OVERVIEW OF MOBILITY MANAGEMENT
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
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
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
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.
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.
• 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?