

Elderly and Disabled Advisory Committee
Mobility Management Subcommittee

September 3, 2009
11:30 AM to 12:30 PM
Staff Conference Room, 3rd floor
101 Eighth Street, Oakland

AGENDA

1. Introductions
2. Brief Review of Last Meeting's Work
3. Develop Specific Projects to Move Forward to EDAC & MTC
4. Adjourn

EDAC Mobility Management Subcommittee

Meeting Notes 8/6/09

1. Announce MMC goals and proposed actions to MTC Planning Committee to adopt as a policy for the T2040 Plan. Have staff lay out the work plan.
2. Ask MTC to design & fund an MMC pilot project.
3. Ask MTC to sponsor an MMC summit that will feature local and national best practices.
4. MTC to focus on developing funding and staff resources in time to respond to the growing need.
5. MTC to promote transportation awareness education etc. re: all modes.
6. travel training
 - a. different information modes
 - b. other programs, i.e. CarFit
 - c. housing choices
7. Mobility management as a larger issue to coordinate transportation between counties & transit agencies in order to help citizens feel comfortable with non-driving transportation alternatives.
8. Facilitate a smooth transition to non-driving: “mindset” and “reality.”
9. Cost issue and quality of service.
10. Use of amber alert billboards re: other modes/alternative transportation.

11. Cost of parking structures as an equity question — subsidized employee parking, etc.
12. Need timelines for achieving goals — One size does not fit all.
13. Disability reality awareness for transit managers using public transit. “Ride the Talk.”
14. Importance of the image of transit to transit riders — cleanliness.
15. Powerpoint presentation to MTC top management — MM page on MTC website.
16. We want to develop a MM model in the Bay Area that will be nationally recognized.
17. Emphasize MM as initially a solution to meeting the transportation needs of seniors, disabled & low income. Ultimately it could be provided on a larger scale to meet the transportation needs of the larger, general population.

MTC Elderly & Disabled Advisory Committee Mobility Management Subcommittee

Goals 8/6/09

1. To promote Mobility Management as a transportation planning and operational tool or method that starts with individual and community needs and resources.
2. To recognize the demographic reality that the percentage of persons over 65, and the numbers of people with a disability are growing. So far, this population has received grossly inadequate attention in transportation planning, and Mobility Management could be part of the solution.
3. To raise the visibility of the value of Mobility Management to policy makers, providers and users to promote economic equity in transportation access in the Bay Area.
4. To request MTC to take the lead in supporting research, collecting and disseminating information about the Mobility Management best practices in rural, suburban, and urban contexts.
5. To establish the importance of Mobility Management as a resource for the Office of Emergency Services and the Calif. Emergency Management Agency (CEMA).
6. To request MTC to promote and fund the Mobility Management activities in the Bay Area.

EDAC MOBILITY MANAGEMENT SUBCOMMITTEE

Status Report and Next Steps
Sept. 3, 2009

First, A Definition:

Mobility Management is

- A customer-centered, centralized system that provides:
 - Information about transportation options &
 - Coordinates responses to requests for transportation services, particularly for low-income, elderly & disabled populations

Mobility Management Objectives

- Improve Transportation Options
- Reduce Confusion about what Transportation Options are Available
- Improve Coordination Among Transportation Service Providers to Provide More Cost-Effective Delivery of Transportation Services, Benefiting Customers.

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EDAC's Mobility Management Subcommittee

Possible Next Steps

- Ask MTC to design & fund a mobility management center pilot project.
- Ask MTC to sponsor a mobility management summit that will feature local and national best practices.
- Request MTC to focus on developing funding and staff resources for mobility management in the Bay Area in time to respond to the growing need.
- Request MTC to promote transportation awareness education etc. re: all modes, for example: travel training, different information modes, CarFit & other older driver safety programs, & housing-transportation choices.