

TRANSPORTATION RESEARCH BOARD

**Successful Mobility Management Practices in Small
Urban and Rural Areas**


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

Purpose

Discuss NCHRP [Project 20-65 Task 68](#): Expanding Access to Our Communities: A Guide to Successful Mobility Management Practices in Small Urban and Rural Areas.

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
- 

American Institute for Certified Planners

The American Institute for Certified Planners has approved this webinar for 1.5 Certification Maintenance Credits.

Visit: www.planning.org/cm to report your credits.





Expanding Access to Our Communities: A Guide to Successful Mobility Management Practices in Small Urban and Rural Areas

*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

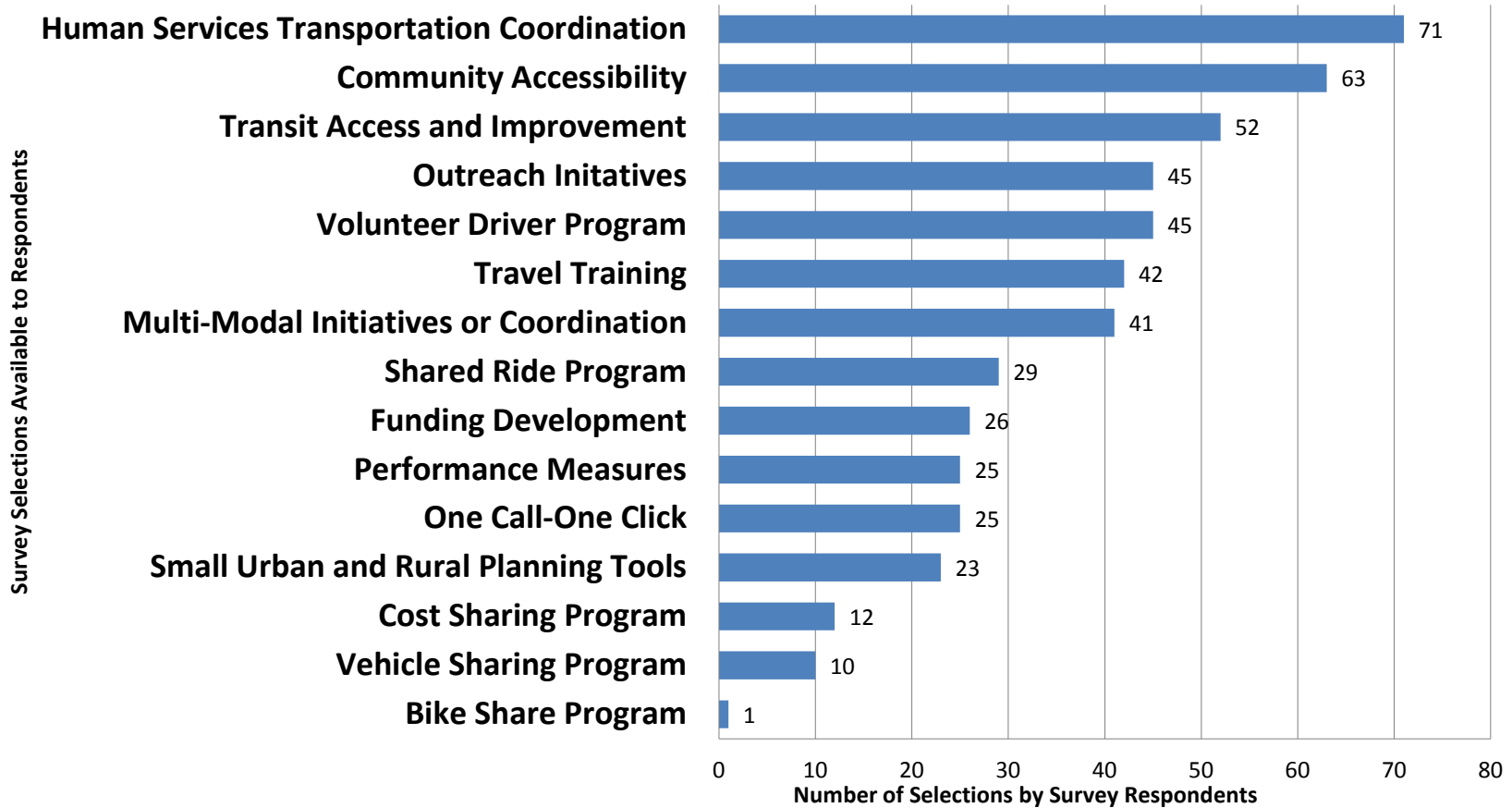
Research Tasks

- 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

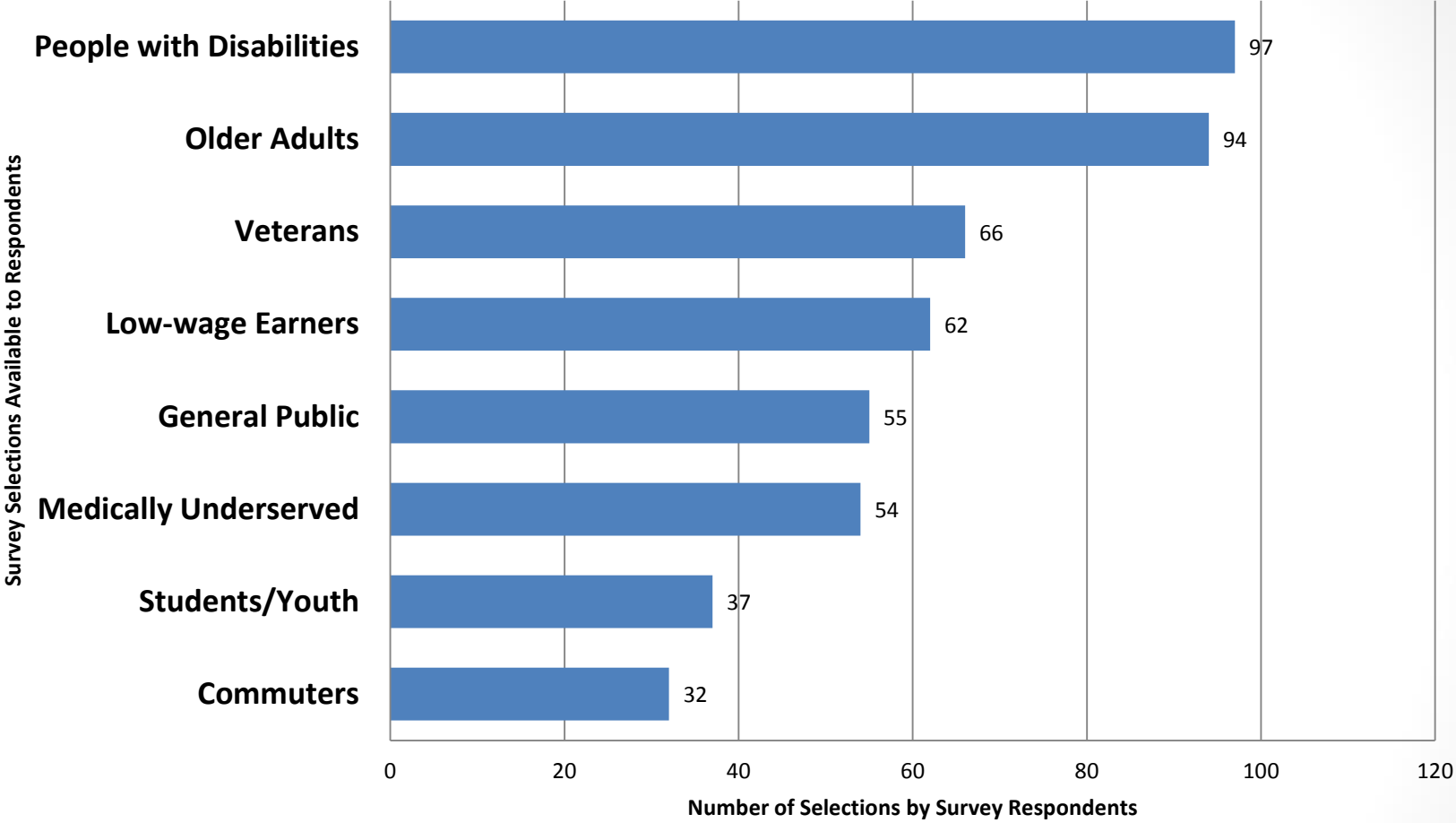
Identify, Review, and Assess Successful Mobility Management Practices

- 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

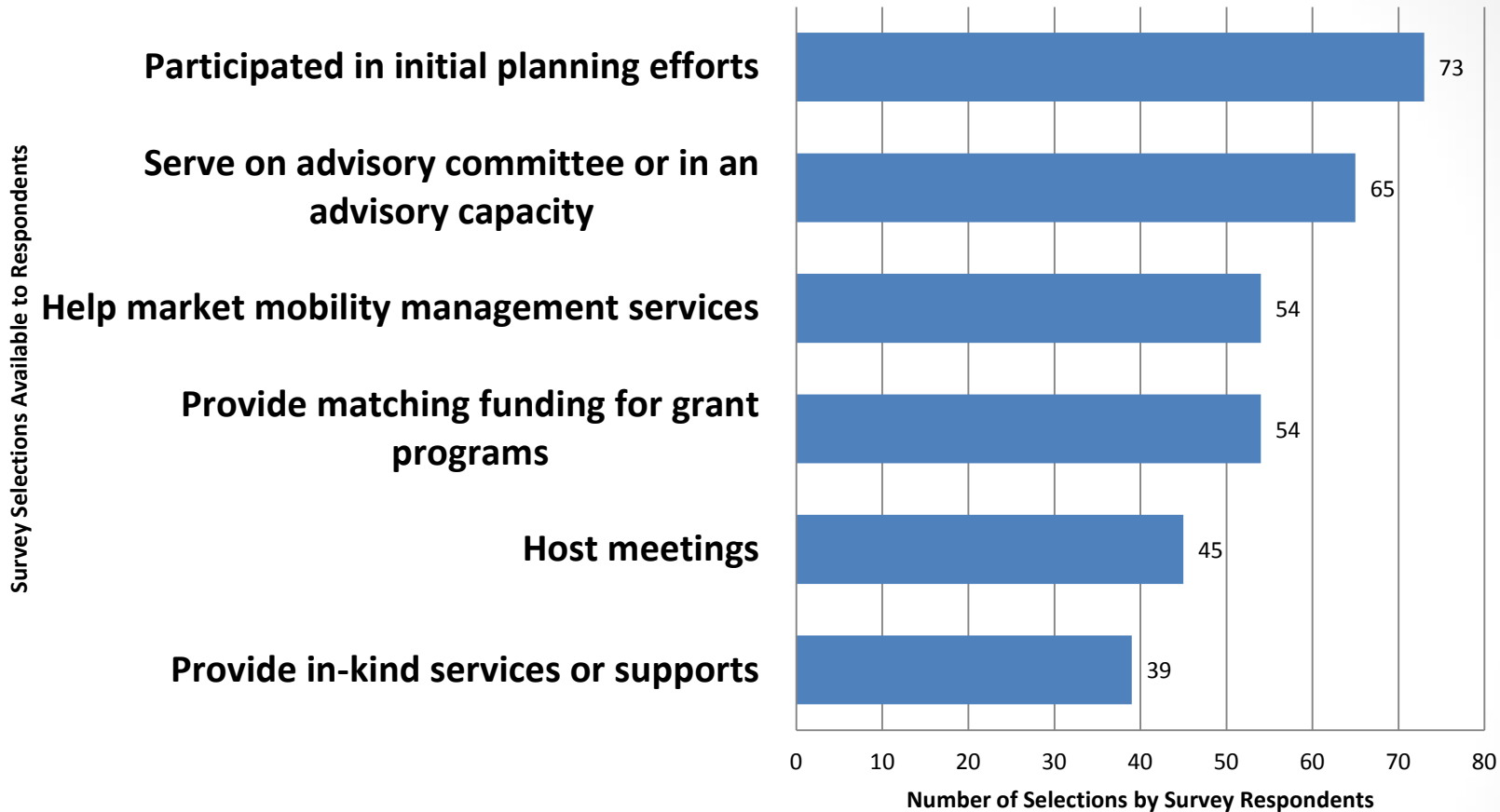
Mobility Management Focus



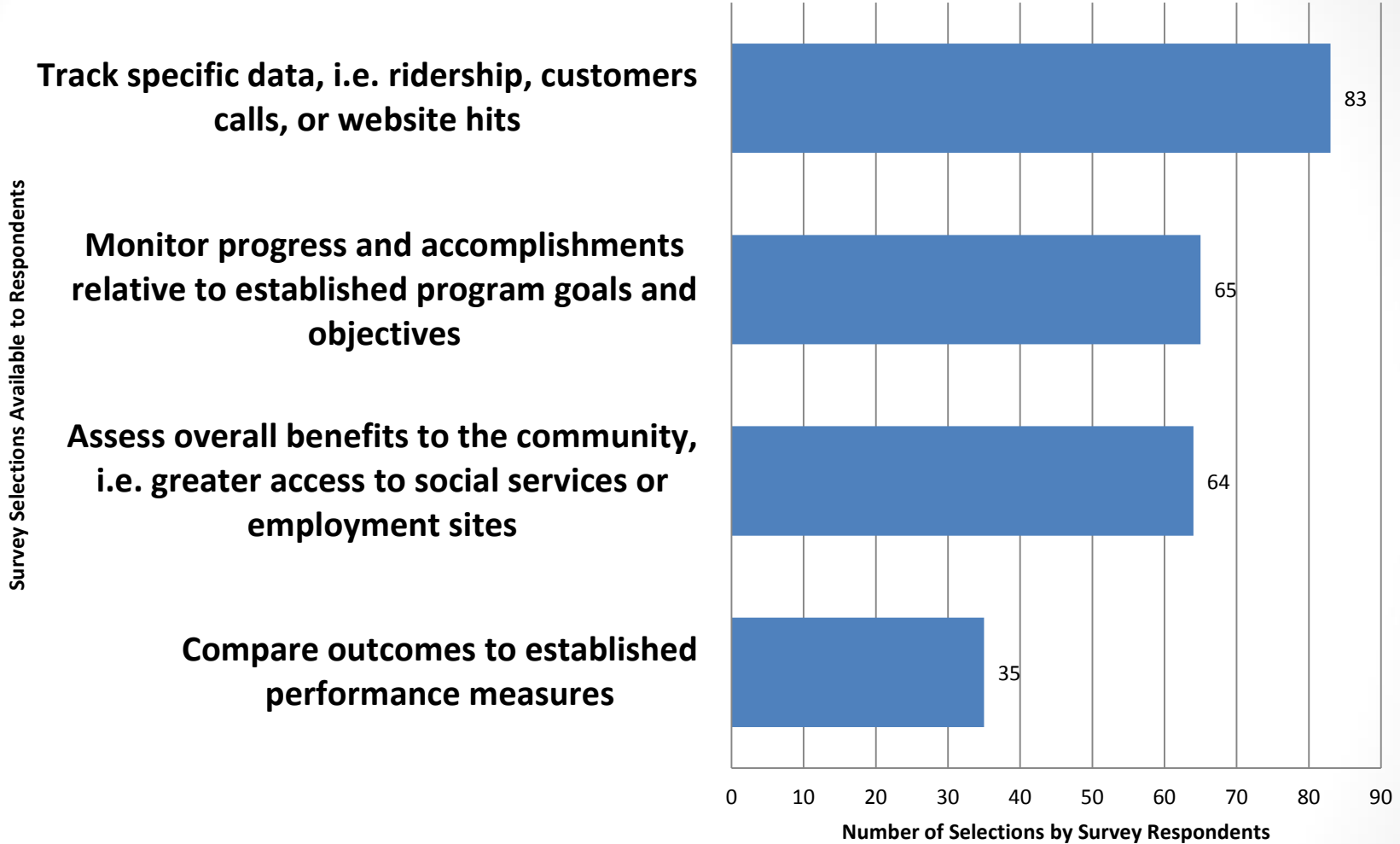
Populations Served



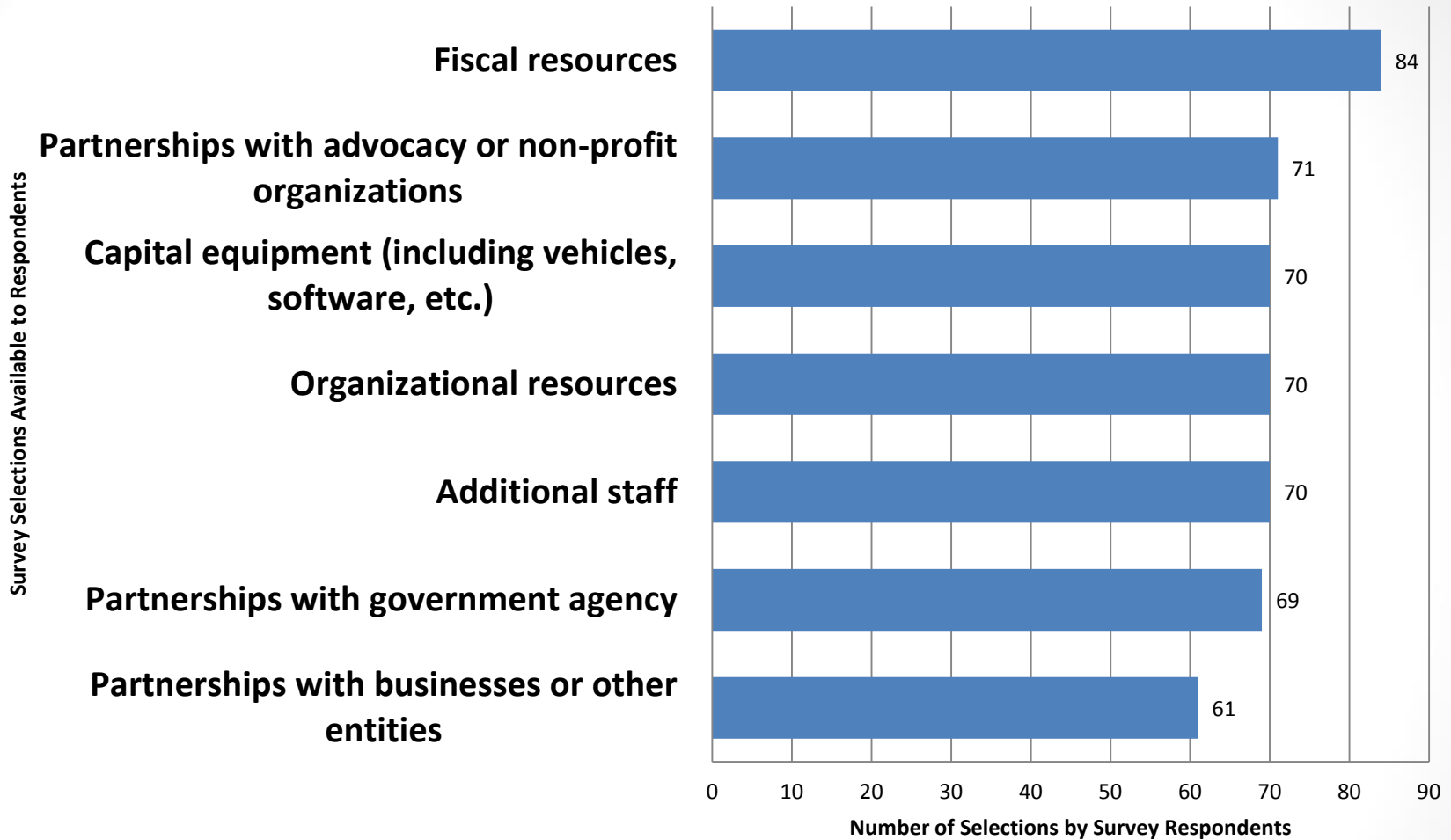
Partnership Involvement



Impact Measurements



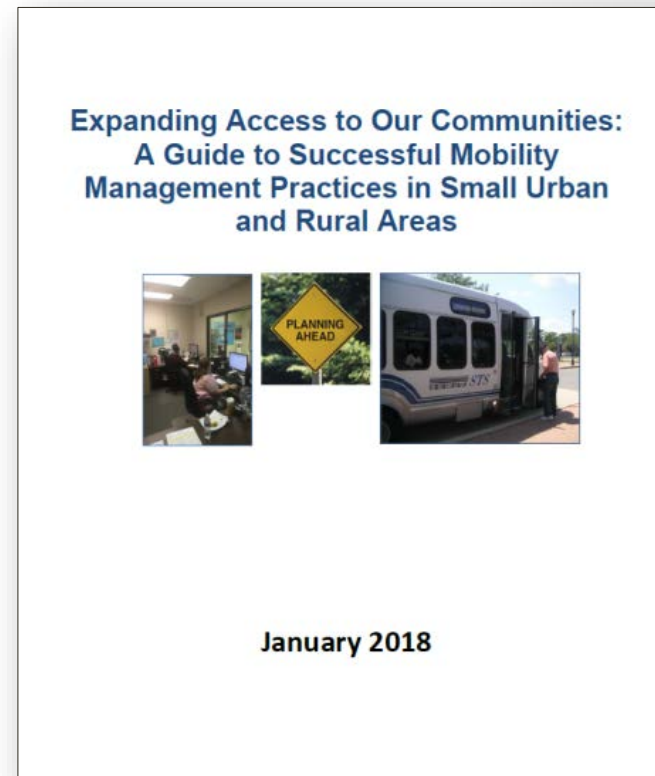
Resources Needed



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:

<http://apps.trb.org/cmsfeed/TRBNetProjectDisplay.asp?ProjectID=4157>



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

A Guide to Successful Mobility Management Practices in Small Urban and Rural Areas

Door-Tran Inc.; Sturgeon Bay, Wisconsin	
Eastern Connecticut Transportation Consortium, Inc.; Norwich, Connecticut	
Ithaca Tompkins County Transportation Council/ Way2Go; Ithaca, New York	
Rappahannock-Rapidan Regional Commission; Culpeper, Virginia	
Senior Citizens of Kodiak, Inc.; Kodiak Island, Alaska	
Shiawassee Area Transportation Agency; Owosso, Michigan	
Southwestern Wisconsin Community Action Program, Inc.; Dodgeville, Wisconsin	

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

- KFH Group:
 - 301-951-8660
 - Dan Dalton: ddalton@kfhgroup.com
 - Joel Eisenfeld: jeisenfeld@kfhgroup.com
 - Buffy Ellis: bellis@kfhgroup.com

Questions?

Today's Speakers

KFH Group, Inc.



- Buffy Ellis, bellis@kfhgroup.com
- Dan Dalton, ddalton@kfhgroup.com
- Joel Eisenfeld,
jeisenfeld@kfhgroup.com

Get Involved with TRB

- Getting involved is free!
- Join a Standing Committee (<http://bit.ly/2jYRrF6>)
- Become a Friend of a Committee (<http://bit.ly/TRBcommittees>)
 - Networking opportunities
 - May provide a path to become a Standing Committee member
- For more information: www.mytrb.org
 - Create your account
 - Update your profile

TRB turns 100 on November 11, 2020

100  YEARS
2020

TRB

Help TRB:

- Promote the value of transportation research;
- Recognize, honor, and celebrate the TRB community; and
- Highlight 100 years of accomplishments.

Learn more at

www.TRB.org/Centennial

MOVING IDEAS: ADVANCING SOCIETY—100 YEARS OF TRANSPORTATION RESEARCH