



TOWN of CARY
NORTH CAROLINA

Mobility Management Implementation Study

Stakeholder Presentation

Winter 2022



Image from Flickr User Lisa Donoghue

2018 Updated Coordinated Public Transit-Human Services Transportation Plan

For
Wake County and the Raleigh Urbanized Area
Amendment #1



2018 Update Adopted February 1, 2019
Amendment #1 Approved February 19, 2020

Context for Regional Mobility Management

- Creating a mobility management structure is one of **five main strategies** from the 2018 coordinated plan
- Highlights the need for **more rural transportation**, especially related to non-medical human services
- Focuses on helping individuals and organizations **navigate available services**
- The **Mobility Management Committee (MCC)** **identified a need** to seek outside expertise on **implementation** of mobility management



What is mobility management?

What is Mobility Management?

Mobility management **connects people** with disabilities, seniors, low-income individuals, and others with accessible, reliable **transportation options**.

Effective mobility management requires **coordination and cooperation** among a host of public and private entities, providing comprehensive and affordable service.

The process of mobility management seeks to **identify gaps and barriers** to public transportation that prevent individuals from using existing services.

Mobility managers work with partners to find creative solutions, creating a **“one-stop shop”** where people can find transportation service that meets their needs.



What do Mobility Managers do?



Understand and advocate



Convene and facilitate



Design and plan



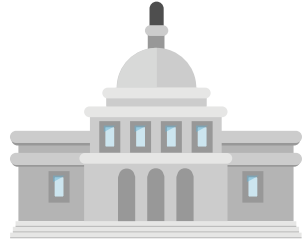
Launch and sustain





Who benefits from mobility management?

Who Benefits from Mobility Management?



AGENCIES

Mobility managers can work for a:

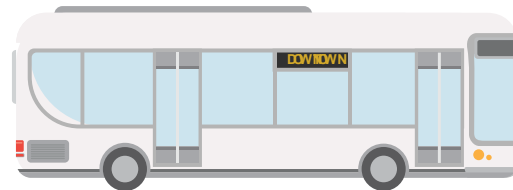
- Transit agency
- MPO
- Social service agency

Some mobility managers have multiple roles within their organizations.



A Vital Collaboration

Agencies work with customers to tailor transportation choices to individual need



CUSTOMERS



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

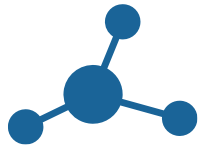


What are the MMIS goals?

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Education: determine participation levels



Best practices, approach, **organizational structure** recommendations



Interagency local agreement;
partnerships for success



Viable mobility management program
plan with **resources and funding needs**



Implementation strategy, including
outreach and marketing





MMIS project phases

Project Phase I: Foundations & Learning

- Information gathering
 - Review of prior studies, identification of key gaps, interviews
- Peer review and analysis
- Initial outreach and engagement
- Implementation planning
- White paper
- Draft interagency implementation agreement



Project Phase II: Implementation

- Implementation strategy
- Operations and governance planning
- Public outreach and engagement strategy
- Final report





Who is involved in this study?

MMIS Structure

Funding Partners



TOWN of CARY
NORTH CAROLINA



CAMPO
(Administrative Agency)

Mobility Coordination Committee
(MCC)

Technical Steering Committee
(TSC)



Technical Steering Committee

- CAMPO
- Live Well Wake
- GoRaleigh
- NC Department of Transportation
- Harnett Area Rural Transit System (HARTS)
- Johnston County Area Transit
- Community & Senior Services of Johnston County (JCATS/CSS)
- Kerr Area Transportation Authority (KARTS)
- Town of Cary
- GoTriangle
- GoWake Access



- Town of Apex
- Community Partnership Network
- Town of Wendell
- Wake County Regional Centers
- Housing Authority of Wake Co
- Wake County Veterans Administration
- Durham Chapel Hill Carrboro MPO
(invited)



How are other regions managing mobility?



Study Peer Review Cities

- Austin, Texas
- Nashville, TN
- Columbus, OH
- Denver, CO
- Charlotte, NC
- San Francisco, CA

Preliminary Mobility Management Approaches – Peers

	Austin	Nashville	Columbus	Denver	Charlotte	San Francisco
Scale	Regional	Statewide	Statewide	Regional	In development	Regional
Staffing approach	Single mobility manager housed at Capital Metro (transit agency)	Transit agencies receive funding for mobility management services they provide with in-house staff	Six state mobility managers each cover nine-county regions	Separate entity - Denver Regional Mobility and Access Council (DRMAC) has 5 staff Works with local coordinating councils	Shared mobility program was recommended in coordinated plan	Regional Mobility Management Group (RMMG) 2-person staff

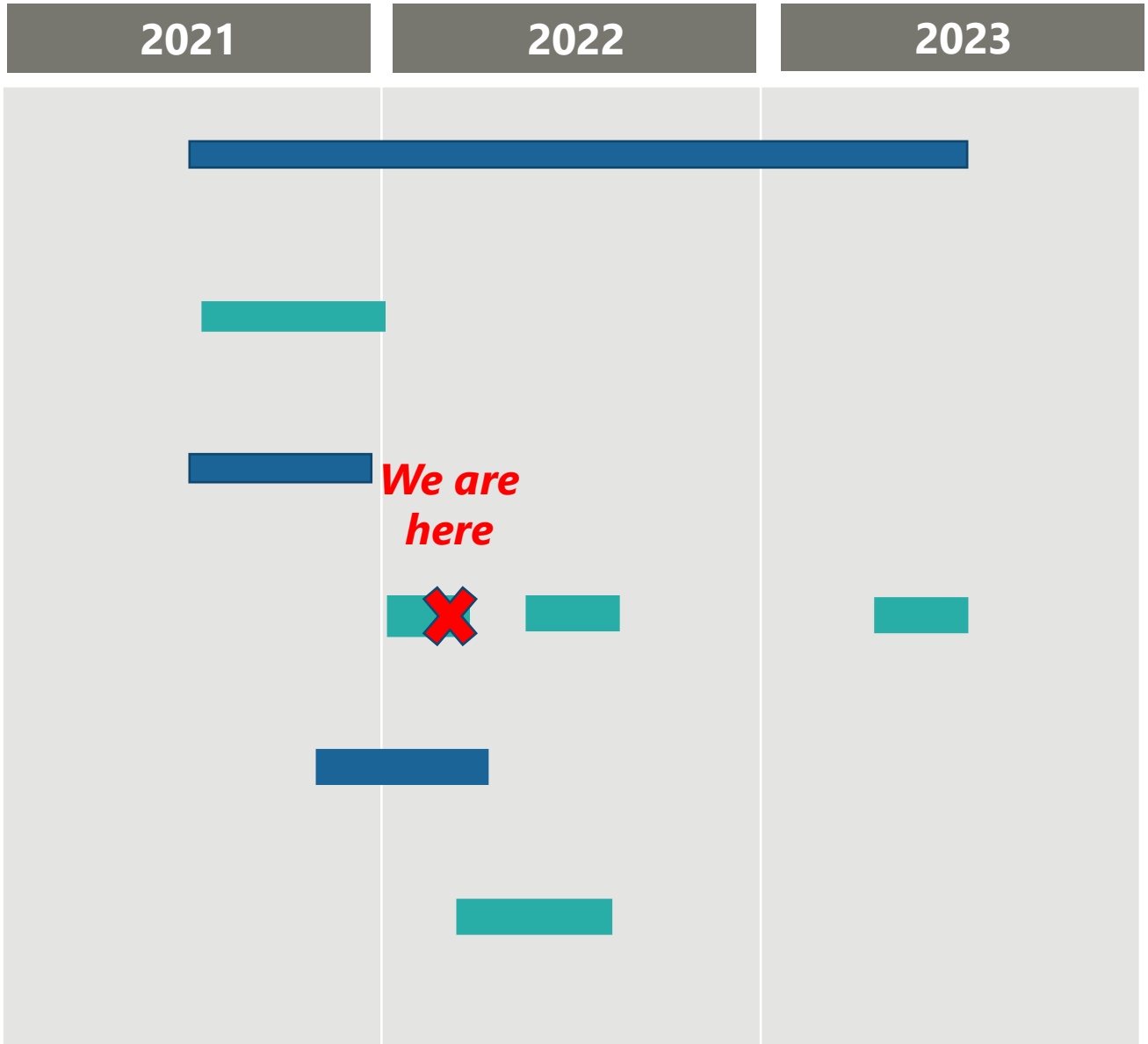


What is the project timeline?

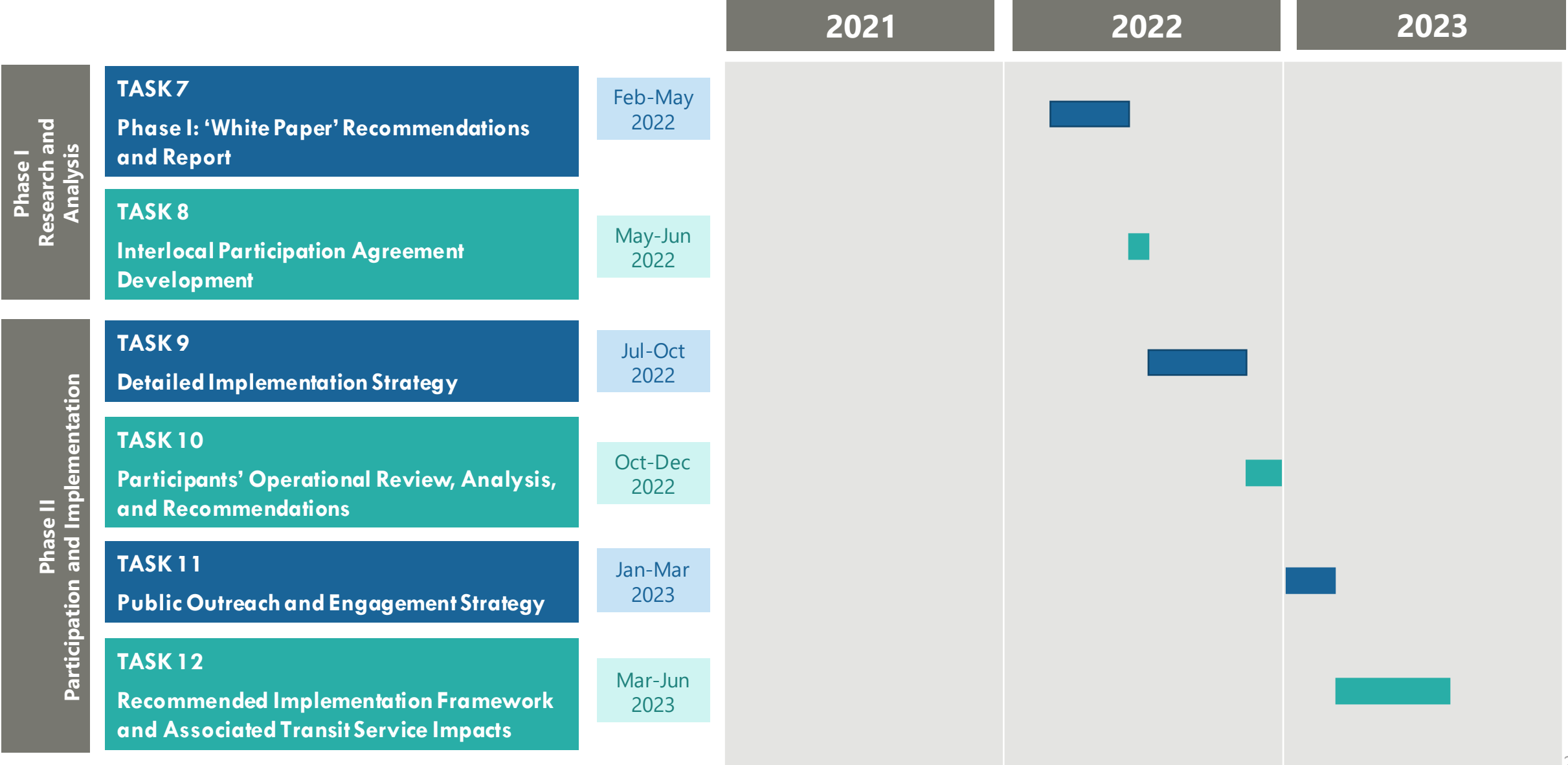
Project Scope and Timeline

Phase I
Research and Analysis

TASK 1 Project Management and Coordination	Aug 2021- Jun 2023
TASK 2 Review of Key State, Regional, and Local Studies and Plans	Aug-Dec 21
TASK 3 Review Existing and Planned Transportation Services and Regional Programs	Aug 21-Jan 22
TASK 4 Engagement and Presentations	Jan-Feb 22 Apr-Jun 22 Apr-Jun 23
TASK 5 Best Practices and Peer Review	Nov 21-Mar 22
TASK 6 Recommended Implementation Framework and Associated Transit Service Impacts	Feb-Apr 22



Project Scope and Timeline





What is our Stage I Engagement Strategy?

Phase I Engagement Materials

Capital Area Mobility Management Implementation Study (MMIS)

What is Mobility Management?

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

These 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.

MMIS Project Goals

- Provide guidance and recommendations to help determine participation levels in the regional mobility management program.
- Clarify best practices, approach, and structure for implementing a mobility management program.
- Prepare an interagency agreement that incentivizes partnerships and coordination to build a successful, scalable mobility management program.
- Assist the partners in establishing a viable mobility management program that lays a strong foundation for future growth and improved coordination.
- Develop an implementation strategy, plan, and schedule to develop the mobility management program.

Funded by: CAMPO, Raleigh, WAKE COUNTY, TOWN OF CARY

Prepared by: NELSON NYGAARD

2-Page Flyer

Funded by: CAMPO, Raleigh, WAKE COUNTY, TOWN OF CARY

CAPITAL AREA MOBILITY MANAGEMENT PLAN MOBILITY MANAGEMENT PRIMER

JANUARY 2022

Cover for 10-page Primer

This PowerPoint presentation can be provided by CAMPO staff or Nelson\Nygaard



What are the next steps?

Next Engagement?

- For Stage II of Engagement, we will:
 - Provide you with more information on **peers**
 - **Share ideas on** what mobility management might look like in the region
 - Describe **how mobility management can benefit** agencies and individuals



Future Engagement

- Stage II: April-June 2022
 - **Looking for agencies to confirm level of participation June-October 2022**
- Stage III: December 2022-February 2023



QUESTIONS

1. Is there anything else we have not covered today that will help you better understand mobility management?
2. What gaps do you see in your community that could be filled by a mobility management program?

Questions or Comments?



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