Statewide Mobility Management Models that Promote Efficiency, Flexibility, and Availability
Hello!

Project Associate, National Center for Mobility Management at Easterseals
NCMM Region 7 Liaison (Missouri, Iowa, Nebraska, Kansas)
About NCMM

- National Technical assistance center
- Launched in early 2013
- Jointly operated by three national organizations:
  - Easterseals
  - American Public Transportation Association
  - Community Transportation Association of America
- Through a cooperative agreement with the Federal Transit Administration (FTA), U.S. DOT
Learning Objectives

- Understand the challenges and benefits of statewide transportation coordination
- Discuss the role of statewide coordinating councils in transportation
- Learn more about how Mobility Management aims to reduce cost, and improve efficiency, flexibility, and availability
- Learn how other states coordinate transportation
Agenda

- Benefits and challenges of coordination
- State coordinating councils and their role
- Overview of mobility management’s role
- 3 different approaches to statewide mobility management networks
  - Massachusetts, Ohio, Nebraska
Coordination benefits

- Lowered trip costs for travel and for human service agencies;
- Extended service hours, services to new areas or new communities and to more people;
- More trips made by persons needing transportation;
- Services more responsive to schedules, points of origin, and destinations of customers;
- Greater emphasis on safety and customer service;
- More door-to-door service;
- More flexible payment and service options
Challenges to statewide/regional coordination

- Competing systems
- Lack of funding
- No mandate to coordinate resources
- Finding a model of enabling governance that efficiently and equitably serves transit customers
  - Structure a state/regional coordinating body
  - How to protect service quality to customers
  - How to equitably support services, financially and operationally
State coordinating councils

- Provide a bridge between federal initiatives and local efforts
- **Multidisciplinary** – coordinate among diverse transportation and human services providers
- **Statewide** – coordinate across the entire state and focus on state agencies, policies, and programs
- **Ongoing** – engage in active, ongoing coordination, not just intermittent or annual activities.
State coordinating councils

Common goal of these coordinated efforts is to be:

- **Effective** – getting users to where they want and need to go
- **Efficient** – taxpayer dollars are used economically and with minimal waste
- **Ongoing** – services are easy for users to navigate and use.
Mobility Management: Creating a Platform for Coordination

- Coordinated approach to designing and delivering transportation service
- Opportunity to implement coordinated transportation plans
- Customer-driven
- Creates a network—public transit, private operators, cycling and walking, volunteer drivers.
- Deliver the transportation options that best meet the community’s needs based on needs and data
Mobility Management Networks
“Operationalize” Coordination

- Aligned with Federal policy (CCAM)
- Brings together organizations, people, and resources
- Platform for communication and shared activity
- Regional and local engagement
Mobility Management Network Features

- Leadership – Top-down – Bottom-up
- Governance & norms
- Communication system
- Diverse multi-tiered participation
- Internal & external activities
- Performance measures & data
Massachusetts – MassMobility

- Initiative to increase mobility for seniors, people with disabilities, veterans, low-income commuters, and others who lack transportation access in Massachusetts.

**Lead agency:** Executive Office of Health and Human Services (EOHHS)

**Formed:** 2011
Joint initiative of 2 state agencies

Executive Office of Health and Human Services (EOHHS)

Human Service Transportation

massDOT
Massachusetts Department of Transportation
Rail & Transit Division

National Center for Mobility Management
Forming a network

HST Office forms

Coordination Institute

HST applies for JARC and New Freedom grant

Executive Order 530 issued

MassMobility launches

EO530 report & recommendations

MassDOT hires Statewide Mobility Manager

Regional Coord. Councils


National Center for Mobility Management
351 cities and towns

- Informal, voluntary network
- Support all stakeholders in using mobility management strategies & tools to help consumers find rides
How does MassMobility help?

- Share information about existing services & best practices
  - Website
  - Newsletter
  - Conference
  - Presentations
  - Publish reports
- Facilitate peer learning
- Annual conference
- Provide technical assistance
Fostering regional collaboration

Regional Coordinating Councils (RCCs) exist to:

- Identify unmet needs, formulate regional priorities, and build coalitions around new transportation projects
- Coordinate existing services at the local level in order to serve more people and increase sustainability of services
- Communicate local unmet needs and mobility priorities to planning agencies, MassDOT, and other state agencies
- Raise awareness of the important role that community transportation services play for everyone
Promoting existing options...

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Berkshire County Transportation Guide

Berkshire County, MA (September 2015)

**BUS SERVICES**

<table>
<thead>
<tr>
<th>Provider</th>
<th>Rider Eligibility</th>
<th>Service Area</th>
<th>Days/Times of Service</th>
<th>Provider Address</th>
<th>Phone</th>
<th>Email</th>
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<tr>
<td>Berkshire Regional Transit Authority (BRTA)</td>
<td>general public and disabled</td>
<td>County Wide</td>
<td>Mon-Fri 6:45am-10pm, Sat 7:15am-5:30pm</td>
<td>5 Columbus Avenue, Pittsfield, MA 01201</td>
<td>413-783-2782</td>
<td><a href="mailto:robert.malatest@berkshirerma.com">robert.malatest@berkshirerma.com</a></td>
<td><a href="http://www.berkshirerma.com">www.berkshirerma.com</a></td>
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<td>Berkshire Rides - community agency partner transportation</td>
<td>community agency partner transportation</td>
<td>North Adams/Adams</td>
<td>24/7</td>
<td>35 Main Street, Suite 214, North Adams, MA 01247</td>
<td>413-664-0900</td>
<td><a href="mailto:berkshire@berkshirerma.com">berkshire@berkshirerma.com</a></td>
<td><a href="http://www.berkshirerma.com">www.berkshirerma.com</a></td>
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<td>Berkshire Rides - employment</td>
<td>employment related</td>
<td>North County</td>
<td>9 days a week, 7am-7pm</td>
<td>5 Main Street, Suite 211, North Adams, MA 01247</td>
<td>413-664-0900</td>
<td><a href="mailto:berkshire@berkshirerma.com">berkshire@berkshirerma.com</a></td>
<td><a href="http://www.berkshirerma.com">www.berkshirerma.com</a></td>
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<td>Peter Pan/Citybound Bus Lines</td>
<td>general public</td>
<td>Central &amp; South County</td>
<td>9 days, 5 a.m.-7 p.m.</td>
<td>5 Columbus Avenue, Pittsfield, MA 01201</td>
<td>1-800-231-3131</td>
<td><a href="mailto:berkshire@berkshirerma.com">berkshire@berkshirerma.com</a></td>
<td><a href="http://www.peterpanbus.com">www.peterpanbus.com</a></td>
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**MEDICAL TRANSPORT SERVICES**

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<td>American Cancer Society (Road to Recovery Program)</td>
<td>medical</td>
<td>County Wide</td>
<td>M-F 8:00am-5:00pm</td>
<td>99 Middle Street, Holyoke, MA 01040</td>
<td>413-754-6000</td>
<td><a href="mailto:berkshire@berkshirerma.com">berkshire@berkshirerma.com</a></td>
<td><a href="http://www.berkshirerma.com">www.berkshirerma.com</a></td>
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<td>Berkshire Community Health Services</td>
<td>general public</td>
<td>Pittsfield</td>
<td>M-F 7:30am-4:30pm</td>
<td>135 East Street, Pittsfield, MA 01201</td>
<td>413-448-3300</td>
<td><a href="mailto:berkshire@berkshirerma.com">berkshire@berkshirerma.com</a></td>
<td><a href="http://www.berkshirerma.com">www.berkshirerma.com</a></td>
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Berkshire County Clean Air Challenge

September 17-27, 2015

Save money, improve the environment, and explore transportation options.

- Sept 17 – Take the Pledge and Win a Prize in Pittsfield, 5-8 PM at Pittsfield Third Thursday, 215-217 North Street. Purchase a Charlie Card, practice putting your bike on the bus, and learn about transportation options available throughout the county.
- Sept 20 – Bike Safety and Repair in Adams, 11 AM to 1 PM at the end of the Adams Beach Bike Trail next to the Adams Visitor Center at 3 Hoosac Street. This Mount Greylock State Reservation Interpretive Program is brought to you by the Department of Conservation and Recreation, Massachusetts State Parks.
- Sept 22 – Ride the Bus Day: all day long and county-wide! Join local and state elected officials and Berkshire Interfaith Organizing member congregations on the BRTA bus system. Find a bus near you at www.berkshirerma.com.
- Sept 24 & 26 – Free Fare Day on Southern Berkshire Elderly Transportation Corporation, 8 AM to 4 PM in South County. Seniors and people with disabilities should call (413) 528-4775 at least a day ahead to arrange a ride. Drivers will pick you up at your doorstep.
- Sept 25 – Clean Mountain Air Ride, 3 AM at the Taconic Conservation Center at 62 Undermountain Road in South Egremont. Wear good walking shoes.
- All week long – track your trips at www.nmch.org/saferides to win prizes!

A project of the Berkshire County Regional Coordinating Council in partnership with MassDOT’s statewide Clean Air Challenge

#MACLEANAIR
...and starting new services

MART, in conjunction with the North Central Regional Coordinating Council (RCC), is proud to bring Travel Training to our region.

**What is Travel Training?**

Travel training is a self-paced process that teaches people how to safely and independently use the bus. Travel destinations are the trainee's choice and can include work, school, medical appointments, and recreation sites.

Who Should Participate? Anyone, especially Seniors and individuals with cognitive, mental health, or physical impairments who wish to become more independent. Where you live and want to go should be on or near a public bus route.
Ohio – Mobility Management Program

- Increases access to mobility for Ohioans by increasing understanding and awareness of transportation needs, coordination of transportation options to meet needs, and building sustainable and healthy communities by integrating transportation into planning and programs.

**Lead agency:** Ohio Department of Transportation, Division of Planning, Transit

**Funding:** Section 5310
A Look Back

- Ohio’s Coordination Program Began January, 1996
  - Taskforce of (13) State Agencies
  - Goal: fund administration/implementation of human service transportation coordination in underserved communities
  - Key Contributions: Handbook for Coordination Transportation Services, DRIVE Training Program, Guide for Implementing Coordinated Transportation Systems
  - Funded solely by State General Revenue Funds
Ohio Statewide Transit Needs Study

- Completed in January 2015
- Found that HHS Transportation is
  - provided in a fragmented and inefficient manner
- Administered through 14 state agencies
- Costing Ohio over $500m annually
Ohio Statewide Transit Needs Study

- Completed in January 2015
- **Recommendation:** Establish a cabinet-level Human Service Transportation Coordinating Committee to examine statewide policies to encourage coordination transportation services.
The Evolution

• Ohio’s Coordination Program become solely funded through the Section 5310 Program in CY 2009 as an 80/20 Capital Project
• Remained focused on underserved counties without public transportation systems
• Project eligibility shifted to the cost of a “Mobility Manager”
• Goals:
  • Improve and expand transportation services in counties without public transit
  • Increase efficiency and effectiveness of transportation service delivery
  • Develop Coordination Models which can be applied to other communities
Error 404: Coordination not found

ODOT still isn’t seeing coordination occur... why?

<table>
<thead>
<tr>
<th>Problem</th>
<th>Solution</th>
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<tbody>
<tr>
<td>Still transitioning roles from State-funded Coordination Program to 5310 Mobility Management Program</td>
<td>Develop clear Program Guidance and Requirements, hire staff member to oversee Program</td>
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<tr>
<td>Lack of Consistency in Coordinated Planning</td>
<td>Develop Plan Guidance, Template, and Toolkit</td>
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<td>Coordination effectiveness impacted by siloed approach</td>
<td>Regional Coordinated Planning Pilot Program</td>
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Building a network

Ohio Mobility Management Network:
- 29 Total Mobility Managers
  - 24 Rural
  - 5 Urban
  - 11 Regional Managers

Program Attributes:
- Program Standard
- Quarterly Roundtable Meetings
- Monthly Phone Calls
- Resource Sharing
- Assignment of Duties
  - Friday Feature and Updates
  - OPTA Committee
  - Training Committee
Maintaining a network

- Develop standards, manage those standards
- Educate locals and transportation partners on benefits of Mobility Management and how to leverage a Mobility Manager to solve transportation issues
- Provide resources, tools, and training
  - Mobility Manager Evaluation
  - Mobility Management Training Guide
  - Mobility Management 101
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**NCMM**
National Center for Mobility Management
Training

Mobility Management 101
- Coordinated Planning Intro and Background
- Outreach Efforts
- Identifying Transportation Needs and Gaps
- Assessment of Available Services

Coordinated Planning Module – Developing Goals and Strategies
Coordinated Planning Module – Plan Adoption and Annual Reviews
Identifying Funding Opportunities
Final Exam
Ohio’s Approach to Statewide Coordination

- **Coordinated Plan Template, Guidance and Toolkit** seeks to create consistency in transportation planning and funding selections

- **Regional Implementation** is necessary to break down county silos and look at transportation holistically

- **Mobility Transformation** creates a level playing field for all providers to participate in the newly coordinated network
Regional pilot project

- Started January 1, 2018

  - Goals:
    1. Establish Regional Coordinated Plans – Estimated Completion December, 2019
    2. Implement Health and Human Service Transportation Standards – Estimated Completion November, 2020
    3. Develop Cost Allocation Methodology – Estimated Completion November, 2020

Justification for ODOT Human Service Transportation Coordination Regions
Transportation Coordination

Coordination Plans
ODOT will support development and updating of local Public Transit-Human Services Transportation Coordination Plans.

Regional Coordination Plans
ODOT will pilot the development of Regional Coordination Plans that recognize inter-county transportation needs and priorities.

Technology-enhanced scheduling and dispatching systems
will be funded for 35 rural transportation providers. These web-based, shared license systems will allow use by both public and social service transportation providers. Broadband improvements in remote areas will insure functionality.

Statewide Policy Alignment to Enable Coordination & Enhance Mobility

14 State Agencies are working to align policies that will make transportation coordination possible.

Driver Standards
Vehicle Standards
Eligibility & Usage Policies
Costing Standards

Transportation Prioritization

Non-Emergency Medical Transportation
Ohio Medicaid spends about $71 million per year on county-administered non-emergency medical transportation for Medicaid customers. Currently services are delivered differently in each of Ohio’s 88 counties.

Goals

- Make it easier to match people with the transportation services they need.
- Improve the health of Ohioans by ensuring that they have transportation to needed medical appointments and services.
- Use transportation resources more efficiently and consistently throughout the state.
- Reduce redundancy and fill gaps where service is needed.

Source

In FY 2019, Ohio Medicaid will implement statewide coordination of NEMT service by establishing a brokerage system to provide person-centered NEMT transportation services for Medicaid clients.
Outcomes of Statewide Coordination

- Mobility management has allowed Ohio to:
  - Standardize Coordinated Transportation Planning
  - Educate the public on transportation options
  - Provide representation for rural/urban communities needs when implementing a regional approach
  - Create a foundation to eventually coordinate all transportation services in a more efficient and holistic way

- [Mobility Management Program Webpage](#)
  - [Program Guide](#)
  - [Brochure](#)
  - [Mobility Management Stories](#)
  - Mobility Manager Contact Info and Maps
Nebraska – GoNEWhere Mobility Management

Lead agency: Nebraska Department of Transportation
Initiated: 2015
Phase 1 - Concept Development

- **Phase 1:**
  - What Are the Market Needs in the Regions?
    - Potential Customers (Individual Level – Not Groups)
    - Geography/Service Areas
  - What are the Resources:
    - Services/Facilities/ Vehicles/ Staff
    - Technology
    - Funding

- **Phase 2:**
  - Potential Directions/ Concepts
  - Review Alternatives:
    - Address Needs (Priorities)
    - Relative to Other Performance Measures
  - Coordination Requirements
  - Partnering Opportunities

- **Phase 3:**
  - Identify Concepts to Move Forward to Pilot Program:
    - Local Commitment/ Support
    - Investment to Implement
    - Oversight Required

[Phase 1 Concept Design Report](#)
Phase 2 - Region Development
Survey of Transportation Providers

- Objective: understand the existing conditions of transit services and coordination efforts as well as to gather feedback on needed coordination efforts.
  - Survey 1: Survey of rural transit providers funded by FTA’s 5311 and 5310 program.
  - Survey 2: Survey of county and municipality officials in rural Nebraska.
  - Survey 3: Survey of rural transit providers funded by FTA’s 5310 program, Nebraska’s Agencies on Aging, nursing home transportation services funded by the Department of Health and Human Services (DHHS) and transportation providers for disabled population in Nebraska.
Regional Strategies

- **Leveraging existing service** – Are there ways of making small changes to current service plans to result in more people having access to service?
- **System efficiency** – Is there overlapping (redundant) service in some areas of the state that could be reduced/eliminated by agencies coordinating efforts?
- **Service expansion** – Some counties and communities do not have any access to transit. By working with neighboring counties/communities, those without service may find a partner.
- **Marketing** – Every transit agency needs to do some level of outreach to let potential customers know service is available. Sharing responsibilities for some marketing will reduce overall costs.
- **Funding** – Multiple agencies working together to provide service creates an opportunity to bring more funds to the table through spreading the burden.
Coordination Organization

Regional Coordination Committee Handbook

Mobility Manager Handbook

Regional Committees:
- 5311 Provider Representative(s)
- 5310 Provider Representative(s)
- 5307 Provider Representative(s)
- Rideshare Programs Representative
- Private Company Representative (Cab-Rideshare Companies)
- County Veterans Service Officers
- Intercity Carrier Representative
- Community Stakeholders
- United Way/Service Organizations

Statewide Coordination Committee Handbook

Statewide Committee:
- DHHS:
  - NEMT
  - Refugee Resettlement
  - State Unit on Aging
  - Children and Family Services
  - Developmental Disabilities
- Veterans Administration
- Department on Aging and Elder Services
- PSC
- Department of Economic Development
- Community Action Nebraska
- Easter Seals
- University of Nebraska
- National Federation of the Blind of Nebraska
- Nebraska Commission for the Deaf and Hard of Hearing
Contributors to Success

- **Buy-in from Key Decision Makers**
  - Governors, executive and mid-level managers (and staff who control program funding) at participating agencies, and regional or local leaders

- **Keep Members on Track**
  - Meet regularly, keep people informed, and ensure meetings are accessible

- **Build on Past Successes**
  - Focus on smaller, attainable goals to create buy-in and momentum for further coordination.
Tap into Resources

- National Center for Mobility Management
- National Aging and Disability Transportation Center
- Rural Transit Assistance Program
- ACL Inclusive Transportation Partnerships
- Shared-use Mobility Center
Thoughts, Ideas, Questions?
Thank you...

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FTA Region 7 Liaison
jtheunissen@easterseals.com
312-551-7228