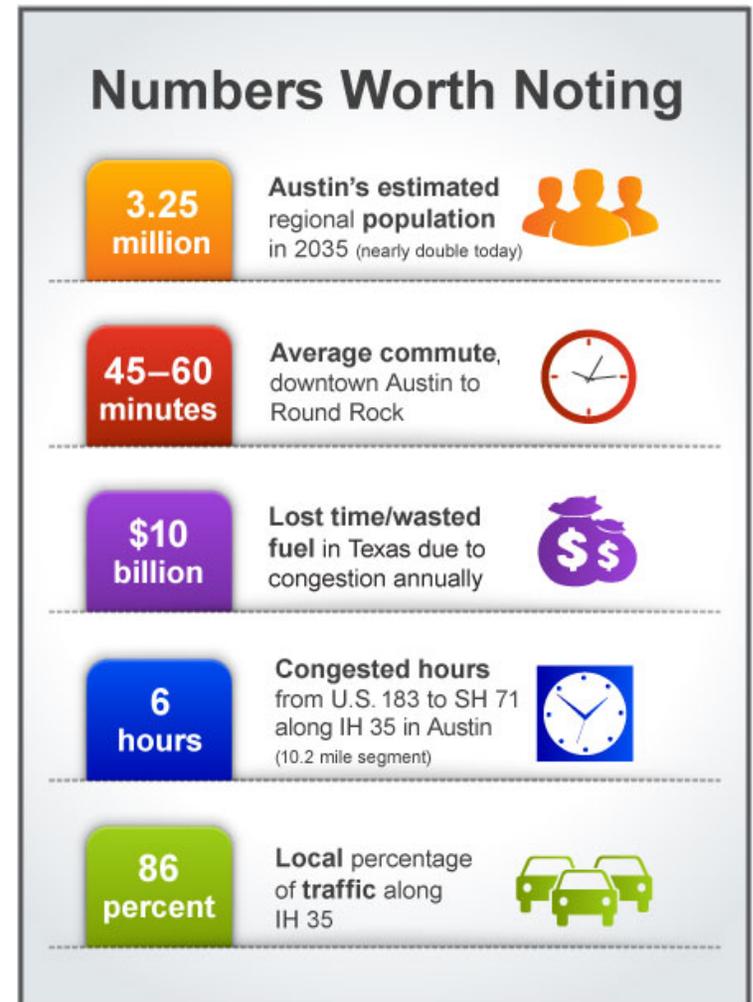




movability
AUSTIN

Downtown Commission
October 18, 2017

If we cannot build our way out of congestion, what can we do?



Research shows that the only way to keep congestion from strangling our area's growth is by shifting the way we travel

WHAT DO WE NEED TO DO TO REDUCE TRAFFIC?

1 BUILD



EXPAND CAPACITY FOR ALL MODES

2 MOBILE



INCREASE MOBILE WORKFORCE BY 76,000

3 FLEX



SHIFT 46,000 COMMUTERS OUT OF RUSH HOUR

4 MODE



SHIFT 74,000 TRAVELERS TO OTHER MODES

5 MIXED-USE



REDUCE AVERAGE HOME-WORK TRIP LENGTH BY 25%

Movability Austin

Movability Austin is Central Texas's only Transportation Demand Management Association (TMA) dedicated to working hand in hand with organizations to improve the regions economic vitality by connecting commuters with mobility options that save time and money.

Movability Austin

5

Our Goals

- Build the movement and leadership to change transportation demand in the region
- Provide a clearinghouse for transportation options and services for the region
- Support private sector development of new technology and other market solutions to help solve transportation issues
- Advocate for Transportation Demand Management policy and planning



Movability Austin Initiatives

Mobility Challenge

- Mayor's Challenge – 20/20
- Work with 20 employers annually
- Survey employees and on-going evaluation
- Create 3-5 year strategic mobility plan for employers
- Program grant funded through 9/2018

Membership Services

- Customized consulting services geared to implement mobility plans
- Employer retainer to help implement individual company plans and train staff
- Educational seminars and member networking events

Policy & Partnerships

- Advocate Code Next & TDM policies for employer/developer
- Implementation role in downtown parking strategy



Mayor's Mobility Challenge - \$100K

Create Strategic Mobility Plans for 20 Companies Annually

- **Manage real-estate costs** (owned, leased, parking)
- **Address HR challenges** (attraction and retention)
 - Millennials and Generation Y will make up 75 percent of the world-wide workforce by 2025
 - Ability to keep service workers as they move further out and commuting becomes more expensive
- **Ensure ability to grow** in space constrained environments

Sample of Mobility Challenge Companies



Member Consulting Services

Customized services to help members implement mobility plans and reach their goals

Marketing, consulting and engagement support services include:

- Employee commuter behavior surveys & analysis
- Program development and company policy recommendations
- Education, training, and promotion
- Mobility concierge services for employees
- On-going evaluation to ensure success

Sample Partner Organizations & Members



**DOWN
AUSTIN TOWN
ALLIANCE**



WANT TO INFLUENCE
BEHAVIOR CHANGE THAT
LASTS?

BECOME A MOTIVATIONAL
INTERVIEW PRACTITIONER

DECEMBER 5TH AND 6TH
8:30AM-5:00PM
301 CONGRESS AVE

In just two days, learn motivational interviewing, a cutting-edge technique presented through the lens of personal travel planning and commuting behavior change. It can be applied to a broad range of initiatives. Visit <https://mitrainingatx.eventbrite.com> to learn more and register today. Seats are limited.

Registration Fees:	BY 10/31	BY 11/28
Members	\$210	\$260
Non-members	\$285	\$335

Contact Alix with any questions
alix@movabilityaustin.org

The logo for movability AUSTIN, featuring the word "movability" in a lowercase, sans-serif font with a green star icon above the letter 'o', and the word "AUSTIN" in a smaller, uppercase, sans-serif font below it.

Connections Now & For the Future



01. MOBILITY AS A SERVICE

- BIKE SHARE**
25 min.
- BUS/TRAM**
10 min.
- CAR SHARE**
8 min.
- TRAIN/METRO**
15 min.

02. THAT IS ELECTRIC AND AUTONOMOUS



03. IN CITIES DESIGNED FOR IT.





movability
AUSTIN

Questions?