

# **2012 Mobility Management Conference**

***Shifting from Mode Driven to Customer Focused***

---

Hilton Downtown Long Beach Hotel  
701 West Ocean Boulevard  
Long Beach, California  
May 9-10, 2012

---



PARTNERSHIP FOR MOBILITY MANAGEMENT

# 2012 MOBILITY MANAGEMENT CONFERENCE

Hilton Long Beach and Executive Meeting Center  
Long Beach, CA  
May 9 – 10

---

*“We’re not mode driven, we’re customer focused.”*

**Welcome to the 2012 Mobility Management Conference.** The 2012 Mobility Management Conference is presented to you by the Partnership for Mobility Management. This year’s conference will be hosted by the American Public Transportation Association (APTA).

This Partnership ([www.PartnershipforMobilityManagement.org](http://www.PartnershipforMobilityManagement.org)) is the joint effort of several organizations that work with national, local, state, and regional leaders and practitioners to realize the possibilities of improving transportation for all Americans, wherever they live, and to assist those especially in need of alternative transportation options. The Partnership is committed to furthering mobility management through the provision of resources and the opportunities for career and strategic development. Different organizations that promote mobility management define it differently, depending on whether the focus is at the customer level or the system level. A relatively concise definition comes from the National Resource Center for Human Service Transportation Coordination, which defines mobility management as “a process of managing a coordinated, community-wide transportation service network comprised of the operations and infrastructures of multiple trip providers in partnership with each other.” This year’s conference will emphasize customer focus, the positive impact that mobility management implementation has on people, and the ways in which performance and the quality of the customer experience is measured.

*As part of APTA’s sustainability commitment, conference materials will be posted and available to registered attendees approximately one week prior to the conference and continuously available for reference or downloading thereafter at <http://www.apta.com/mc/mobility/Pages/default.aspx>.*

---

# 2012 Mobility Management Conference Program-at-a-Glance

A Collaborative Effort of *The Partnership for Mobility Management*:  
APTA, United We Ride, AASHTO, American Bus Association, ACT, CTA, Easter Seals, TLPA

Wednesday, May 9	Thursday, May 10	Thursday, May 10 (cont'd)
<p><b>12 – 4:30 p.m.</b> <b>Registration</b> Caribbean</p> <p><b>1 – 1:30 p.m.</b> <b>Welcome and Introductions</b> International Ballroom III</p> <p><b>1:30 – 2:45 p.m.</b> <b>Plenary Session: Visions of Success</b> International Ballroom III</p> <p><b>2:45 – 3 p.m.</b> <b>Break</b> Promenade</p> <p><b>3 – 5 p.m.</b> <b>Table-Topic Discussions</b> International Ballroom III</p> <p><b>5:15 – 6 p.m.</b> <b>Opening Reception</b> Catalina</p>	<p><b>7 – 10 a.m.</b> <b>Registration</b> Caribbean</p> <p><b>8 – 9 a.m.</b> <b>Continental Breakfast</b> Promenade</p> <p><b>9 – 9:15 a.m.</b> <b>Welcome to Day Two</b> International Ballroom III</p> <p><b>9:15 – 10:15 a.m.</b> <b>Plenary Session: Diverse Dialogues on Mobility Management</b> International Ballroom III</p> <p><b>10:15 – 10:30 a.m.</b> <b>Break</b> Promenade</p> <p><b>10:30 a.m. – 12 p.m.</b> <b>Interactive Breakout Sessions:</b></p> <ul style="list-style-type: none"> <li>• <b>Financial Sustainability Tactics and Strategies for Mobility Management Programs</b> International Ballroom III</li> <li>• <b>The Many Dimensions of Mobility Management – Where Are You and Where Could You Go?</b> International Ballroom II</li> <li>• <b>Info-structure: Universal Fares, Real-time Info, Joint Scheduling and Dispatching, and Unified Accounts</b> Pacific II</li> <li>• <b>Customer Focus: Measuring the Quality of the Customer Travel Experience</b> Atlantic I-II</li> </ul>	<p><b>12:15 – 1:30 p.m.</b> <b>Luncheon</b> International Ballroom IV-V</p> <p><b>1:45 – 3 p.m.</b> <b>Workshops:</b></p> <ul style="list-style-type: none"> <li>• <b>Working With Medicaid Brokers</b> International Ballroom III</li> <li>• <b>Partnerships: How to Partner with Different Types of Organizations</b> International Ballroom I</li> <li>• <b>A Continuum of Travel Training</b> International Ballroom II</li> </ul> <p><b>3 – 3:15 p.m.</b> <b>Break</b> Promenade</p> <p><b>3:15 – 4 p.m.</b> <b>Closing Session: How to Know if Your Program is Successful</b> International Ballroom III</p> <p><b>4:15 – 5:30 p.m.</b> <b>APTA Mobility Management Committee Meeting</b> Pacific I-II</p>

# Partnership for Mobility Management

The Partnership for Mobility Management thanks the following member organizations for making this conference a success.

AMERICAN ASSOCIATION OF  
STATE HIGHWAY AND  
TRANSPORTATION OFFICIALS



## CONFERENCE SPONSORS

Financial support for this conference was provided by the following organizations:



# 2012 MOBILITY MANAGEMENT CONFERENCE

Wednesday, May 9

---

12 – 4:30 p.m.  
Caribbean

## Registration

---

1 – 1:30 p.m.  
International Ballroom III

## Welcome and Introductions

### Welcome

**Michael P. Melaniphy**, president & CEO, APTA, Washington, DC

### Welcome to Long Beach

**Barbara Sullivan George**, chair, board of directors, Long Beach Transit, Long Beach, CA

### Goals and Overview

**Sheryl Gross-Glaser**, director, Partnership for Mobility Management, Community Transportation Association of America, Washington, DC

**Dave J. Cyra, P.E.**, ambassador, United We Ride, Region IX, National Resource Center for Human Service Transportation Coordination, Community Transportation Association of America, Washington, DC

---

1:30 – 2:45 p.m.  
International Ballroom III

## Plenary Session: Visions of Success

Hear success stories about how mobility management program implementation is affecting people and enhancing communities across the nation. Learn about the use of and effectiveness of one-call/one click centers, successful strategies for mixing rider populations, and communicating effectively with political and community leaders to enhance program implementation. This session will showcase visions of success in the context of these topics.

### Moderator:

**Ronald L. Barnes, CTEM**, chair, APTA Mobility Management Committee; and national business development manager-public transportation, Total Transit, Glendale, AZ

## Wednesday, May 9 (cont'd)

---

**Panelists:**

**Norah Cashin**, transportation manager, Dane County Department of Human Services, Madison, WI

**Darlene Hall**, certified mobility manager, Milwaukee County Transit System, Office for Persons with Disabilities, Transit Programs, Milwaukee, WI

**Nancy Snow**, mobility manager, Transit Authority of River City, Louisville, KY

**Jeanne Erickson**, ambassador, United We Ride, Region VIII, National Resource Center for Human Service Transportation Coordination, Community Transportation Association of America, Washington, DC

**Bridget Bartlett, MSW**, mobility coordinator, East Central Intergovernmental Association, Dubuque, IA

Session sponsored by Trapeze Group.



---

**2:45 – 3 p.m.**  
**Promenade**

**Break**

---

**3 – 5 p.m.**  
**International Ballroom III**

### **Table-Topic Discussions**

Join your colleagues for interactive, topical discussions focused on a wide array of issues. We encourage participants to pick a topical table for each one-hour discussion session. A facilitator will coordinate a group discussion and assist to report out at the conclusion of each one-hour session. Generate your own topics or choose from a pre-planned list, including (topics correspond with table numbers):

1. Statewide Mobility Management Networks
2. Veterans
3. Mobility Management for Transit Systems
4. What Mobility Managers Need at the Federal Level

## Wednesday, May 9 (cont'd)

---

5. Mixing Riders of Different Programs
6. Transportation and Livability Networks
7. One-Call/One-Click
8. Sharing Technology Platforms
9. Volunteer Drivers
10. Non-Emergency Medical Transportation
11. Grants From Non-Government Sources
12. Negotiating with Partners for Financial Commitment
13. Performance Measures for Mobility Management
14. Communicating with Political and Local Leaders
15. Websites and Social Media
16. Advocacy and Public Relations
17. Connections Across Centers for Independent Living (CILs) and Mobility Management
18. Unmet Needs in the International Sphere
19. Community Mobility as a Retail Business
20. Educating Human Service Providers

---

**5:15 – 6 p.m.**  
**Catalina**

### **Opening Reception**

Mix it up, renew friendships, and network with new colleagues at this high-energy gathering that is sure to set the tone for learning more about mobility management strategies.



# Thursday, May 10

---

7 – 10 a.m.  
Caribbean

## Registration

---

8 – 9 a.m.  
Promenade

## Continental Breakfast

Breakfast sponsored by RouteMatch Software, Inc.



9 – 9:15 a.m.  
International Ballroom III

## Welcome to Day Two

Overview of the day's activities and a brief discussion surrounding insights from the previous day's sessions.

**Facilitator:**

**J. Barry Barker**, executive director, Transit Authority of River City, Louisville, KY

---

9:15 – 10:15 a.m.  
International Ballroom III

## Plenary Session: Diverse Dialogues on Mobility Management

This session includes three mini-panels that demonstrate successful mobility management partnerships.

**Moderator:**

**Chris Zeilinger**, director, National Resource Center for Human Service Transportation Coordination, Community Transportation Association of America, Washington, DC

**Interaction with People with Disabilities**

**Kim Adair**, team leader, North Dakota Department of Transportation, Bismarck, ND

**Alison J. Rood**, mobility manager, Cities Area Transit, Grand Forks, ND

**John Johnson**, advocate/trainer, Options Interstate Center for Independent Living, Grand Forks, MN

---

# Thursday, May 10 (cont'd)

---

## **Working with Funders**

**Paul Branson**, community mobility manager, Marin County Transit District, San Rafael, CA

**Terry Scussel**, general manager of transportation services, Whistlestop, San Rafael, CA

## **Statewide Mobility Management**

**David M. Levy**, executive director, Alaska Mobility Coalition, Anchorage, AK

**Eric Taylor**, manager-statewide long-range transportation plan & transit, Alaska Department of Transportation and Public Facilities, Juneau, AK

---

**10:15 – 10:30 a.m.**  
**Promenade**

**Break**

---

## **INTERACTIVE BREAKOUT SESSIONS:**

**10:30 a.m. – 12 p.m.**  
**International Ballroom III**

### **Financial Sustainability Tactics and Strategies for Mobility Management Programs**

This breakout session will focus on finding funding sources as well as fiscal management and cost allocation. There will also be emphasis on proving the financial value of mobility management to your system and/or community.

#### **Moderator**

**Margi Ness**, ambassador, United We Ride, Region VII, National Resource Center for Human Service Transportation Coordination, Community Transportation Association of America, Washington, DC

#### **Panelists:**

**Kathryn Heatley**, CEO, Outreach and Escort, Inc., San Jose, CA

**Santo A. Grande**, executive director, Delmarva Community Services/Delmarva Community Transit, Cambridge, MD

**Julie Wilcke**, chief operating officer, Ride Connection, Portland, OR

---

10:30 a.m. – 12 p.m.  
International Ballroom II

### **The Many Dimensions of Mobility Management – Where Are You and Where Could You Go?**

Mobility management is defined by the Federal Transit Administration as “short-range planning and management activities and projects for improving coordination among public transportation and other transportation service providers.” However, this definition does not begin to illustrate the breadth of activities and attributes that are affiliated with a successful mobility management program. Recognizing the need for guidance in this relatively new field, this session aims to define what mobility management is and what it is not through evaluation of the ‘six dimensions of change’ that can begin to move an organization or agency toward more effective mobility management. The overall goal is to create an opportunity for interested parties to assess whether they have any of the competencies necessary to be defined as a mobility manager or as a mobility management program.

**Moderator:**

**Marlene B. Connor**, chair, Governance Subcommittee of the APTA Mobility Management Committee; chair, APTA Intergovernmental Issues Subcommittee; co-chair, APTA Systems Management & Operations Planning Subcommittee; and director of public transportation planning, Wendel, Amherst, NY

**Panelists:**

**Robert G. Stanley**, transportation consultant, Washington, DC

**Dwight Mengel**, chief transportation planner, Tompkins Consolidated Area Transit, Ithaca, NY

**David Roseman**, city traffic engineer, City of Long Beach, CA

**Marion Denney**, senior manager, Mobility Management & Planning, Dallas Area Rapid Transit Mobility Management Services, Dallas, TX

## Thursday, May 10 (cont'd)

---

10:30 a.m. – 12 p.m.  
Pacific II

### **Info-structure: Universal Fares, Real-time Info, Joint Scheduling and Dispatching, and Unified Accounts**

Learn about how to think about and assess information technology applications, systems, platforms, and resources that are used to coordinate service and enhance mobility management programs.

**Moderator:**

**Michael A. Sanders**, transit administrator, Bureau of Public Transportation, Connecticut Department of Transportation, Newington, CT

**Panelists:**

**Ethan Nelson**, software engineer, Lane Transit District, Eugene, OR

**Todd Allen**, director, government and community affairs, RouteMatch Software, Inc., Raleigh, NC

**Jarrod Clark**, product manager, Demand Response Solutions, Trapeze Group, Mississauga, ON

Session sponsored by Trapeze Group.



---

10:30 a.m. – 12 p.m.  
Atlantic I – II

### **Customer Focus: Measuring the Quality of the Customer Travel Experience**

This session will focus on the ways in which mobility management programs are experienced by the customer, as well as the best ways to measure the customer experience. Panelists will discuss the differences between efficiency of service and the quality of the customer's travel experience.

**Moderator:**

**James J. McLary**, president and CEO, E2 Taxi; and ambassador, United We Ride, Region II, National Resource Center for Human Service Transportation Coordination, Community Transportation Association of America, Washington, DC

## Thursday, May 10 (cont'd)

---

**Panelists:**

**Auturo Jackson**, senior director-customer care and customized services, Metropolitan Transit Authority of Harris County, Houston, TX

**Bob Olsgard**, transportation coordinator, North Country Independent Living, Superior, WI

**Melony Joyce**, service quality administrator, King County Metro Department of Transportation, Seattle, WA

---

**12:15 – 1:30 p.m.**

**International Ballroom IV – V**

### **Luncheon**

The Veteran's Transportation and Community Living Initiative is a federally coordinated partnership that will make it easier for U.S. veterans, active service members, military families, and others to learn about and arrange for locally available transportation services that connect them with work, education, health care, and other vital services in their communities. On November 11, U.S.

Transportation Secretary Ray LaHood announced \$34.6 million for 55 projects in 32 states and Guam to enhance access to local, affordable transportation services for military families and spouses, and wounded warriors.

Learn more about this innovative new program as well as the grantees, their respective projects, and the next round of grants to benefit those who are serving and those whose past service we continue to honor.

**Moderator:**

**Doug Birnie**, team leader, United We Ride, Federal Transit Administration, Washington, DC

**Panelists:**

**Erik Weber**, program analyst, United We Ride, Federal Transit Administration, Washington, DC

**David Riley**, director, Veterans Transportation Program, U.S. Department of Veterans Affairs, Atlanta, GA

**Kali Fogel**, motorist services technical administrator, Los Angeles County Metropolitan Transportation Authority, Los Angeles, CA

### WORKSHOPS:

1:45 – 3 p.m.  
International Ballroom III

#### **Working with Medicaid Brokers**

This workshop will provide an interactive exchange on how to interface with Medicaid programs as well as navigate the often complicated world of non-emergency medical transportation. It will highlight lessons, examples, and models of working relationships between mobility management programs and brokerage programs.

**Facilitator:**

**Reginald (Rex) Knowlton**, ambassador, United We Ride, Region III, National Resource Center for Human Service Transportation Coordination, Community Transportation Association of America, Washington, DC

**Workshop Leaders:**

**Valerie Anderson-Stallworth**, Stallworth's Consulting, LLC; former director of operations for patient services, American Cancer Society, Florida Division, Inc., Tampa, FL

**Cindy L. Howe**, director of transit operations, LogistiCare Solutions, LLC, Atlanta, GA

**Lee Myers**, mobility coordinator, Metro Area Planning Agency, Omaha, NE

---

1:45 – 3 p.m.  
International Ballroom I

#### **Partnerships: How to Partner with Different Types of Organizations**

This workshop will open up the diverse dialogues discussion from the morning's plenary session and explore the topic in depth to offer insight and examples of how mobility managers can partner with diverse stakeholders and groups within their communities.

**Facilitator:**

**Chris Zeilinger**, director, National Resource Center for Human Service Transportation Coordination, Community Transportation Association of America, Washington, DC

## Thursday, May 10 (cont'd)

---

**Workshop Leaders:**

**Kim Adair, CCTM**, transit section program manager, North Dakota Department of Transportation, Bismarck, ND

**Alison Rood**, mobility manager, Cities Area Transit, Grand Forks, ND

**John Johnson**, advocate/trainer, Options Interstate Center for Independent Living, Grand Forks, MN

**Paul Branson**, community mobility manager, Marin County Transit District, San Rafael, CA

**Terry Scussel**, general manager of transportation services, Whistlestop, San Rafael, CA

**David Levy**, executive director, Alaska Mobility Coalition, Anchorage, AK

**Eric Taylor**, manager-statewide long-range transportation plan & transit, Alaska Department of Transportation and Public Facilities, Juneau, AK

Session sponsored by Trapeze Group.



---

**1:45 – 3 p.m.**  
**International Ballroom II**

### **A Continuum of Travel Training**

Building on lessons learned from school-based travel training programs, this session will invite attendees into a discussion regarding: 1) how travel training, developed within a school setting, can be extended to include community-based human service and transit agencies; 2) what the implications are for the new and expanded definition of travel training; 3) intersections between mobility management and travel training; and 4) how technology can be used in the administration of travel training programs.

**Facilitator:**

**Richard Wildey**, vice-president-special projects, Trapeze Group, Scottsdale, AZ

## Thursday, May 10 (cont'd)

---

**Workshop Leaders:**

**Peggy Groce**, director, Office of Transition and Travel Training, New York City Department of Education, New York, NY

**Karen Wolf-Branigin**, director, National Center on Senior Transportation, Easter Seals Project ACTION, Washington, DC

**Judy Shanley**, director of student engagement and mobility management, Easter Seals Project ACTION, Washington, DC

Session sponsored by Trapeze Group.



---

**3 – 3:15 p.m.**  
**Promenade**

**Break**

---

**3:15 – 4 p.m.**  
**International Ballroom III**

### **Closing Session: How to Know if Your Program is Successful**

Mobility management is a relatively new approach; there are no standard performance indicators to measure and monitor performance. Traditional measures of performance for public transportation (cost per mile, passengers per mile) do not fully capture the impacts/benefits of mobility management. This session will focus on performance measurement for mobility management programs and how to assess, create, and adjust performance measures.

**Moderator:**

**Judy Shanley**, director of student engagement and mobility management, Easter Seals Project ACTION, Washington, DC

**Panelists:**

**Meredith Highsmith**, assistant research scientist, Texas Transportation Institute, Austin, TX

**Daniel Dalton**, senior transportation planner, KFH Group, Bethesda, MD

**Angela Schreffler**, executive director, Denver Regional Mobility and Access Council, Denver, CO



**Thursday, May 10** (cont'd)

---

**4:15 – 5:30 p.m.**  
**Pacific I – II**

**APTA Mobility Management Committee Meeting**  
Chair, Ronald L. Barnes

---

**NOTES**

---