

Mobility Management for the 21st Century

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The Essence of Mobility Management

- *Serving all the travel needs*
- *Using all of the community's travel resources.*

Mobility Management: What is It?

A strategic approach to *managing*

- a coordinated community-wide transportation service network
- comprised of the operations and infrastructures of multiple trip providers
- in partnership with each other.

Key Mobility Management Attributes

- A focus satisfying **individual customer needs**, not on moving the masses
- Offering a **full range of travel options** to the single-occupant auto
- A **focus on innovation**, changing usual business practices
- **Cultivating partnerships** and multi-agency activities
- Offering a **single point of access** for customers to multiple travel modes

Key Attributes (Part 2)

- Making visible improvements to the **effectiveness, efficiency, and quality of the travel services** being delivered
- Applying **advanced technologies**
- Coordinating **community-wide planning** with transportation influencing land use and zoning decisions
- Ensuring **transit-friendly designs** in long-range plans
- Receiving **business community and voter support** as well as local governmental support

Differences from Prior Approaches

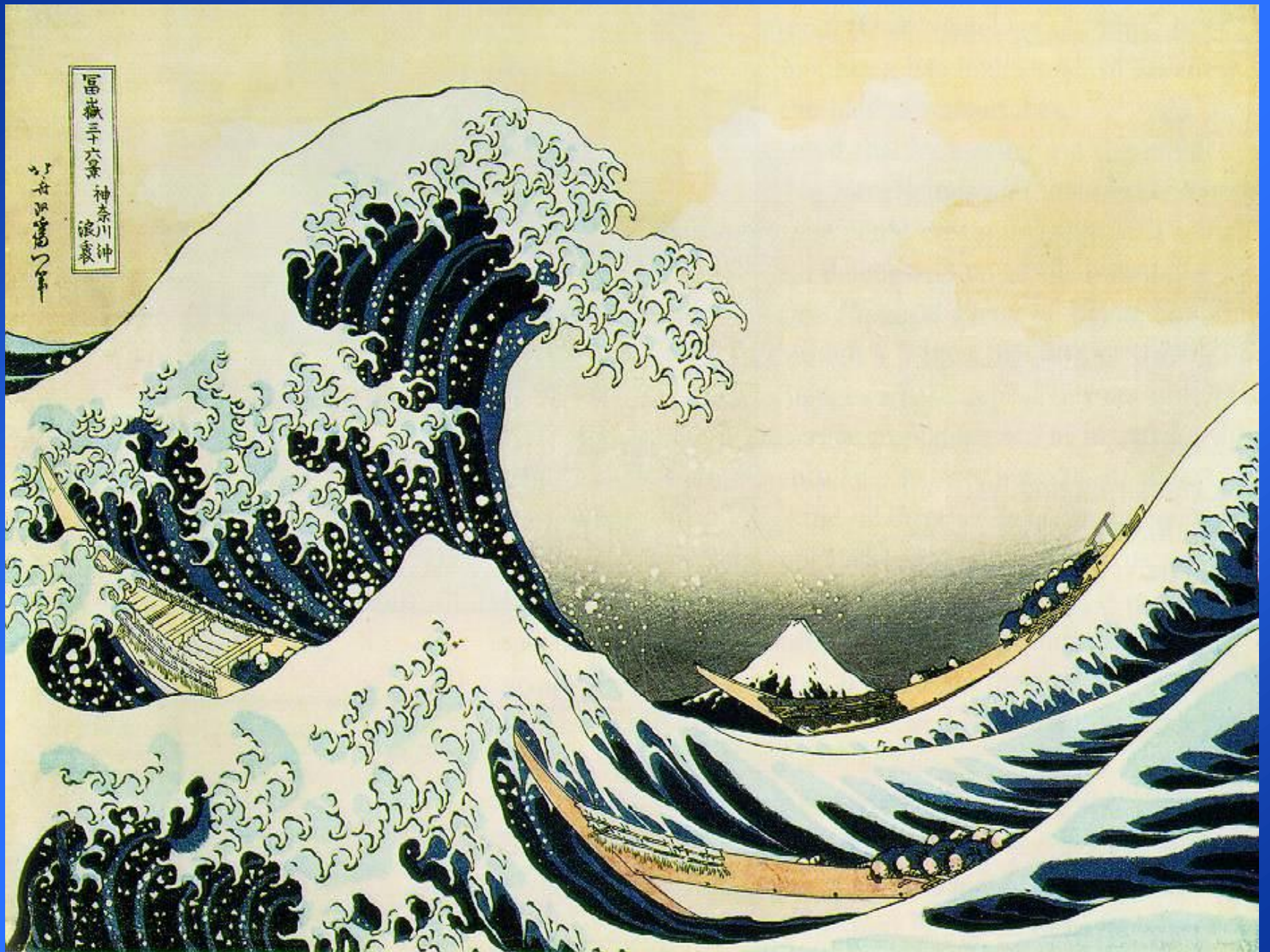
- Replaces strategy of management of **owned assets** with **strategic partnerships and alliances** among providers.
- Emphasizes **multi-modal choices** rather than single-mode solutions.
- Requires focusing on a **coordinated community-wide transportation service network** of existing and potential trip providers.

Differences (Part 2)

- Emphasizes the need to provide services that are easily understood as beneficial by the general public: “a sellable product.”
- Emphasizes changing traditional business practices.

Why bother ??

2011



富士三十六景 神奈川沖
浪裏

江戶 葛飾 富田 画

Components of the “Age Wave”

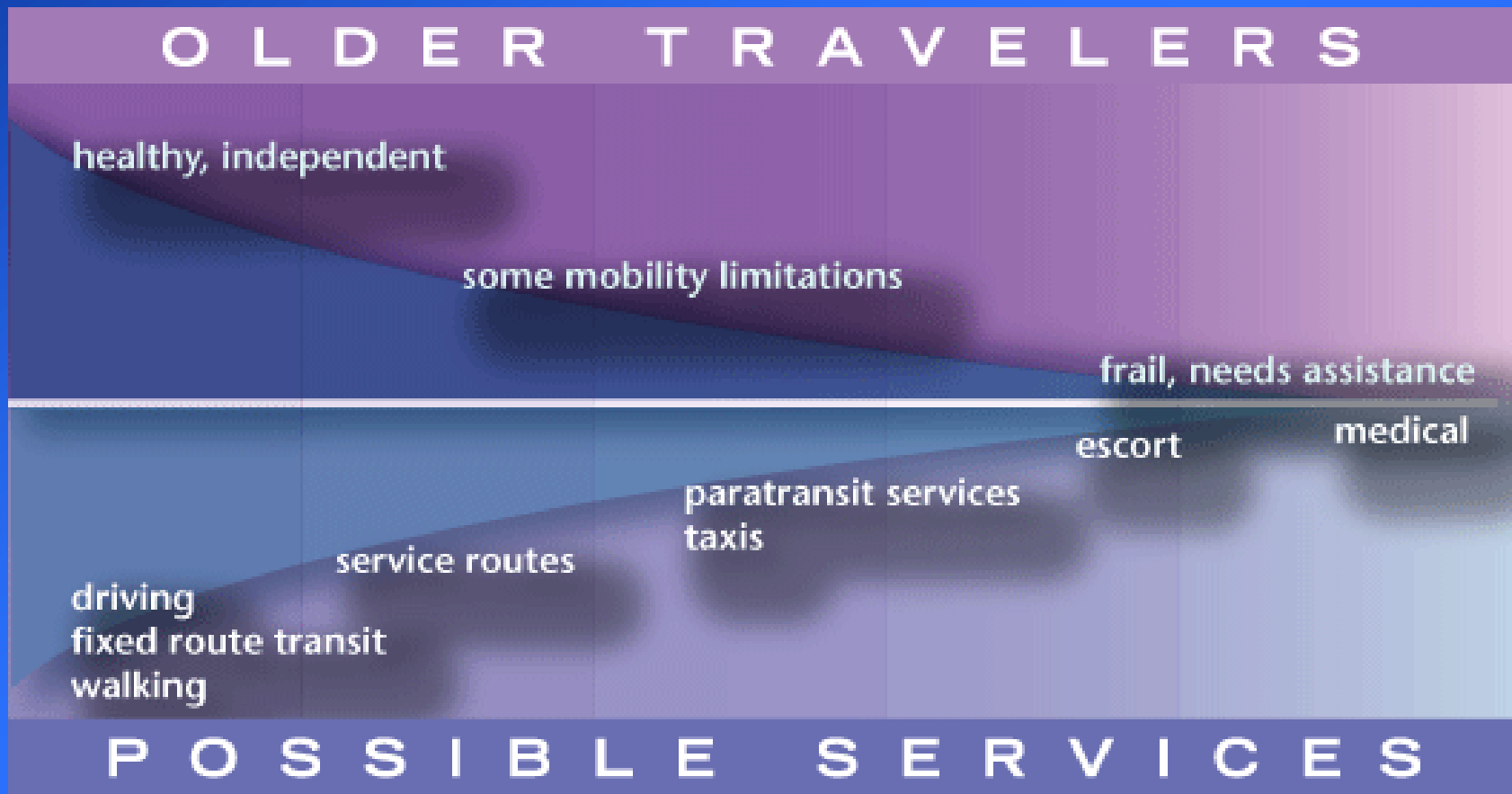
- In 1900, **4 %** of the US population was 65 or older; in 2030, **21 %** of the US population will be 65 or older
- At 65 years old today, men can expect to live **16 more years** and women can expect **19 more years**
- There are now **more seniors than teenagers** in the US
- In 2020, 10,000 persons will turn 65 **every day**
- In 2040, there will be more persons **85 +** than there were persons 65 + in 1960
- In 2050, **40 %** of 65 year olds will live to be 90



Future Travel Needs Will Be Greater

- Dramatic increase in numbers / proportions of elders
- Dramatic increase in trip-making by elders
- Numbers of persons with disabilities are increasing
- “Transportation disadvantaged persons” could be a larger % of the population
- *In the future, most persons with reduced mobility will live in areas not now served by public transit*

Travel Needs and Travel Options



But it's not my job !

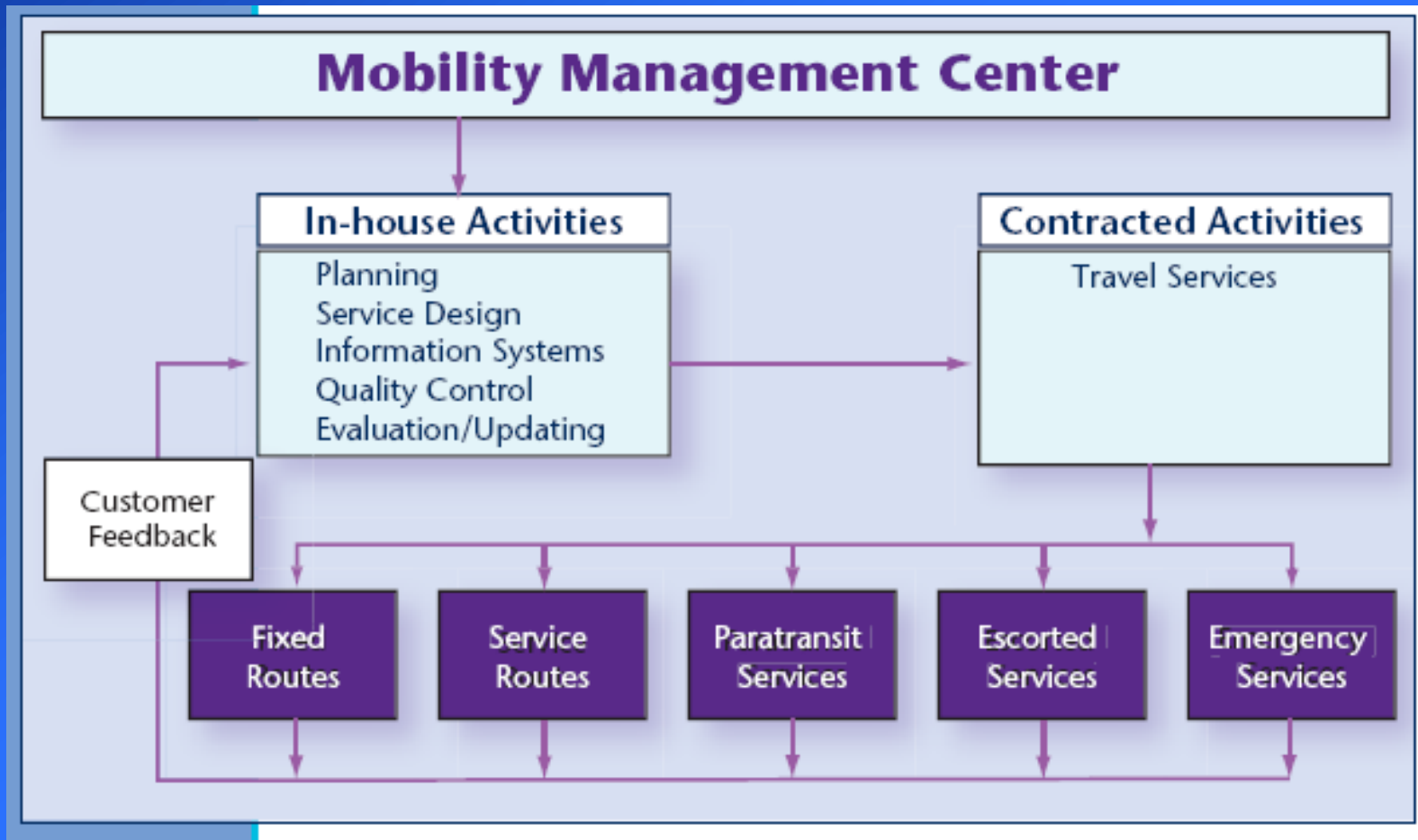
Mobility Management Case Studies

- **San Francisco Municipal Transportation Agency [2002]**
 - Combination of MUNI and SF Dept of Parking & Traffic
 - Fostering “mobility shift, moving people not cars”
- **Tompkins County [Ithaca, New York]**
 - Jointly guided by the Dept of Social Services and the MPO
 - Full range of mobility services and options
- **COAST [rural Washington/Idaho nonprofit HS agency]**
 - Brokers, operates, insures, operates I&R , carpools & VP
 - Multiple partners and types of riders
- **Paratransit, Inc. [Sacramento, CA -- 501c3]**
 - Resource mgmt, training, maintenance, insurance, more
 - HS agencies provide ADA-like services

Economic Benefits of Mobility Management

- Denver, CO RTD: mobility mgmt savings
 - Vanpool programs: **\$690,000**
 - Taxi user side subsidy: **\$1,483,000**
- Southeastern Michigan: SMART
 - Community Partnership Program saved **\$ 2.7 million** (2002 figures)
- Portland, OR: Tri-Met & Ride Connection
 - As mobility manager for special needs riders, Ride Connection saved Tri-Met **\$ 1.973 Million** in FY 2001

The Mobility Management Philosophy



HERMAN®



**"I'm not stealing it. I'm moving
it closer to my house."**

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