

**FOR IMMEDIATE RELEASE: October 30, 2015**

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**Mobility Week to Launch Nov. 2-6, 2015**

*Local employers and commuters encouraged to choose commute options, reduce traffic.*

**RESOURCE:** [Making the most of Mobility Week Video from RideScout: http://ride.sc/TXUdZ](http://ride.sc/TXUdZ)

**AUSTIN, Texas** - More than 35 employers throughout the Austin region have pledged to help reduce traffic congestion as part of [Mobility Week](#), Nov. 2-6, 2015. [Movability Austin](#) and [partner organizations](#) are working together to help both public and private employers give employees alternatives to the frustrations of traffic by using public transit, bike, walk, carpool, flex their work schedule or telecommute throughout this week.

Mobility Week is an opportunity for local companies to experiment with new mobility options and programs. Participating employers have access to an [online toolkit](#) to change the terms they have set for mobility and commuting choices, work schedules, parking availability and cost, access to public transportation, on-site services, and more.

"Making progress on mobility is a priority for the City of Austin right now," said Austin Mayor Steve Adler. "While we work to expand travel choices for commuters and address congestion and safety issues, we're grateful to the employers who have stepped forward to be part of the Mobility Challenge. Together with their leadership, we'll continue to identify the most innovative and sustainable commuting alternatives for the whole city."

"Mobility Week inspires the type of behavior change that will enable innovative transit solutions to evolve in Austin," said Jeruld Weiland, Managing Director of Rocky Mountain Institute's Transportation Practice, who together with the City of Austin, launched a mobility transformation program in September. "We are excited to work with the city to deliver commuting solutions that are more cost-effective, more convenient and more sustainable, and will ultimately move towards mobility as a service."

Mobility Week will encourage specific alternatives each day, and provide resources and interview opportunities with employers and experts championing each of the options below.

- Monday, Nov. 2 – Public Transit
- Tuesday, Nov. 3 – Telework
- Wednesday, Nov. 4 – Car Pool
- Thursday, Nov. 5 – Flex Scheduling
- Friday, Nov. 6 – Bike/Walk

"Almost 80 percent of cars have only one person in them - the driver - which creates terrible gridlock in Austin. What if we could get more people out of their cars and into other forms of shared mobility to get to work?" said RideScout CEO and Co-Founder Joseph Kopser. "Austin has so many options from car share, to bike share, to public transit - we hope people will give them all a try during Mobility Week."

Companies and commuters who participate in Mobility Week are encouraged to share their commuting experiences by using the hashtag [#LoveMyRide](#) on social media.

You can also find real-time social media information at:

<https://www.facebook.com/mobilityweek>

<https://twitter.com/mobilitywk>

*Mobility Week is part of the [Mobility Challenge](#), a collaboration effort to help employers become part of the*



## Media Contacts for Mobility Week:

### *CapMetro interviews regarding their services and mobility efforts*

Amy Peck, Capital Metro 512-389-7778 [Amy.Peck@capmetro.org](mailto:Amy.Peck@capmetro.org)

### *City interviews regarding internal and external mobility efforts*

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### *Interviews with Mayor and Council members regarding mobility*

Jason Stanford, Mayor Adler's Office 512-978-2126 [Jason.Stanford@austintexas.gov](mailto:Jason.Stanford@austintexas.gov)

### *TxDOT interviews regarding internal and external mobility efforts*

Becky Ozuna (512) 463-2406 [Becky.ozuna@txdot.gov](mailto:Becky.ozuna@txdot.gov)

### *Interviews with Chamber leadership and business*

Jeremy Martin, Austin Chamber 512-478-9383 [jmartin@austinchamber.com](mailto:jmartin@austinchamber.com)

### *Social Media and communications experts*

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### *Mobility Challenge project manager and consultant working with employers*

Glenn Gadbois, Movability Austin 512-294-7446 [glenn@movabilityaustin.org](mailto:glenn@movabilityaustin.org)

### *Interviews with RMI staff working with the City and others on mobility innovations*

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### *Consultant working with employers and communications*

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