AUSTIN'S MOBILITY CHALLENGE

What is the Mobility Challenge?

The Mobility Challenge is Mayor Steve Adler's initiative to help employers build mobility programs to encourage and assist their employees in choosing commuting options other than driving alone during rush hour.

The Mobility Challenge grew out of research from the Texas Transportation Institute, which showed:

- Traffic will be 78% worse in the next few years, even if we build every project we have money to build.
- Getting more people to use mobility options is the only way to keep traffic from strangling growth and affordability.

The primary purpose of the Mobility Challenge is engaging an essential partner – private-sector employers – to help with mobility solutions. Employers' policies and practices can be either a barrier or a benefit for commuters choosing to avoid the frustrations of driving alone to work during peak traffic. Through free access to tools and training, the Mobility Challenge initiative helps businesses develop mobility programs that make sense.

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> **Mobility solutions make businesses stronger, more successful, and better places to work.**

What are "mobility solutions?" And why should my business offer them to employees?

Mobility solutions (such as transit, telework, ride sharing, cycling, flexible schedules, and others) help employers attract and retain the best talent, reduce real estate and operating costs, and increase their bottom line.

What is the Mobility Challenge Pledge?

It's a commitment any Austin business or organization can make to implement programs and policies to reduce their employees' drive alone behavior.

What resources are available to businesses through the Mobility Challenge? What does my business get by taking the pledge?

Businesses that take the pledge get support in the form of free consulting and access to tools, training, and other resources that will help them determine the best mobility

> **Goal: Reduce employees' drive alone commuting during peak hours.**

Benefits: Consulting & customized research.

options for their employees and company culture, and help them build successful mobility programs.

This includes the Mobility Toolkit, which comprises step-by-step guides, templates, marketing materials, training videos, and more that businesses can use to develop new mobility programs or expand existing ones.

Get free access to tools, training, and other resources.

Who is Organizing the Mobility Challenge?

Movability Austin and The Thrival Company, with the support of the City of Austin, are providing employers an alternative to our city's traffic problems—the Mobility Challenge Initiative. Learn more and take the pledge at www.mobilitysolution.org.

We thank these Central Texas employers who have taken the Challenge:

2015 PLEDGES
AMD
Austin Independent School District
Bazaarvoice
City of Austin – Austin Resource Recovery
NetSpend
Texas Department of Transportation
University Federal Credit Union
HNTB
Silicon Labs

2016 PLEDGES
Austin American Statesman
Austin Community College
Avison Young
Dell
Endeavor Real Estate Group
Goodwill Industries of Central Texas
Hanger
HomeAway
Jackson Walker
NFP
NXP Semiconductors
Cushman & Wakefield
Samsung
Seton Healthcare Family
St. David's HealthCare
Texas Mutual Insurance Company
Travis County
University of Texas
WP Engine

2017 PLEDGES
Accruent
AECOM
American Bank of Commerce
Amplify Credit Union
Box
Capital Metro
CBRE
Concordia University
Eanes Independent School District
Facebook
Google
Hilton Austin
Holtzman Partners
K. Friese and Associates
Lonestar Circle of Care
Maxwell Locke and Ritter
McGarrah Jessee
OutboundEngine
St. Edward's Universtiy
Texas Dept. of Insurance
Texas Gas Service
YMCA of Austin

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