

EDAC Mobility Management Subcommittee

Action Items, 9/3/09

DRAFT

MTC's Elderly & Disabled Advisory Committee (EDAC) recognizes the demographic reality that, with the aging of the huge Baby Boomer generation, the percentage of persons over the age of 65 and the numbers of people with a disability are rapidly increasing in the Bay Area, as in the entire U.S. This major demographic shift brings with it the reality that for safety reasons an increasing percentage of this aging population will no longer be able to drive their own automobiles. In order to remain productive members of society, they will need alternative forms of mobility to access employment, health care, goods and services, and social activities. Consistent with MTC's Transportation 2035 Plan (p. 67), EDAC recognizes that a program of Mobility Management focusing on coordinating and providing transportation services in response to individual consumer needs, could, if planned and funded appropriately, play a major role in meeting the challenge of mobility for our aging population.

EDAC also recognizes that in the larger sense, the term "mobility management" can apply to meeting the transportation needs of the broader general population beyond those who are seniors or who have a disability. For example, in other countries, what we in the Bay Area call "congestion management" — trying to reduce congestion and pollution by encouraging commuters to use alternative forms of transportation beyond the single occupant automobile — is called "mobility management."

EDAC members know that congestion management efforts in the Bay Area are well-supported and have been in various forms of implementation for many years. EDAC members also believe that a new focus on Mobility Management to meet the transportation needs of the senior, disabled and low-income populations, will also serve to assist in meeting the Bay Area's congestion management goals.

Therefore, EDAC hereby proposes that MTC adopt, pursue and/or fund the following Mobility Management functions and activities:

1. In recognition that a fractured transit infrastructure — such as in the Bay Area with 27 transit agencies — presents a host of barriers to intra-regional travel for all populations of the Bay Area. MTC should work towards consolidation of transit agencies and operating policies so as to result in improved, more cost-effective, and seamless service for the transit consumer.
2. In recognition that a consumer's knowledge and use of alternative modes is often limited by his or her awareness of those choices, MTC should continue to explore alternative ways of providing such information to the Bay Area's travelers. Specifically, MTC should continue to explore alternative usage of the digital signage already in place within the Bay Area's transportation system to educate and inform the public about alternative modes to driving. Examples could include use of freeway Amber Alert signs and transit hub signage to promote older driver safety events and resources, as well as carpooling, discount transit passes, savings one could obtain by using transit, etc.
3. MTC should take a lead role in promoting Mobility Management efforts focusing on improving mobility for the Bay Area's senior, disabled and low-income populations by moving forward with the following initiatives:
 - a. Sponsor and organize a Regional Mobility Management Summit that will feature local and national best practices in this field.
 - b. Fund a pilot or a series of pilot Mobility Management projects.
 - c. Develop a long-term sustainable funding source for ongoing Mobility Management operations, comparable and complementary to those funding sources that have funded public transit operations for decades.