



movability

Movability Overview

Bicycle Advisory Committee

Pedestrian Advisory Committee

January 16, 2024

AGENDA

1. What is Movability?
2. Programming Overview
3. Signature Events
4. Emerging Priorities
5. Save the Date



OUR MISSION



Movability is Central Texas' transportation management association (TMA) working with individuals and organizations to improve the region through commuter options that save time and money.

Our vision is to lead the culture shift toward stress-free, affordable commute options.

- **We focus on transportation demand management (TDM)** in Central Texas through programming and education that enhance mobility.
- **We collect relevant data and research** in transportation to better support the needs of the general public.
- **We educate our members about mobility options** that make commuting:
 - Affordable
 - Sustainable
 - Convenient
 - Equitable

WHAT IS TDM?

- **Apply strategies to reduce congestion and increase the efficiency of our transportation network**
- **Offer and increase awareness of drive-alone alternatives**
- **Understand how people make transportation decisions** and influence their behavior to reduce vehicle miles traveled (VMT)
- **Design the built environment to reduce drive-alone trips** through land development ordinances and incentives
- **Work with major employers** to offer programs and policies that encourage active commuting



PROGRAM OVERVIEW



Research



**Professional
Services**



**Mobility
Camp**



Move Pass



Go Grant



**Best Workplaces
For Commuters**



Pecha Kucha

RESEARCH INITIATIVES



Research

- **Track commuter behavior trends**, in partnership with Texas State University
- **Host annual Commuter Survey** to better understand commuting behavior, with a survey mailer distributed to more than 10,000 Central Texas households
- *Recent research projects include:* COVID-19 Transportation Behavior Survey, COVID-19 Telework Survey, and the 2023 Commuter Research Study

PROFESSIONAL SERVICES



Active Transportation



Transit



Parking Management



Shared Mobility



Information & Communication



Delivery



Land Use



Employer Policies



Other Measures

- **Develop custom TDM, communications and marketing plans** to encourage active commuting
- **Generate and tailor internal programs** – such as employee training, one-on-one trip planning, transit pass discounts, commuter competitions, parking cash out
- **Conduct & analyze commuter surveys**
- **Assist in securing executive leadership buy-in**
- **Host Lunch & Learn programming** like presentations or “Go-to-Lunch-and-Learn” mobility camps
- **Organize tabling outreach events**
- **Evaluate program efficacy**

GET THERE CENTRAL TEXAS



commute
↓ SOLUTIONS
ride**amigos**

Uber Transit

- **Host an online platform to encourage active commuting** in partnership with City of Austin, CAMPO, CAPCOG & RideAmigos
- **Help users plan and log active commuting trips**
- **Support users trying to find, join or start a carpool or vanpool**
- **Develop commuter competitions** and offer incentives and drawing prizes each month
- **Create custom subnetworks for member organizations** to support tailored marketing, incentives, trip logging, carpool matching, and team competitions
- **Track commuting trips** in terms of money saved, calories burned and CO² reduced
- **Offer a guaranteed ride home** up to 7 times per year, up to \$75 per incident, thanks to a partnership with Uber Transit

MOBILITY CAMPS



- **Host curated free, fun active commuting trips** to familiarize participants with walking, biking, scooting and transit in a low-stakes environment
- **Develop custom trips as team-builders or travel training**
- **Where would you go?** Groups have organized trips to:
 - coffee shops,
 - team lunches,
 - happy hours,
 - scavenger hunts,
 - field trips,
 - park outings,
 - film screenings, and
 - cultural events



MOVEPASS



Move Pass

CapMetro Google

BANK OF AMERICA

- **Reduce the burden of participating in CapMetro's bulk discount purchasing program**
- **Oversee distribution of transit passes for your organization**
- **Track and report on usage**
- **Support outreach and marketing efforts** to increase participation
- **Alert administrators** when it's time to make a new bulk purchase
- **Available as a fee-for-service program** for small, large and non-profit organizations
- **Additional discounts available** to eligible organizations, thanks to support from Google and Bank of America

GO GRANT



- Provide financial assistance of up to \$7,500 to Central Texas for-profit and non-profit organizations of all sizes - *Applications for the next round open on February 14*
- Seek to promote active commuting & reduce drive-alone trips
- Support infrastructure, programmatic or mobility planning projects
 - **Infrastructure projects** feature permanent structures (e.g., bike racks, lockers, etc.)
 - **Programmatic projects** offer incentives and policies to encourage active commuting (e.g., transit passes, vanpool programs, etc.)
 - **Mobility planning projects** develop, research or analyze mobility plans (e.g., TDM, Research & Auditing; Communications & Marketing planning)

BEST WORKPLACE FOR COMMUTERS



Best Workplaces For Commuters

- **Professional support to help employers gain national recognition** for meeting the [National Standard for Excellence](#) in commuter benefits
- **Prepare the Best Workplaces for Commuter (BWC) application** on behalf of your organization
- **Cover the cost of the BWC application fee** to remove barriers to participation
- **Recognize organizations achieving this designation** at the annual Movability Breakfast

PECHA KUCHA | QUARTERLY



- **Members-only fast pitch series** that welcomes regional thought leaders for networking and conversations
- **Participants have 20 slides x 20 seconds** to present best practices, new research, product offerings, program updates, funding opportunities or emerging solutions in the mobility space



SIGNATURE EVENTS



Movability Breakfast & Awards | *Winter*

- **Celebrate organizations** leading the way toward better mobility in Central Texas
- **Recognize employers** earning the “Best Workplace for Commuters” designation
- **Host an annual keynote address** by the Austin mayor and a national TDM expert



Movability Summit | *Fall*

- **Offer networking and panel discussions** about mobility and transportation challenges
- **2023 focus: Central TX Construction Partnership Program (CPP)**, with panelists from Austin Transit Partnership, CapMetro, the City of Austin, TxDOT, and Texas State University

EMERGING PRIORITIES

- **2023 Commuter Survey**
- **Construction Partnership Program**
- **TDM in Zoning / Compliance**
- **Mobility Camps**
- **School Pool**



SAVE THE DATE



Pecha Kucha

- **Thursday, Jan. 25: Q1 Pecha Kucha**
- *Presenters:*
 - **Mike Cherches**, MOD Bikes
 - **Misty White**, Metropia
 - **Karla Fernandez**, Sensis
 - **Bill McCamley**, Transit Forward



Movability
Breakfast & Awards

- **Wednesday, Feb. 7: Join us for our annual winter flagship event, the Movability Breakfast**
- **Celebrate Central Texas employers who have made the *Best Workplaces for Commuters* list**
- *Keynote speakers:*
 - **Allison Simmons**, Ease Consult
 - **Laura Huffman**, Civic Solutions Partnership

TICKETS >> movabilitytx.org/events

LET'S STAY IN TOUCH!



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