

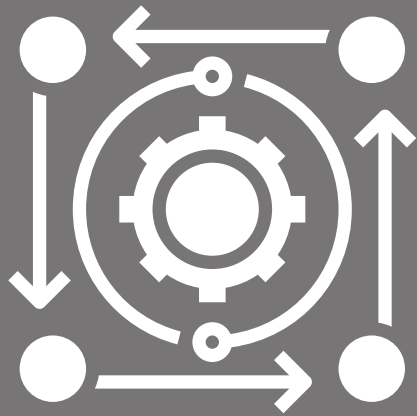


CAPITAL AREA MOBILITY MANAGEMENT PLAN
MOBILITY MANAGEMENT PRIMER

JANUARY 2022

WHAT Is Mobility Management?

Mobility programs connect people with disabilities, seniors, and low-income individuals with accessible, reliable transportation options.



Mobility management programs seek to identify gaps and barriers to public transportation that prevent individuals from using existing services. Once gaps have been uncovered, Mobility Managers work with partners from the transportation and human service communities to find creative solutions, creating a “one-stop shop” where people can find transportation service that meets their needs.



TRANSIT In The Region

Image from Flickr user James Willamor

Big Moves: Enhanced Transit in the Region

The CAMPO region's population of more than 1 million grows by 63 people per day, or roughly 23,000 per year. As the region continues to grow into one of America's most dynamic and desirable urban areas, the transportation needs and desires of its residents are also growing. The Wake Transit plan established 4 big moves to bring the region up to speed on demand, and plan for future demand.



Big Move #1:
Connect Regionally



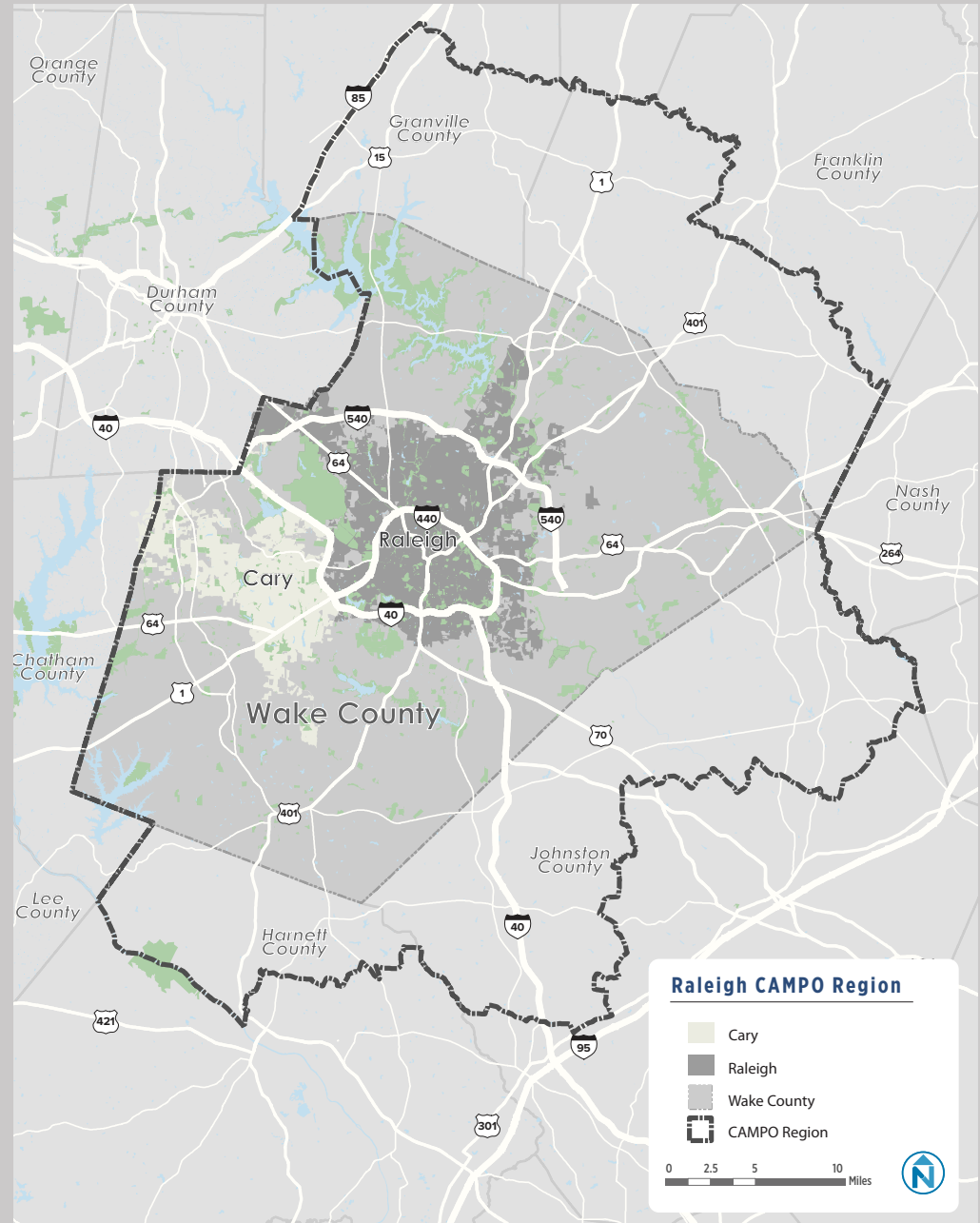
Big Move #2:
Connect All
Wake County
Communities



Big Move #3:
Frequent, Reliable
Urban Mobility



Big Move #4:
Enhanced Access
to Transit



WHO Are The Typical Players In A Mobility Management Program?

Effective mobility management requires coordination and cooperation among a host of public and private entities, dedicated to providing comprehensive and affordable service all users can easily access and utilize.

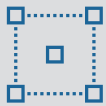
Mobility management programs typically involve multiple partner agencies and organizations. Listed below are the types of organizations that may be involved in a mobility management program, though participation levels may vary depending on client needs.



Urban and rural transit providers



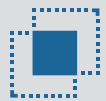
Health and human services agencies



Metropolitan planning organizations



Workforce development organizations



Councils of governments



County governments



Municipalities



Veterans service organizations



WHICH Types of Plans Inform The Mobility Management Implementation Study?



Coordinated Plans

Identifies transportation needs, gaps, strategies, and priority projects to better serve older adults, people with disabilities, and individuals living with low incomes



Health Needs Assessments

Examines health needs by locality, with the intent to inform social service and public health priorities



State Management Plans

Contains comprehensive information such as funding requirements and project selection criteria for federal transit funding programs in North Carolina



Metropolitan Transportation Plan

Establishes vision for future of transportation in the state and guides transportation investments for the next 20 years

MMIS



WHAT Do Mobility Managers Do?

The National Center for Mobility Management (NCMM) defines some key roles for mobility managers, including:



Understand and Advocate: Mobility managers must have a clear understanding of the audience, or customers, in their respective region. These groups could include current and potential riders, marginalized populations (older adults, individuals with disabilities, low-income households, those for whom English is a second language, etc.), employers, economic development entities, health and human service organizations, and local governments. Mobility managers must be attuned to the various needs, desires, and outcomes these groups are seeking to build a successful practice.



Convene and Facilitate: Mobility managers must be skilled at facilitating discussions, bringing all of the players to the table, and ensuring both stakeholder and public voices are heard through a variety of engagement means.



Design and Plan: Mobility management is built around the premise that solutions are both designed and offered, tailored to the community needs. In practice, mobility managers should offer a variety of solutions that work and yet allow room for new innovations.



Launch and Sustain: Mobility managers should work closely with all service and mobility providers to support new services and mobility options, and customer education of available and new services.



WHAT We've Heard From Stakeholders So Far...

In the fall of 2021, the project team interviewed providers and regional stakeholders as a part of the MMIS. This page documents common themes that were heard throughout the course of the interviews conducted.



Many agencies are faced with the challenge of driver retention and retention of administrative employees, impacting the ability to provide consistent service.



The Raleigh-Wake region continues to expand into counties that were once “rural”. As such, it is important to further coordinate funding and services between the urbanized area and rural providers.



Medicaid transportation is still a major consideration for providers, meaning they depend on the funding for local match, and the service is a core function for individuals who rely on medical services for quality of life.



Commuter services are a major unmet need from small cities, towns, and rural areas into the urban core, as well as connectivity and access between rural cities and towns in the region.



Mobility managers should ideally be the point people for all regional services, so how can we ensure that all the services are coordinated and communicating through the mobility manager?



Providers, including rural agencies, have a great interest in learning about mobility management and many stated they would participate in a mobility management system if one is offered.



Transportation hubs should be a regional consideration so that rural transit services can connect with GoWake Access, GoTriangle, GoCary and GoRaleigh.

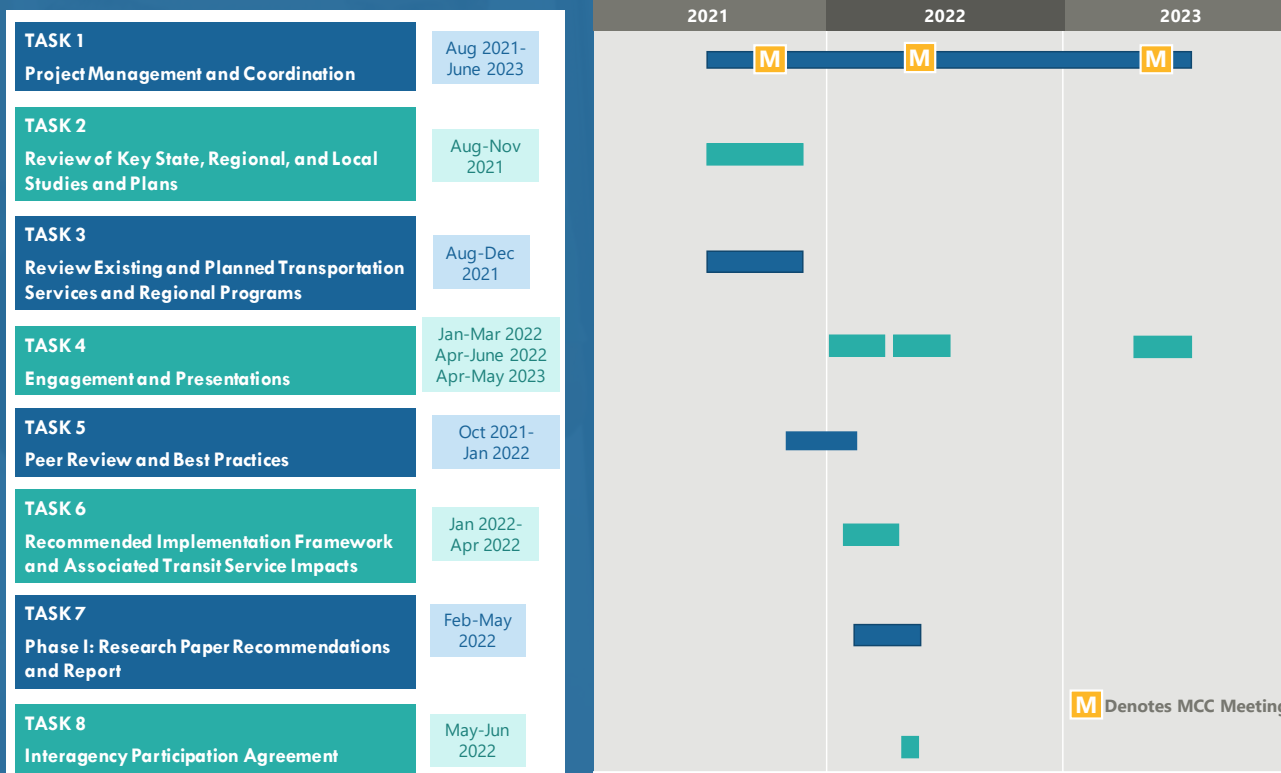


Upcoming potential changes to Medicaid transportation and appropriate paratransit service levels are an area of concern related to planning for those customers who require a specialized level of service

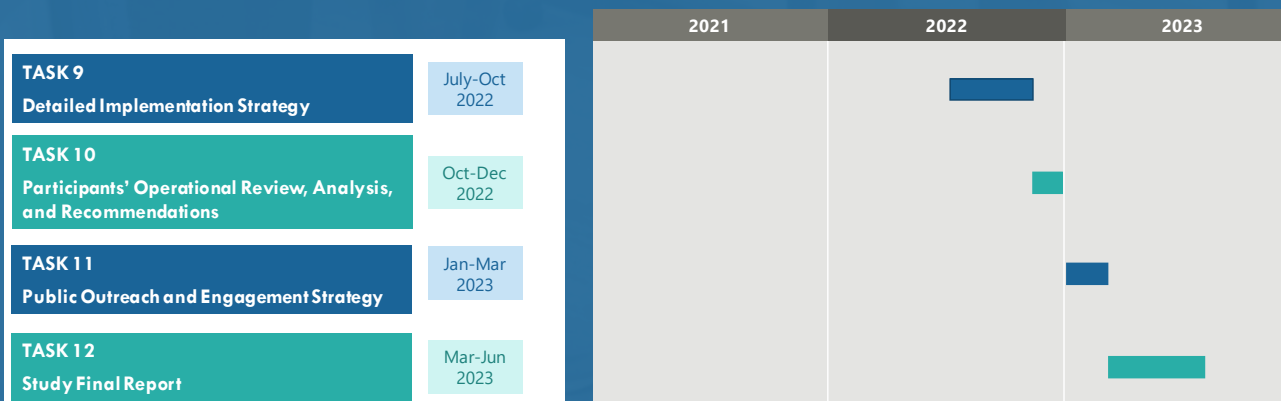
WHAT Are The Study Milestones?

MOBILITY MANAGEMENT IMPLEMENTATION STUDY TIMELINE

PHASE I – RESEARCH AND ANALYSIS: August 2021-June 2022



PHASE II – PARTICIPATION AND IMPLEMENTATION: July 2022-June 2023



WHO Benefits from Mobility Management Services?

The customer and the agencies who choose to participate or implement a mobility management program are the main beneficiaries of mobility programming.

Current and Future Customers

A mobility management program should focus on the needs of marginalized populations, including:

- Older adults
- Individuals with disabilities
- Families with low-incomes
- BIPOC (black, indigenous, and people of color) populations

All marginalized populations, whether living in rural or urban environments, need access to goods and services



Mobility Management Agencies

Mobility managers may be housed in a variety of agency settings—at a transit agency, a metropolitan planning organization, or a social service agency—no one program is alike. This ensures that regions implementing mobility management have a program truly tailored to their regional needs.

Mobility managers are engaged to share information, educate, and provide “connections” to the service providers, and are often seen as an extra resource to the agencies who choose to participate.

In an era where providers are often stretched thin in employee resources, being asked to do more with less funding, mobility managers can benefit the agencies involved in the programming.



Image from Flickr user Charles Boyer