# Wisconsin Mobility Manager Certification

## Final Exam

**SECTION 1 – Multiple choice questions. Total point value = 45**

<table>
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<th>Question</th>
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| 1. What is the primary goal of effective mobility management?            | A. To achieve transportation coordination through the efficient use of existing assets.  
B. To identify and overcome gaps and barriers in transportation options for the transportation disadvantaged.  
C. To get people where they need to go.  
D. All of the above.                                                     |
| 2. What are some reasons to improve the local and regional coordination of transportation services for the transportation disadvantaged? | A. To overcome duplication of services or administration, insufficient funding, unmet trip demand, numerous regulatory constraints, lack of interagency coordination, and poor service quality.  
B. The rapid growth and suburbanization that has taken place in many communities has made it more costly and difficult to provide publicly funded transportation access to many destinations.  
C. Public resources at many levels are constrained.  
D. All of the above.                                                     |
| 3. What is United We Ride?                                               | A. A Federal program that was developed to improve public transportation services through effective coordination.  
B. An association of human service transportation providers.  
C. A group of activists who seek to increase human service transportation options.  
D. A Federal agency.                                                     |
| 4. What is CCAM?                                                         | A. The Council of Coordinated Activities for Mobility developed to understand the unique circumstances and mobility goals of each individual client.  
B. The Commission for Creating Access to Mobility which focuses on new technologies for understanding the dynamic distributions of mobility in urbanized areas.  
C. The Coordinating Council on Access and Mobility, an interdepartmental Federal Council, to undertake collective and individual departmental actions to reduce duplication among federally-funded human service transportation services, increase the efficient delivery of such services and expand transportation access for older individuals, persons with disabilities, persons with low-income, children and other disadvantaged populations within their own communities.  
D. The Council for Creative Activities for Mobility, a digital camera application that captures pictures of people in motion while performing creative activities. |
| 5. Why should a mobility manager develop a strong partnership with their local transportation providers? | A. Because the providers need any business the mobility manager can send their way.  
B. The providers have vehicles the mobility manager can use for anybody that needs a ride at any time or in any place.  
C. The mobility manager can make effective use of the service the provider already has in place.  
D. The mobility manager can use all the help they can get. |
6. What is the **best** option for serving the transportation disadvantaged?
   - A. Put them on local paratransit service without considering any other options.
   - B. Through the use of programs that are the least costly and most effective transportation options.
   - C. Arrange for rides provided by their neighbor or a family member without considering any other options.
   - D. Buy more vehicles with which to add new service.

7. The **process** by which the locally developed coordinated public-human services transportation plan is developed is intended to:
   - A. Bring together a broad base of stakeholders to assess services and transportation needs, identify strategies that will address gaps and barriers, and establish priorities based on resources, time and feasibility.
   - B. Meet the federal requirement for eligibility for getting funding from New Freedom, JARC, or 5310.
   - C. Determine ownership of the resulting plan.
   - D. Find out who wants to work together.

8. One of the most important partnerships a mobility manager should strive to create is with:
   - A. The local service providers.
   - B. The transportation disadvantaged they are to serve.
   - C. Everyone in the community.
   - D. Their peers.

9. What is the first thing a mobility manager should do?
   - A. Contact their peers to see what they did.
   - B. Study the locally developed plan to determine what’s already been identified or done.
   - C. Wait for people who need rides to contact them.
   - D. Prepare a survey for the general public.

10. What goals are included in United We Ride’s action plan?
    - A. To obtain more rides for target populations for the same or fewer assets.
    - B. To simplify access.
    - C. To increase customer satisfaction.
    - D. All of the above.

11. Mobility management is:
    - A. 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.
    - B. The provision of child care service.
    - C. Car sales.
    - D. All of the above.

12. How can a mobility manager achieve transportation coordination?
    - A. By developing partnerships with a wide variety of stakeholders.
    - B. By establishing a one-stop call center.
    - C. Through a voucher program combined with a volunteer driver program.
    - D. Through a combination of A and, as an example, B or C.

13. What is the **most** important measurement of a mobility manager’s success?
    - A. The number of new funding sources they are able to identify.
    - B. The number of persons served.
    - C. The number of new projects started.
    - D. Community acceptance.

14. What are some of the **most** important skills a mobility manager should have?
    - A. Leadership, team building and vision.
    - B. Advocacy and lobbying.
    - C. A demanding and dictating demeanor.
    - D. A shy and timid demeanor.

15. How does providing funds to purchase cars for individuals support the concept of mobility management in a rural area?
    - A. It overcomes a gap in transportation service.
    - B. It offers the potential for ride sharing.
    - C. It enables the individual to maintain employment.
    - D. A & B.
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<td>16. What is the vision of mobility management?</td>
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<td>17. Describe what “service development” and “system management” are.</td>
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<td>18. List up to 12 partnerships you have developed.</td>
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<td>19. List 10 potential service providers.</td>
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<td>20. Identify one of the biggest challenges you have faced as a mobility manager and describe how you resolved it.</td>
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Section 2 score: ____________ (55 pts possible)

TOTAL SCORE _______________