Successful Mobility Management Practices in Small Urban and Rural Areas

Monday, October 15, 2018
2:00-3:30 PM ET
Purpose

Learning Objectives
At the end of this webinar, you will be able to:

• Describe the experiences, ideas, and recommendations of successful mobility management practices on how a similar practice could be replicated in other communities.

• List specific examples and tools that can be used to establish, improve, or expand a mobility management program.

• Discuss how the guide can be used as a resource throughout the planning, implementation, and assessment of a mobility management practice.
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Transportation Research Board Webinar Series
October 15, 2018

Dan Dalton
Joel Eisenfeld
Elizabeth (Buffy) Ellis, AICP
Webinar Overview

• Review research conducted through the National Cooperative Highway Research Program (NCHRP) Project 20-65 Task 68

• Discuss the guide that resulted from the research, and provides various resources for implementing or expanding mobility management efforts

• We’ll focus on the four key attributes of successful programs
Research Objectives

• Identify and analyze mobility management best practices that have been successfully implemented in rural and small urban areas

• Examine a variety of approaches and strategies that offer potential models to be considered and replicated by State Departments of Transportation (DOTs) and their sub-recipients across a range of environments
Research Tasks

• Identify, Review, and Assess Successful Mobility Management Practices
• Distill Findings to Develop Program Profiles and Identify Stakeholder Roles in Mobility Management
• Develop a Matrix of Successful Mobility Management Approaches and Strategies
• Develop Guidance for Mobility Management in Rural and Small Urban Areas
Identify, Review, and Assess Successful Mobility Management Practices

• On-line survey and review of existing resources produced 101 practices from 29 states

• Consistent themes included:
  • Variety of services
  • Multiple population groups served
  • Importance of partnerships and stakeholder involvement
  • Extensive involvement in human service transportation coordination
  • Fiscal resources noted as top need for implementation
  • Mobility management is now part of the local transportation lexicon
Mobility Management Focus

- Human Services Transportation Coordination: 71 selections
- Community Accessibility: 63 selections
- Transit Access and Improvement: 52 selections
- Outreach Initiatives: 45 selections
- Volunteer Driver Program: 45 selections
- Travel Training: 42 selections
- Multi-Modal Initiatives or Coordination: 41 selections
- Shared Ride Program: 29 selections
- Funding Development: 26 selections
- Performance Measures: 25 selections
- One Call-One Click: 25 selections
- Small Urban and Rural Planning Tools: 23 selections
- Cost Sharing Program: 12 selections
- Vehicle Sharing Program: 10 selections
- Bike Share Program: 1 selection

Number of Selections by Survey Respondents
### Populations Served

<table>
<thead>
<tr>
<th>Survey Selections Available to Respondents</th>
<th>Number of Selections by Survey Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>People with Disabilities</td>
<td>97</td>
</tr>
<tr>
<td>Older Adults</td>
<td>94</td>
</tr>
<tr>
<td>Veterans</td>
<td>66</td>
</tr>
<tr>
<td>Low-wage Earners</td>
<td>62</td>
</tr>
<tr>
<td>General Public</td>
<td>55</td>
</tr>
<tr>
<td>Medically Underserved</td>
<td>54</td>
</tr>
<tr>
<td>Students/Youth</td>
<td>37</td>
</tr>
<tr>
<td>Commuters</td>
<td>32</td>
</tr>
</tbody>
</table>

The chart displays the number of selections made by survey respondents for various populations. The highest selection was for People with Disabilities, followed by Older Adults, and then Veterans.
Partnership Involvement

- Participated in initial planning efforts: 73
- Serve on advisory committee or in an advisory capacity: 65
- Help market mobility management services: 54
- Provide matching funding for grant programs: 54
- Host meetings: 45
- Provide in-kind services or supports: 39

Number of Selections by Survey Respondents
Impact Measurements

- Track specific data, i.e. ridership, customers calls, or website hits
- Monitor progress and accomplishments relative to established program goals and objectives
- Assess overall benefits to the community, i.e. greater access to social services or employment sites
- Compare outcomes to established performance measures

Survey Selections Available to Respondents

Number of Selections by Survey Respondents

- 83 selections
- 65 selections
- 64 selections
- 35 selections
### Resources Needed

<table>
<thead>
<tr>
<th>Resource</th>
<th>Number of Selections by Survey Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fiscal resources</td>
<td>84</td>
</tr>
<tr>
<td>Partnerships with advocacy or non-profit organizations</td>
<td>71</td>
</tr>
<tr>
<td>Capital equipment (including vehicles, software, etc.)</td>
<td>70</td>
</tr>
<tr>
<td>Organizational resources</td>
<td>70</td>
</tr>
<tr>
<td>Additional staff</td>
<td>70</td>
</tr>
<tr>
<td>Partnerships with government agency</td>
<td>69</td>
</tr>
<tr>
<td>Partnerships with businesses or other entities</td>
<td>61</td>
</tr>
</tbody>
</table>
Guidance for Mobility Management in Rural and Small Urban Areas

- Designed to serve as a “one-stop” central point of information
- Intended to be useful for both experienced mobility managers and those new to the field
- Final report available through TRB website:

Guidebook Objectives

• Share the experiences, ideas, and recommendations of successful mobility management practices on how a similar practice could be replicated in other communities

• Offer specific examples and tools that can be used to establish, improve, or expand a mobility management program

• Serve as useful and practical resource throughout the planning, implementation, and assessment of a mobility management practice
Guidebook Contents

• Introduction
• Section 1: Successful Mobility Management Approaches and Strategies: An Overview
• Section 2: Community Outreach and Engagement
• Section 3: Needs Assessment and Program Design
• Section 4: Program Evaluation and Program Design
• Section 5: Funding
• Section 6: Planning Considerations
• Section 7: Program Profiles
• Section 8: State-Level Support for Mobility Management efforts in Small Urban and Rural Areas
• Section 9: Resources
Guidebook Introduction

• Mobility Management: A Primer

• Notes that guide meant to build upon and incorporate the national focus on mobility management

• Based on research provides “Mobility Management in the US: A Snapshot”

• Tips on Using the Guide
Section 1: Successful Mobility Management Approaches and Strategies: An Overview

• Notes that no two mobility management practices are exactly alike

• However, there are common components and specific strategies that can be considered

• Common components and specific strategies can be considered when establishing, expanding, or improving a mobility management program
Common Components

- Community Outreach and Engagement
- Needs Assessment and Program Design
- Successful Mobility Management
- Program Evaluation and Assessment
- Funding
Section 2: Community Outreach and Engagement

• Discusses that successful mobility management practices:
  • Form partnerships with key community stakeholders
  • Promote services to the community
  • Lead or participate in coordinated transportation planning efforts

• Includes:
  • Stakeholder Checklist
  • Link to resources for convening and facilitating outreach efforts
Section 3: Needs Assessment and Program Design

- Discusses that successful mobility management practices:
  - Determine community needs
  - Design services to meet community needs
  - Conduct a comprehensive and ongoing community needs assessment

- Includes links to resources for:
  - Planning and implementing a one-call center
  - Designing travel training services
  - Coordinating with emergency management efforts
  - Providing rural regional mobility
Section 4: Program Evaluation and Assessment

• Discusses that successful mobility management practices:
  • Assess and evaluate program outcomes
  • Use quantitative and qualitative performance measures
  • Assess outcomes through connections to established goals and objectives

• Provides template for developing goals and objectives, and for connecting them to possible performance measures

• Also includes link to resources for developing performance measures
Section 5: Funding

• Discusses that successful mobility management practices:
  • Use federal transit funding
  • Explore other funding opportunities
  • Build program incrementally using available resources
  • Use volunteers and other in-kind support

• Includes links to:
  • Federal programs that support transit and mobility management services
  • Funding opportunities beyond federal sources
Section 6: Planning Considerations

Provides guidance when initiating a mobility management practice:

- Guiding Principles
- Organizational Structure
- Stakeholder Roles
- Formal Agreements
- Staffing
- Marketing and Launching
- Technology/IT Support
Section 7: Mobility Management Program Profiles

- Contact Information
- Service Area
- General Program Information
- Mobility Management Services
- Program
  - Origins/Background
  - Partners
  - Funding
  - Highlights
  - Challenges/Lessons Learned
Chapter 8: State-Level Support

• Guide is also intended to support state DOTs and their work with local sub-recipients
• Section in guide provides a sampling of how states are supporting mobility management efforts
• Support and technical assistance includes:
  • Training programs and workshops
  • Coordinated planning and other templates
  • Helping to identify funding opportunities and facilitating applications
  • As appropriate, assisting with organizational structures
Chapter 9: Resources

• Implementation Checklist
• Additional mobility management practices beyond the programs profiles
• Sample documents and templates
  • MOU
  • Transportation Provider Profile
  • Community Coordination Survey
  • Public transit and human service transportation coordination resources
• Helpful websites and tips
• Examples from the field throughout the guidebook
Our Contact Information

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Questions?
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