

Movability will make content for social media, blogs, and newsletter available at any time to City contract personnel throughout the contract; share social media posts; collaborate on social media campaigns or posts when appropriate; write at least one monthly article for the Get There ATX newsletter; provide edits and suggested copy for the Get There ATX website; and coordinate with ATD staff on messaging and audience for social media and newsletter content.

4.1.6.5: See Appendix A

4.1.6.6

If requested by City staff, Movability will determine content for the City's GTATX website and social media accounts based on current transportation demand management news, best practices, regionally and nationally significant programs and initiatives, including analytics.

Movability will meet on a monthly basis with ATD contract personnel to discuss timely and relevant content and agree on Get There ATX and Get There Central Texas-specific content for respective audiences.

Note: While City of Austin staff currently take the lead in determining content for the City's GTATX website and social media accounts, Movability is fully committed to supporting and augmenting that content as needed by PIO.

Five Year Plan

4.1.6.7

Movability will conduct monthly and quarterly status meetings with City project staff and schedule quarterly meetings to discuss ongoing and future GTATX media support.

4.1.7 General Contractor Responsibilities

4.1.7.1

Movability will provide quarterly reports no later than the 30th day after the last day of each quarter.

4.1.7.2

Movability will provide monthly invoices to include documented, aggregated efforts and time spent by staff during designated period and milestone information.

4.1.7.3

Movability will provide additional specifications and budgets on any unexpressed services not covered in this Scope of Work.

Appendix A. This plan references the requirement for the multi-year work plan in the Movability/City of Austin contract. Annual schedules and resources are addressed in each annual plan unless otherwise stated in this 5-year plan.

First Year Plan Overview

4.1.1.1.1: Mobility Assistance - Planning and Assistance

Complete at least three Mobility Planning Deliverables. These plans will be detailed and have follow-up actions planned. The deliverables will be the Completed plans which will be Get There Central Texas Promotions, Grants for programming and infrastructure, MovePass fare acquisitions, and other custom programming, and will incorporate other parts of the CoA contract into the mobility planning.

4.1.1.1.2: Mobility Assistance - Marketing and Events

Create and disseminate TDM campaigns that are contextualized to seasons, current events, and CoA priorities. These campaigns should leverage other Movability programs like Get There Central Texas, mobility planning, GoGrant, etc. Target quarterly campaigns with accompanying programs and events. Each campaign will have at a minimum one Mobility Camp or similar outreach activity. Campaigns will be devised and detailed in the preceding quarter to ensure applicability to current events and CoA priorities.

4.1.1.1.3: Mobility Assistance - Grant & Pilot Projects

Target two application cycles; the first one ending by Q1 and the second ending by Q3. The details of this will be outlined in the GoGrant work plan.

4.1.1.1.4: Mobility Assistance - Certifications/Awards

Target at least 10 Organizations to receive BEST WORKPLACES FOR COMMUTERS designations. Explore other designations like the League of American Bicyclist. Offer CoA, Capmetro, and DAA assistance with their application.

First Year Plan Overview

4.1.2.1: Five-year Travel Report

Launch and analyze a regional commuter survey to determine the mode choice and travel patterns of at least five hundred individuals. Use analysis of results to make conclusions about regional travel behavior. Input conclusions into the progress report that will be associated with 4.1.2.1.

4.1.3.1: Get There Central Texas

Grow the number of active users and increase the platform's functionality through partnerships, marketing, and targeted management. Use first year to benchmark impact then target year over year improvement.

Target ongoing gamification to increase participation in the platform around specific event-based travel decisions. This should include challenges based on seasons and current events. These challenges should be collaborative with other partners and based on seasonal changes, current events, and typical recurring events (the start of school, holidays, etc.) Use first year to benchmark impact then target year-over-year improvement.

4.1.5.1: Regional Brand Alignment - Brand stewardship and marketing of GTCT and GTATX regionally

Support City of Austin TDM staff in marketing GTATX and through events and communications channels.

4.1.5.2: Regional Brand Alignment - License GTATX to other regional entities

Develop template and schedule for providing an assessment of brand impact; use tools to collect data, metrics, and information to assist in providing an assessment.

First Year Plan Overview

4.1.5.6: Regional assessment of brand impact to the program

Develop template and schedule for providing an assessment of brand impact; use tools to collect data, metrics, and information to assist in providing an assessment.

4.1.5.9: Web and media social support with quarterly analytics

Collaborate on social media campaigns and posts; author monthly articles for the GTATX newsletter; provide edits and suggested copy for web updates; coordinate on with ATD staff on messaging audience for social media and newsletter content.

4.1.6.1: GTATX Media Support - Provide info and initiatives, including from regional community members on City-owned websites, social media accounts, blogs, and newsletters

Hold monthly meetings with ATD's PIO team to discuss marketing campaigns, social media content, website copy, and newsletter copy; write newsletter articles for GetThereATX's newsletter; provide copy for website updates

4.1.6.2: GTATX Media Support - Coordinate and collaborate regional programming activities with CoA and Partners

Develop an annual events calendar that includes regional programming activities to support goals in the ASMP; share planning information with ATD staff before finalizing calendar in order to coordinate activities; plan regional programming activities that align with regional events (like back to school, construction projects) and with Get There Central Texas challenges when appropriate, collaborate with other TDM partners to host regional programming activities.

First Year Plan Overview

4.1.6.4: GTATX Media Support - Make content for social, blogs and newsletter

Share social media posts; collaborate on social media campaigns or posts when appropriate; write at least one monthly article for the Get There ATX newsletter; provide edits and suggested copy for the Get There ATX website; coordinate with ATD staff on messaging and audience for social media and newsletter content.