

# OVERVIEW OF MOBILITY MANAGEMENT

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CENTER *for* HUMAN  
SERVICE TRANSPORTATION  
COORDINATION



**NRC** 



Community  
**Transportation**  
ASSOCIATION

# WHAT IS MOBILITY MANAGEMENT?

- That part of a transportation organization serving the general public that responds to & influences the demands of the market by undertaking actions & supportive strategies, directly or in collaboration with others, to provide a full range of options to the single-occupant automobile.

# MOBILITY MANAGEMENT CENTER

- A variety of organizational structures, planning processes, or institutional arrangements
- The approach to the mobility challenge determines the design of the center
- The means of addressing & structuring mobility may differ with each mobility manager
- A common element is the need for improved mobility

# SPECIAL TRANSPORTATION MODEL

- The need to travel with the provision of services raise several issues dealing with laws, people, providers & stakeholders
- The Washington State Departments of Social & Health Services & Transportation used a three component model
- The components being people, sponsors & providers
- Utilizing this model in problem solving they examined the components & the barriers that inhibit the ability to produce trips.

# PEOPLE

- Generally customers seem to fall into four broad groups:
- Elderly
- Children
- Low income, and
- Persons with disabilities

# SPONSORS

- There are several agencies & programs involved
- The four broad programs are Transportation, Social Service, Health, & Education
- Each program has 3 tiers; federal, state, & local units of government
- Each tier represents the entities, enabling legislation & funding that permit & shape sponsorship

# SERVICE PROVIDERS

- Found in the market place
- Private & public organizations grouped into formal & informal markets
- Formal market distinguished by higher levels of regulation & accountability
- Informal market includes volunteers, faith based, social service staff, client reimbursement & service organizations that provide transport incidental to other activities

# Provider Categories



## FORMAL

- Fixed Route
- Non profit
- For profit
- Intercity bus, rail, air
- Carpool
- Vanpool
- Taxi
- Route Deviation
- Feeders / Circulators

## INFORMAL

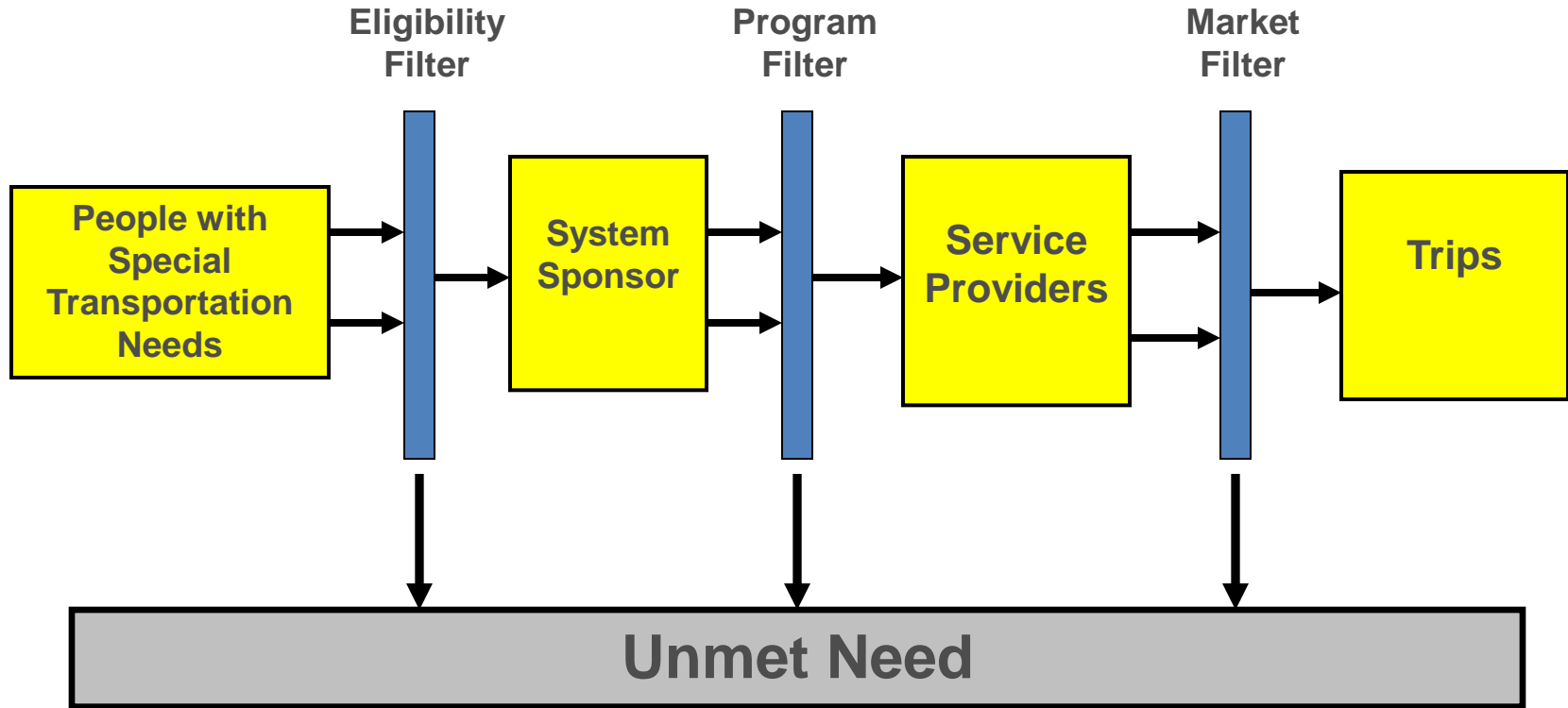
- Volunteers
- Faith Based Resources
- Social Service staff
- Self Drive
- Mileage reimbursement
- Jitney
- Flex Car / Zip Car
- Travel Training

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# WA State Transportation Brokerage Model

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# Model With Filters (Barriers)

- Between each model component exists filters (barriers)
- These barriers are eligibility, program, & market filters
- Those filters sort out people/trips who do not for some reason, meet a particular profile
- These people/trips represent unmet needs

# Eligibility Barriers

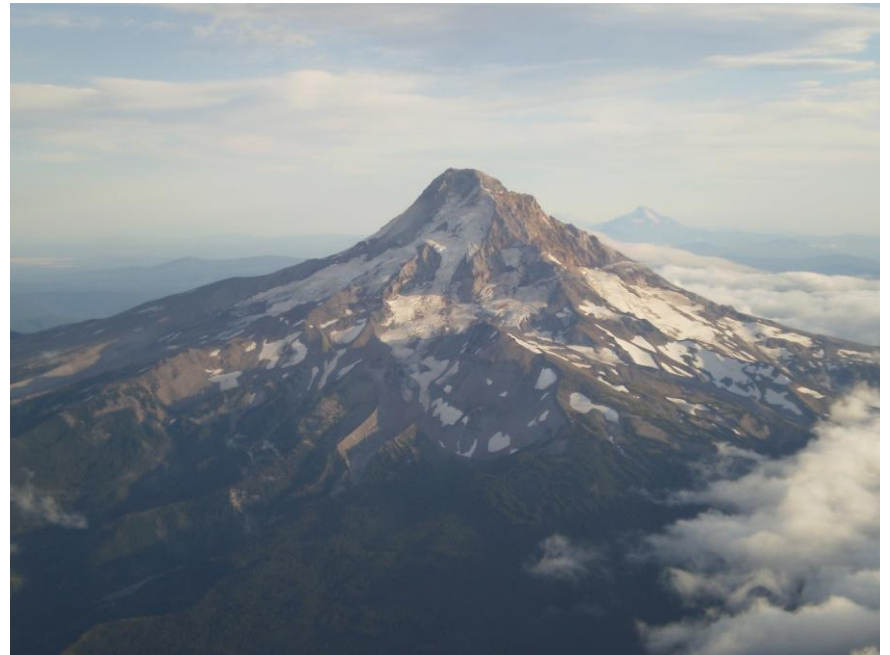
- Under or over a certain age
- Have a particular impairment
- Earn a particular income
- Have a particular residency or nationality
- Being overweight or over-sized
- Transit unfriendly to the community

# Program Barriers

- Funding limitations
- Trip purpose restrictions
- Geographical limits
- Lack of authority to sponsor access to services
- Not compatible with community needs

# Market Barriers

- Inappropriate providers
- Insufficient providers
- Language issues
- Cultural issues
- Costs
- Regulations
- Liabilities
- Labor Restrictions
- Insurance Issues



# PEOPLE / SERVICES

- There is a clear lack of data regarding type, level and nature of demand for special needs transportation. This includes uncertainty about the costs of services delivered.
- There is also a difference between “wants” and “needs” that often occurs.
- People with special needs are also considered sub-groups of the general public.
- When clients are eligible for several programs, how can the vendor determine who should pay?

# SPONSOR

- The uncertainty of the relationships of the programs ( Transportation, Education, Social Service & Health) to each other creates questions about responsibility. Program structures define the categorical boundaries that fragment transportation services.
- How much overlap exists and where should the limits of responsibility be drawn?
- As a practical matter, some “dumping” of social service clients still exists. What can be done to share the cost of transportation?

# PROVIDERS

- What partnerships and/or mechanisms are available to boost & sustain capacity ?
- Local transportation providers may provide some additional capacity. Have they been invited into the coordination process?
- Do state/local communities have an obligation to ensure some minimum mobility level?

# MODEL UTILITY

- It might be useful to review barriers in the context of the special transportation model. These barriers are associated with the components of People / Services, Sponsor and Providers.
- The purpose of this review is to help recognize problems before they start.
- The model can also help to formulate questions that need answers.

# MOBILITY MANAGEMENT

- Goal:
  - To facilitate communication with riders, providers, & stakeholders
  - To match riders with providers
  - To maximize resources to better meet needs

# Role of the Mobility Management Center

- A one stop (place), one call (phone number), web-based site where people can get information about mobility.
- To learn about eligibility
- To learn about travel training
- To schedule and check on a ride
- To have that ride dispatched to a provider



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# Where can you get funding?

- 5307- FTA Urbanized Area Formula Program
- 5310 – FTA Elderly & Disabled Program
- 5311 – FTA Non-Urbanized Area Program
- 5316 – FTA JARC Program
- 5317 – FTA New Freedom Program
- 20 % Local match can come from other non-DOT federal funds

# Locally Designed

- At a minimum, the Center provides information and referral
- At a maximum, the sky is the limit regarding anything that relates to travel including; maintenance, vouchers, passes, reimbursements, training, package delivery, car rental, airport, medical appointments, education etc.



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# MOBILITY MANAGEMENT CENTER FUNCTIONS

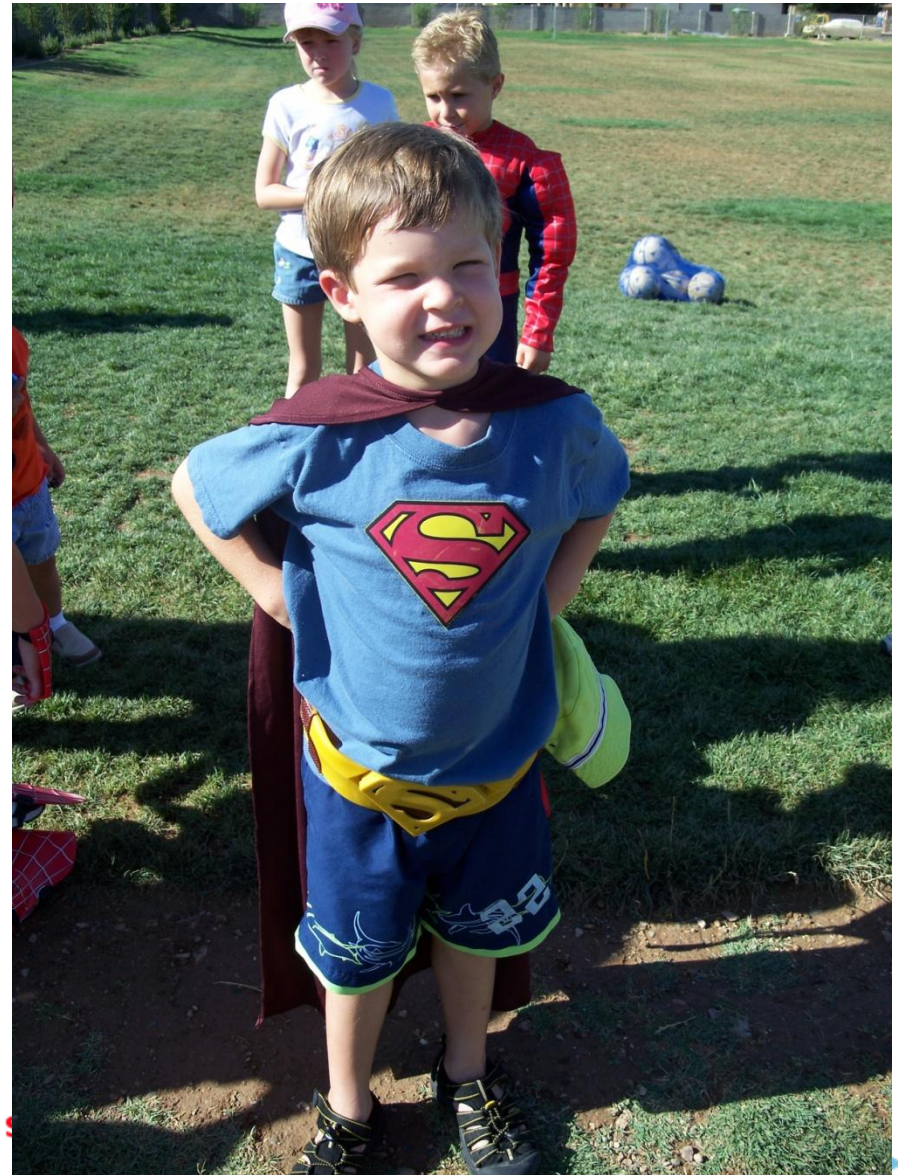
- 1.) Provide/Refer riders to mobility services using **traditional & nontraditional transit services**.
- 2.) Utilize **technologies** that make transit easy and convenient to use.
- 3.) **Provide information** on all modes & ridesharing opportunities.
- 4.) Treat **the riding customer** as an obsession by coordinating their needs with appropriate resources.
- 5.) Influence **transit friendly land use development** through the building of community partnerships.

# A KEY TO SUCCESS: EFFECTIVE LEADERSHIP

- Promote participation & empower members
- Be effective in the political arena
- Commit to be actively & visibly involved in the council
- Promote cohesiveness, collaboration, consensus & involvement
- Share information broadly
- Handle conflict constructively
- Convey confidence about the ability of the council
- Build & maintain personal relationships w/members
- Have a clear vision moving the group ahead
- Acknowledge & correct mistakes as they occur

## A Local Champion:

All of these success factors notwithstanding, you need a local champion. Without at least one individual who is actively COMMITTED and gets involved, it will be difficult to get started!



# MOBILITY MANAGEMENT CASE STUDIES

- CAPE COD REGIONAL TRANSIT AUTHORITY
- TRI-COUNTY METROPOLITAN TRANSIT DISTRICT OF OREGON- PORTLAND
- OUTREACH & ESCORT INC.- SAN JOSE, CA
- PARATRANSIT INC.- SACRAMENTO, CA

# CAPE COD REGIONAL TRANSIT AUTHORITY (CCRTA )

- CCRTA is one of 14 Regional Transit Authorities in the State of Massachusetts.
- CCRTA is responsible for developing, financing and contracting with private companies.
- CCRTA funding comes from the Federal government, the Commonwealth of Massachusetts & member towns.

# SERVICES PROVIDED BY CONTRACT OPERATORS

- B-bus, a door –to-door paratransit service arranged by appointment for all residents.
- Fixed Route, this service is called SeaLine and operates 6 days per week.

# CCRTA SERVICES (continued)

- Specialized transit with several organizations paying the fare:
  - Department of Mental Retardation for workshops & day care centers;
  - Purity, a senior shopping shuttle;
  - Department of Public Health for early intervention programs for mothers & infants;
  - Medicaid for special day care & medical trips
  - Cape Cod Child Development Program for elementary school children in after school day care programs.

# CCRTA TRANSFERABILITY

- Within the small rural area of Cape Cod a “one stop” shopping for rides contributes to the mobility of citizens, the efficiency of the local transportation system & the overall quality of life experience.
- Partnerships are essential
- Customer service keeps them coming back

# TRI-COUNTY METROPOLITAN TRANSIT DISTRICT OF OREGON (TRI-MET)

- A special district with seven board of directors appointed by the governor.
- 67% of the budget is financed by a payroll tax of six tenths of one percent.
- Over 600 vehicles with 89 bus routes & one light rail line.
- Plays an active role in the link between transportation & land use.
- Agreements with the private sector through partnerships with business & Transportation Management Associations (TMAs)

# TRI-MET SERVICES PROVIDED

- Fixed-route, light rail, & the Transportation Demand Management Program (TDM)
- Carpool matching
- Discounted carpool parking
- Van-pool start-ups
- Emergency ride home with taxi vouchers

# TRI-MET SERVICES (continued)

- Transit subsidy programs with over 100 businesses
- New employee kits with 2 free bus passes
- TMA technical assistance
- Employee mode choice surveys
- Bike racks on buses

# TRI-MET TRANSFERABILITY

- Through statewide growth management policies, land developers & environmentalists Tri-met has formed workable alliances. The efforts are not to stop growth but to manage it.
- Important lessons learned:
  - The need for a common vision among partners;
  - The sharing of resources in planning joint ventures;
  - The building of partnerships;
  - Attention to public opinion.

# OUTREACH & ESCORT INC.

- A private non-profit providing services that enables people with disabilities, elderly & low income persons to live full & independent lives.
- Applying technology & partnerships to achieve the highest benefits for the community.
- A coordinated community based transportation services integrated with social service solutions.
- Approximately 250 vehicles which includes a fleet of about 100 Toyota Prius.

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# OUTREACH ( continued)

- Funding sources include but are not limited to: Valley Transit Authority, Transportation Development Act, Metropolitan Transportation Commission (Lifeline combining state & federal), JARC, New Freedom, ADA, county social services, CALWORKS, Community Development Block Grants, Area Agency on Aging, Caltrans, City of San Jose, Healthy Neighborhood Funds (anti-tobacco settlement funds), Cities of Santa Clara, Campbell, Gilroy, private funds & donations.

# OUTREACH SERVICES PROVIDED

- Paratransit- door-to-door accessible service including ADA service for VTA.
- Senior Transport- supporting the health & welfare of the elderly through medical & nutrition trips.
- Guaranteed Ride Program- for CALWORKS participants and low-income individuals with transport to school, training, work & other employment related destinations.
- Give Kids a Lift- an after school program for school children ages 5-13.
- Jump Start- subsidized car repairs for CALWORKS participants.

# OUTREACH TRANSFERABILITY

- A multi-program non-profit to coordinate & leverage resources, funding, expertise, technology, management, planning including planning for emergency preparedness with cost efficient services & solutions. This would include; call center, ADA eligibility, Mobility Training, fuel & maintenance services, contracting, senior programs, low-income programs, and transport to employment.

# PARATRANSIT INC.

- A private non-profit with over 30 years of experience in community transportation service.
- With 24 community partners they expand mobility options to adult day care health centers, developmental disability organizations and senior and ethnic community organizations.
- Together with their partners they produced over 500,000 rides per year.

# PARATRANSIT SERVICES PROVIDED

- Shared vehicles
- Back-up loaner vehicles
- Drivers
- Driver training
- Insurance
- Fuel purchasing
- Maintenance service
- Scheduling
- Dispatching
- Eligibility

# PARATRANST INC. TRANSFERABILITY

- Retired vehicle coordinated service agreements
- Orient the service toward the market. This orientation results in devising solutions based on listening & responding to needs.
- Cooperative agency partnerships
- Use of emerging technologies
- An agency culture that encourages new ideas with experimentation
- A cooperative/coordinated maintenance program

# TIME IS A WASTING!

- WHAT NEEDS TO BE DONE TO GET SOMETHING STARTED?
- WHO WOULD BE GOOD CANDIDATES TO SERVE IN A CORE GROUP?
- WHAT MOBILITY CONCERNS NEED TO BE ADDRESSED YESTERDAY?