



MOBILITY MANAGEMENT

Customer-Focused Public Transportation





A Message from Michael P. Melaniphy

Several years ago, the membership of the American Public Transportation Association (APTA) began working to build a compelling, collaborative vision that would help inspire and shape a sustainable world and enhance our quality of life. Known as *Transit Vision 2050*, this report identifies an efficient, multimodal transportation system as the key for sustained economic vitality and global competitiveness. It also puts forth ideal scenarios of mobility and public transportation, including reference to a “network of fully integrated services.” Enabled by technology, the future of public transportation is moving toward this concept, commonly referred to as “mobility management.” This brochure aims to demystify the concept.

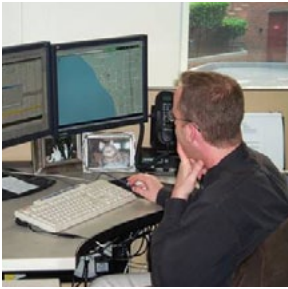
Mobility management involves creating partnerships with transportation providers in a community or region to enhance travel options, and then developing the means to effectively communicate those options to the public through both traditional and state-of-the-art channels. It requires moving beyond the usual patterns of doing business. Through innovation and multi-agency activity, resources can be coordinated efficiently, customers can make better decisions, and customer service and satisfaction is enhanced. Among its benefits, mobility management:

- Complements fixed-route public transit service, moving large numbers of people while meeting the unique needs of each community.
- Coordinates an array of multimodal options (such as bikeshare, car share, and paratransit), expanding the customer’s choice far beyond the limited information found on the traditional fixed-route schedule.
- Promotes a business strategy that addresses consumer needs by forming alliances among public and private organizations, including for-profit, not-for-profit, and community service providers. In contrast, current practices tend to focus exclusively on the management of owned transit assets.
- Provides an opportunity to improve the performance of public transportation in conjunction with the management of community-wide transportation resources, traffic management strategies, and coordination with infrastructure development and land use policies.

With increasing numbers of people relying on public transportation, consumers and public transit agencies recognize the need for highly coordinated and varied transit options. Mobility management also has the potential to enhance the quality of life for all Americans, and perhaps none more so than our veterans returning from overseas duties. As a user-driven, market-based approach to transportation services, mobility management promises greater efficiency in the use of resources, increased service effectiveness, and potential cost savings that can be used to reduce bottom-line costs or enhance services, or both—all critical goals for transportation in 21st century America.



Michael P. Melaniphy
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Mobility Management seeks to create and coordinate a full range of well synchronized mobility services within a community—“a one-stop shop for mobility options,” according to one public transit agency general manager. It begins with the development of partnerships among transportation providers in a particular region, expanding the range of viable choices. When implemented, mobility management moves public transit agencies toward a more collaborative role in the overall transportation picture. Following are questions and answers about the opportunities and potential advantages for public transit agencies and non-traditional mobility providers in considering development and implementation of mobility management programs.

Q *What are the components of a good mobility management program?*

A Since the mobility management model is one of customized delivery of transportation service, no two programs are alike. Each program will be designed specifically for each unique community, with innovation as the driving force.

That being said, some common elements will include:

- Multi-agency partnerships that can reduce costs through efficient and effective coordination; potential partners might include social service agencies, senior programs, non-emergency medical providers, and taxi companies.
- A customer-driven, market-based approach to transportation delivery that offers a variety of individualized travel options.
- Greater use of information technology systems in real time, which includes the development and implementation of one-stop travel information and trip planning systems.
- Traffic management strategies and coordination of public transportation with infrastructure development and land use policies.

Q *How can public transit agencies move beyond establishing and operating traditional fixed-route transit systems and maximize efficient use of resources?*

A The role of the mobility manager will be to organize and foster a network of diverse transportation services and providers to offer a full range of travel options for individual customers. This may seem foreign to the public transit manager who is accustomed to moving masses on single-mode fixed routes. It will take a shift in perspective—an entrepreneurial spirit—to champion a planned and deliberate synergy of transit services with land use, infrastructure, and population. Managers will have to be trained to be advocates for flexible and creative transportation solutions based on need.

Q *Why would transit agencies that operate large buses and rail systems want to be mobility managers?*

A Public transit agencies need to maintain and expand their role in communities as the “go-to” source for transportation. Their job is not to move rolling stock, but to move people effectively and efficiently. It makes good business and financial sense to provide better service for less money. The business world is replete with examples of companies suffering mightily when they were late to recognize a paradigm shift: Kodak and Polaroid are just two examples. That’s the kind of challenge that faces our industry.

Q *What are some of the non-traditional transportation services that might be involved in a mobility management program?*

A There are many non-traditional forms of transportation services that can be, and are, included in mobility management programs, including carpooling/vanpooling, volunteer drivers, hourly rental cars, travel training, travel vouchers for riders, and real-time demand response services that include taxis and other providers.

Q *Within the public transit industry, what are some examples of successful, viable mobility management programs?*

A Some good examples of mobility management practices in the United States include San Francisco Municipal Transportation Agency, Tompkins County, NY, and Chatham County, GA, further described in the *Mobility Management Successes Around the Country* section. In each of these cases, the agencies have a central clearinghouse that provides timely information to the traveling public.

Q *How are customers better served as a result?*

A Customers can go to a single source to learn about their travel options and understand which work best for them. Through mobility management, customers will have a wider range of travel modes and trip prices. The overall result will be greater mobility for travelers, which in turn will stimulate increased economic activity and social interaction.

Q *How can public transit systems save money and operate more efficiently as a result?*

A For public transit agencies with mobility management programs, efficiencies of coordinated services result in operating budget savings. RTD in Denver reports that it saved nearly \$900,000 in its vanpool programs and \$1.4 million in taxi user-side subsidies. Portland's TriMet reports saving nearly \$2 million through the efficiencies of coordinated service with local community transportation providers and non-profits that can supplement the services they provide. In addition, improved customer service means additional riders and more satisfied customers.

Q *How can public transit systems use new technologies to facilitate the implementation of mobility management programs?*

A Fortunately, information technology systems have advanced to the point where communities are now able to plan and match requests with real-time, state-of-the-art call center systems to facilitate mobility management.

Q *What are the institutional barriers to implementing mobility management? How can they be overcome?*

A The biggest institutional barrier is the status quo attitude, "I've always done it this way and it works, so why change?" Those of us who see the need for change must encourage others to embrace it if we are going to evolve—to provide better service more efficiently.

Q *Are there any resources and/or programs that currently support mobility management efforts?*

A Mobility management activities are now an eligible expense in FTA formula grant programs. These activities include planning, management, and improved coordination of resources, as well as staffing mobility manager positions.

Q *Where can we learn more about mobility management and implementing a mobility management plan?*

A APTA has developed an online technical assistance center that has a myriad of resources ranging from related reports and technical assistance materials to profiles of mobility management programs in different states, and links to discussion forums.

Interested persons can find our online technical assistance center by visiting: www.apta.com/resources/hottopics/mobility.

To be successful, mobility management requires three basic elements: collaboration among public transportation providers, coordination of services, and effective communication with customers.



Mobility Management Successes Around the Country

Tompkins Consolidated Area Transit (TCAT)

Tompkins County, NY, has long recognized that meeting residents' travel needs is a public responsibility requiring consensus-based, holistic solutions. Since the late 1970s, a variety of organizational partners have planned, developed, funded, operated and overseen an integrated series of bus services, paratransit services, volunteer driver, car sharing, ridesharing incentives, and related programs. Today, "mobility management" is a well-recognized function that is guided jointly by the county Department of Social Services and the Ithaca Tompkins County Transportation Council, the Metropolitan Planning Organization (MPO) responsible for bringing together a wide variety of service providers under an equally wide variety of institutional arrangements to fill mobility gaps. Basic fixed-route transit service and rural demand responsive services are operated by Tompkins Consolidated Area Transit, a merger of three local systems reorganized as a private nonprofit transportation corporation. Other partners include Ithaca College, Tompkins County Community College, the Department of Social Services, as well as private paratransit, taxi, and other service providers.

San Francisco Municipal Transportation Agency (SFMTA)

The San Francisco Bay Area has an extensive transportation network comprising 28 transit operating agencies, 101 municipalities, and nine counties serving as Congestion Management Agencies under state law. Within this complex network, the Metropolitan Transportation Commission is the designated MPO, effectively innovating and making decisions in cooperative regional transportation planning for this large region. Supported by a long-standing Transit-First Policy, SFMTA serves as San Francisco's mobility manager, responsible for the city's entire surface transportation network and its multimodal operation. No longer mode-specific, the SFMTA's mission is to foster a "sustainable mobility shift" that focuses on "moving people, not cars," and to optimize transportation assets and the quality of the travel experience regardless of which mode, or combination of modes, is being used. By advancing "seamless payment, information and connectivity," the agency mobility manager is pursuing "integration of car, car sharing, bicycle use, bicycle-sharing, walk, public and private transit, and paratransit" modes.

Chatham Area Transit Authority (CAT)

During the late 1990s, when the Chatham Area Transit Authority's Transit Development Plan concluded that traditional public transit services would likely not meet future city, county, and regional needs, a redefinition of the mission, scope, and organization of services was initiated. Envisioned was a "mobility enterprise" that would expand the scope of public transit planning and delivery beyond Chatham County, GA, to the four-county, two-state region surrounding the City of Savannah. Driven by the immediate need to provide effective connections between downtown Savannah and the new International Trade and Convention Center across the river, an independent, nonprofit Mobility Management Board (MMB) was formed to seek necessary enabling legislation from both the Georgia and South Carolina state houses. The success of the MMB and its city and public transit agency partners in Savannah, as well as somewhat parallel efforts in South Carolina, has revived interest in the original concept of integrated services across the two states and four adjoining counties.



To read more comprehensive profiles of these areas, please visit our online Mobility Management Technical Assistance Center at www.apta.com/resources/hottopics/mobility

Veterans Transportation and Community Living Initiative

Mobility management—the creation, coordination, and communication of multi-modal transportation options—has the potential to enhance the quality of life for all Americans, and perhaps none more so than our veterans returning from overseas duties. Through an innovative and federally coordinated partnership, the Veterans Transportation and Community Living Initiative streamlines access to public transportation options for veterans and military families, and others, making it easier to learn about and arrange for locally available transportation services that connect them with work, education, health care, and other important services.

Drawing on existing federal resources, and in consultation with advocates for veterans and people with disabilities, projects are being funded in urban, suburban, and rural communities to strengthen and promote “one-call” information centers and other tools to assist military families unfamiliar with locally available transportation services. As a result, these men and women and their families will have a trusted pool of specially trained professionals to help them access local transportation options and other support services.

For more information, visit www.fta.dot.gov/grants/12305_13540.html.

For your mobility management technical assistance needs, visit the American Public Transportation Association's online Mobility Management Technical Assistance Center at www.apta.com/resources/hottopics/mobility. Additional information can be found on the following websites:

United We Ride (Federal Transit Administration)
www.unitedweride.gov

National Transit Institute
www.ntionline.com

Easter Seals Project Action
www.projectaction.org

National Center on Senior Transportation
www.seniortransportation.easterseals.com

Community Transportation Association of America and the
National Resource Center for Human Service Transportation Coordination
www.ctaa.org

Center for Transportation Excellence
www.cte.org

National Complete Streets Coalition
www.completestreets.org

The Partnership for Mobility Management
www.partnershipformobilitymanagement.org



Mobility management offers greater efficiency in the use of transportation resources with substantial cost savings and increased service effectiveness.



This brochure is designed to provide an introduction to the concept of mobility management. For more information, visit www.apta.com or call Nicole DuPuis at 202.496.4800.

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