

Mobility Management

Mobility management is a centralized system for a community that provides information about transportation options, and coordinates responses to requests for transportation services, particularly for low-income, elderly and disabled populations. By serving as a clearinghouse for information on transportation options, mobility managers can facilitate the most cost-effective solution or service for the traveler. The main objectives of mobility management are to:

- Improve transportation options for the public, particularly low-income, elderly and disabled populations
- Reduce confusion about what transportation options are available by consolidating transportation information to one centralized location
- Improve coordination among all transportation service providers, enhancing commitments to delivering service that meet the needs of low-income, elderly and disabled populations.
- Through coordination, provide cost-effective delivery of transportation service, benefiting both customers and transportation providers.

A variety of entities could serve as a mobility manager, including transit operators, congestion management agencies, human services agencies or other entities that could implement the activities indicated below. One example of an established mobility manager is Ride Connection in Portland Oregon. Ride Connection is a non-profit community service organization that links accessible, responsive transportation with community needs in Portland's Tri-County area. They coordinate a network of over thirty providers, and schedule over 358,000 rides and serve more than 10,500 elderly, disabled and low-income individuals annually¹.

Mobility management is accomplished through the following activities:

Planning – in a planning capacity, mobility managers organize and maintain information about the various transportation needs and options available in their jurisdiction, particularly those serving elderly, disabled and low-income residents. By understanding the spectrum of transportation options and serving as a clearinghouse for transportation requests, mobility managers can recognize service gaps and identify ways to address them. Mobility management planning could include:

- * Creating and maintaining an inventory of all transportation service providers in a geographic area (e.g. fixed-route transit, shuttle services, services provided by human services agencies or non-profits, car sharing, availability of accessible taxis, etc.)
- * Identifying opportunities to improve service delivery that address the transportation needs of elderly, disabled and low-income populations. For example, a mobility manager may identify a demand for service to fill a gap in “last mile” service from a transit stop or station to a transit rider’s final

¹ <http://www.rideconnection.org/aboutUs/index.htm>

- destination. A mobility manager may determine that demand-response service - rather than fixed-route transit service - is the most appropriate way to address this gap in their jurisdiction. The mobility manager could then take steps to put the service in place – either directly by contracting the service out to an appropriate service provider, or by facilitating coordination with existing service providers.
- * Monitoring and influencing land-use decisions so that social service and health facilities consider and incorporate transit access before making locational decisions.

Coordinating - in a coordinating capacity, mobility managers work with transportation providers, including public transit operators, human services and non-profit agencies and private entities, to ensure efficient and effective delivery of transportation service. This might involve:

- * Facilitating relationships among service providers – transit, human services agencies, non-profits and private entities – so that service can be delivered efficiently without duplication
- * Serving as a clearinghouse for service and trip requests
- * Providing coordination services, including employer-oriented transportation management, such as shuttle coordination or ridesharing, human services customer-oriented information and neighborhood travel coordination activities, such as travel training and trip planning activities
- * Promoting access to transportation services for elderly, disabled and low-income populations through marketing and outreach
- * Serving as a resource for policy and local government agencies to create and manage policy bodies that support and encourage local coordination among transit and human services transportation providers.

Operating – while mobility management centers may or may not deliver service directly, they can facilitate operations through the following activities:

- * Developing and operating one-stop transportation call centers to coordinate transportation information for all travel modes. This might include managing eligibility requirements for various transportation services or arranging for customers among all supporting programs by scheduling trips
- * Planning for the purchase of intelligent transportation systems (ITS) technologies to help operate coordinated systems, such as geographic information system (GIS) mapping, global positioning system (GPS) technology, coordinated vehicle scheduling, dispatching and monitoring technologies, as well as technologies that track costs and billing
- * Providing or contracting with appropriate entities (public, non-profit or for-profit private transportation providers) to deliver the most effective/efficient service for the service requested
- * Managing shared vehicles for service delivery.

Mobility Management Activities and Outcomes

| Activities | Outcomes |
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| <p><i>Planning</i></p> <ul style="list-style-type: none"> • Creating and maintaining an inventory of transportation services • Identifying opportunities for coordination of service delivery • Monitoring and influencing land-use decisions so that social service and health facilities locate near transit | <p>Improved transportation options for the public, particularly low-income, elderly and disabled populations. Customers also benefit from the centralization of transportation information, reducing confusion about what transportation options are available.</p> <p>Improved coordination among all service providers – stronger commitments to delivering service that meet the needs of low-income, elderly and disabled populations. Improved coordination is likely to result in reducing the costs of delivering service, which benefits both providers and customers.</p> |
| <p><i>Coordinating</i></p> <ul style="list-style-type: none"> • Facilitating relationships among service providers to deliver service efficiently without duplication • Serving as a clearinghouse for service and trip requests • Serving as a resource in the establishment and management of policy bodies that encourage coordination among transit and human services transportation providers • Providing coordination services for employers and human services agencies. This may include travel training, trip planning activities, or facilitating ride sharing for employees. • Promoting access to services through marketing and outreach | |
| <p><i>Operating</i></p> <ul style="list-style-type: none"> • Developing and operating call centers to coordinate information for all travel modes, which may also include managing eligibility requirements for various services • Assisting with technological tools to improve the delivery of service, such as GIS mapping programs, GPS technology for vehicles, coordinated vehicle scheduling programs, dispatching and monitoring technologies and those that track costs and billing • Contracting with public, non-profit or private transportation providers to deliver efficient service • Managing shared vehicles for service delivery | |