



CENTRAL TEXAS REGIONAL
MOBILITY AUTHORITY

May 29, 2019
AGENDA ITEM #15

Movability Partnership

Strategic Plan Relevance: Regional Mobility
Department: Administration
Contact: Mia Zmud, Mobility Innovation Manager
Associated Costs: N/A
Funding Source: N/A
Action Requested: Presentation only

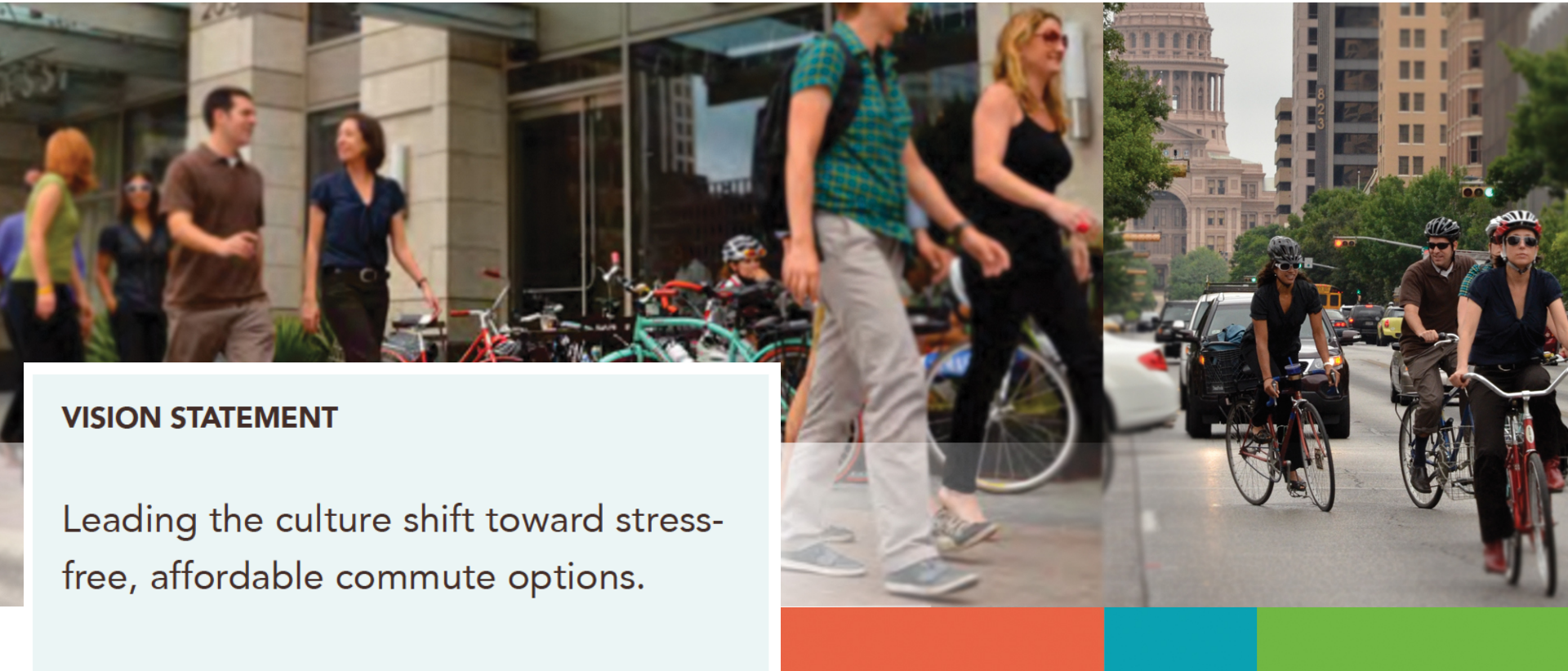
Summary:

Delivering meaningful mobility solutions for the region requires collaboration with key agencies, organizations, businesses and the public. CTRMA is extending a hand of partnership to Movability, Central Texas' only Transportation Management Association. Movability is leading a culture shift to change transportation demand in the region and recently widened their focus to the Central Texas region. This partnership aligns well with our strategic goals of delivering multi-faceted mobility solutions and extending our reach beyond roadway projects.

As we consider opportunities to invest in and support transportation demand management strategies to reduce congestion, our Movability partnership, as outlined in their Membership flyer, will extend our reach and visibility among Movability members by:

- Promoting our transportation initiatives to improve mobility to member organizations through member outreach including webinar, direct email, newsletter articles and dedicated social media posts.
- Providing access to information about commute patterns and behaviors through member surveys, contacts and other resources.
- Opening the door to new opportunities with member partners on policies and programs that have the potential to improve the commutes of Central Texans.

Backup provided: Presentation, Movability Executive Director, Lisa Kay Pfannenstiel
Movability Membership Flyer



VISION STATEMENT

Leading the culture shift toward stress-free, affordable commute options.

MISSION STATEMENT

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

Transportation Management Associations



commute seattle



Downtown
Denver
Partnership



Movability Member Benefits



Networking & Exposure



Training & Education



Recognition & Leadership



Professional Services

42 Corporate Members; 40,000+ Employees



30 Partner Members



- Austin B-Cycle
- Car2go / ShareNow
- Corporate Services International
- Electric Cab of North America
- Greater Austin Hispanic Chamber of Commerce
- Hytch
- Lyft
- MOD Bikes
- Pace Bikes
- R&R Limousine and Bus
- Rocket Electrics
- Scoop
- Seven One Seven Parking
- Star Shuttle
- Tiny Transit Strategies
- University of Texas at Austin
- Waze Carpool
- Zipcar



Board of Directors



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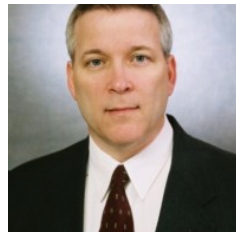
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Brain+Trust Partners



Todd Hemingson
Capital Metro

Key Priorities

- Build the movement and leadership to change transportation demand in the region.
- Provide a clearinghouse for transportation options, services, and tools for organizations to implement TDM programs, including private sector development of new technology and other market solutions.
- Advocate for transportation demand management policy and planning.



Movability/CTRMA Partnership

- Thanks to the RMA partnership, Movability will be better positioned to develop relationships with employers in the Central Texas region, specifically in Hays and Williamson Counties.
- Central Texas will benefit by stronger collaborations with the City of Austin, Capital Metro, CAMPO, the Downtown Alliance and the private sector promoting and advancing TDM strategies.
- Movability members will be better informed about the various programs and projects of CTRMA.





movability

Thank you!

Lisa Kay Pfannenstiel
Executive Director

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512-381-1149

www.MovabilityTX.org



fb.me/MovabilityTX



[@Movability](https://twitter.com/Movability)

2019 PARTNER MEMBERSHIP

CENTRAL TEXAS' TRANSPORTATION MANAGEMENT ASSOCIATION (TMA) WORKING HAND IN HAND WITH ORGANIZATIONS TO IMPROVE THE REGION'S ECONOMIC VITALITY BY CONNECTING COMMUTERS WITH MOBILITY OPTIONS THAT SAVE TIME AND MONEY.

Partnership Program Benefits

Movability is a non-profit association partnering with the City of Austin, Capital Metro, and the Downtown Austin Alliance to solve the transportation and mobility issues that affect our region. Our partnerships provide different levels of support based on cash, in-kind contributions that have an equivalent cash value, or a combination of both. In return, our partners receive marketing benefits and community engagement opportunities through Movability events, campaigns, and promotions. Partnership packages can be tailored to meet the needs of your organizational goals and stakeholders.

Ask us about sponsorship opportunities.

Partner Membership Levels

Mobility Visionary \$50,000

This elite group is the driving force behind our movement helping us to pave the way for the future of transportation. Our Visionaries provide the crucial funding to multiply Movability's impact, and we know that we couldn't succeed without you.

Mobility Innovator \$25,000

Our Mobility Innovators are the movers and shakers. You are our thinkers who support new and creative ideas to help us keep Central Texas moving. Without your support, many of our programs would never make it out of the office.

Mobility Pioneer \$10,000

Our Mobility Pioneers are our early adopters. You are an active participant and an essential voice in the transportation conversations.

Mobility Trendsetter \$2,500

Our Mobility Trendsetters are our champions; our cheerleaders. We need you to help us spread the word and reduce traffic and stress.

Mobility Advocate \$500

Our Mobility Advocates are our voices in the community. You help us connect the dots between commuters and their mobility options.

See detailed benefits for each level on reverse.

Join online at movabilityaustin.org or contact:

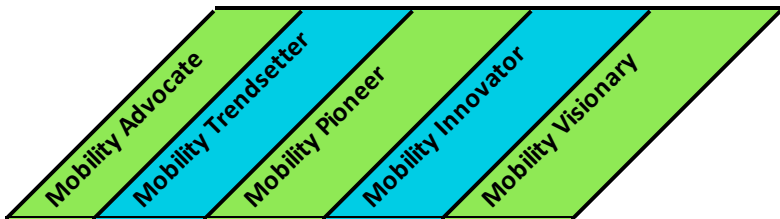
Alix Scarborough

Membership & Professional Services Director

alix@movabilityaustin.org

(512) 586-8981





Partner Membership Benefits:	\$ 500	\$ 2,500	\$ 10,000	\$ 25,000	\$ 50,000
Credited on the Movability website as a partner	Name	Logo	Logo	Logo	Logo
Credited in Let's Go newsletters (20 issues per year)		Name	Name	Name	Name
Credited on all Movability marketing materials					Name and/or logo
Referrals to companies and members as a mobility solution (when applicable)	✓	✓	✓	✓	✓
Exposure to decision makers, employers, the public and members of Movability	✓	✓	✓	✓	✓
Inclusion in annual new/renewing member roundup	✓	✓	✓	✓	✓
Access to Movability logo to include on your own sites and/or marketing materials	✓	✓	✓	✓	✓
Information on new and future transportation programs & services	✓	✓	✓	✓	✓
Free or discounted tickets to Movability networking programs, educational events, and trainings	✓	✓	✓	✓	✓
Sponsorship opportunities for Movability events and Mobility Challenge companies (additional fee)	✓	✓	✓	✓	✓
Vendor tabling opportunity at annual Mayor's Mobility Breakfast	Add'l fee	✓	✓	✓	✓
Presentation on webinar with Movability members and clients	Add'l fee	1 webinar	1 webinar	1 webinar	1 webinar
Dedicated posts on Movability Twitter and Facebook accounts (including links to your events and/or pages)		3 posts	6 posts	12 posts	24 posts
Featured article in Movability's Let's Go newsletter			1 article	2 articles	3 articles
Dedicated email sent to Movability's subscriber email base each contract year (content subject to approval)				1 email	1 email
Recognition of your transportation initiatives and benefits at Movability events					✓
Credit for helping Movability reach new audiences and achieve our mission					✓

Partner Membership Form



Movability is Central Texas' transportation management association (TMA) working hand in hand with organizations to improve the region's economic vitality by connecting commuters with mobility options that save time and money.

Company Name _____

Services or products you offer _____

Primary Office Address _____

Mailing Address (if different) _____

Select your membership level:

- Mobility Visionary: \$50,000
- Mobility Innovator: \$25,000
- Mobility Pioneer: \$10,000
- Mobility Trendsetter: \$2,500
- Mobility Advocate: \$500

Primary Contact

Name _____

Title/Role _____

Email _____

Work Phone _____

Mobile Phone _____

Additional Information

How would you like to pay for your membership?

- Online via credit card or PayPal (additional processing fee will be applied)
- I'll write a check (payable to Downtown Austin TMA)

Please return completed forms to alix@movabilityaustin.org