



## AMERICAN PUBLIC TRANSPORTATION ASSOCIATION



# Mobility Management for the 21<sup>st</sup> Century



**25 July 2011**  
**Transit Board Members Seminar**

**Ron Barnes, Chair**



# Transit Vision 2050

- Established to build a compelling, collaborative vision that would help inspire and shape a sustainable world and to enhance quality of life.
- Efficient, multi-modal transportation system as the key for sustained economic vitality and global competitiveness.
- APTA's Mobility Management Committee plans to incorporate TransitVision 2050 goals into our objective focused action plan.



## Transit Vision 2050 (cont.)

- These goals include several forecasts regarding the ideal state of mobility and public transportation in the future:
  - Increase mobility and travel options
  - Person focused services
  - Adequate transportation options for everyone
  - Well integrated metropolitan and suburban systems
  - One System "network of fully integrated services"



# What is Mobility Management?

- Mobility management replaces the traditional model of moving large numbers of people with one mode.
- Replaces the business strategy of exclusively managing owned assets with one that encompasses consumer-driven partnerships and alliances among multiple transportation providers.
- Relies on expanded partnerships and alliances with both public and private organizations and for-profit and not-for-profit service providers.
- And, above all, it emphasizes multi-modal rather than single-mode solutions.



# Mobility Management Committee

- Established in October, 2010
- **Mobility management** is a strategic approach to service coordination and customer service that is becoming a worldwide trend in the public transportation sector. In its most basic form, mobility management is simply the good use of a great variety of existing transportation resources, the use of less expensive alternatives, and the creation of inter-agency partnerships, all with the primary goal of providing customized service to residents and communities.



## Mobility Management Committee (cont.)

- **Mission** is to encourage collaboration and implementation of mobility options and programs within the public transportation industry in order to address multiple consumer mobility needs and coordinate a wide range of transportation solutions.
- **Vision** is to create for consumers a single point of access to a coordinated family of transportation services to meet individual transportation needs.



## Mobility Management Committee (cont.)

- There are three major needs within the mobility management industry that the committee aims to fulfill:
  - A national communications center
  - A national technical assistance system
  - Training for mobility managers





# Mobility Management Committee

## Strategic Plan

- This strategic plan outlines how the mission and vision of increased mobility management can be achieved. Its focus is on disseminating information about mobility management and guiding and implementing mobility management within the transportation industry.
- The plan is organized according to five major goals:
  - Governance
  - Communications
  - Implementation
  - Sustainability
  - Evaluation



# Mobility Management Committee

## Subcommittees

- Governance Subcommittee--
  - The Governance Working Group will aid the committee in upholding this mission by leading the development of the mission and definition within the industry. The overall goal is to create a document that serves as a resource for interested parties to review and assess whether they have all the components necessary to be defined as a Mobility Manager or as a Mobility Management Program. The Committee also aims to incorporate the goals outlined in APTA's Transit Vision 2050.
  - Chair, Marlene Connor



# Mobility Management Committee

## Subcommittees

- Communication Subcommittee--
  - Communicate the vision of mobility management strategically and effectively
    - Establish and update a communication network for mobility management professionals located within transit organizations.
    - Create and update a national education and communications campaign plan for MM.
    - Conduct annual National Mobility Manager's Conference
  - Chair, Bob Stanley



# Mobility Management Committee

## Subcommittees

- Implementation Subcommittee--
  - Increase the implementation of mobility management programs
    - Implement mobility management programs and projects in all states and 50% of urbanized areas by 2012.
    - Coordinate with other APTA Committees in order to sustain the vision of mobility management throughout APTA.
    - Update and maintain a Technical Assistance Center for Mobility Management.
  - Chair, Mike Sanders



# Mobility Management Committee

## Subcommittees

- Sustainability Subcommittee--
  - Sustain APTA’s vision of mobility management by mobilizing the human, physical, and financial resources needed for this effort
    - Establish a financial plan for supporting the activities planned in future years.
    - Examine the need for further legislative support and policy development for mobility management activities.
    - Incorporate the technology into the mobility management discussion.
  - Chair, Jim McLary



# Mobility Management Committee

## Subcommittees

- Evaluation Subcommittee--
  - Evaluate the Mobility Management Strategic Plan annually to ensure that we achieve TransitVision 2050 goals
    - Conduct an annual evaluation of the Strategic Plan
    - Define and measure the impacts of the outreach and education campaign
    - Evaluate technical assistance tools and support systems used to assist mobility management networks.
  - Chair, John Burkhardt



# Future Collaboration

- Is there opportunity for collaborative effort and cross-committee project integration?
- Where do our committees overlap?
- What is your role as a policy maker?



# Any questions?

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