

# Improving Mobility for All: Lessons Learned from Statewide Mobility Management Networks

**P. S. Sriraj, Ph.D.**

Director, Urban Transportation Center  
Director, METSI & Research Programs  
Research Associate Professor  
College of Urban Planning and Public Affairs (CUPPA)  
University of Illinois - Chicago

with

**Lise Dirks, Em Hall, and Michael McCarthy**

**THE  
UNIVERSITY OF  
ILLINOIS  
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CHICAGO**



# Today's Agenda

- Learning Objectives
- Research Objectives
- Methodology and Response Rate
- Survey Takeaways
- Interview Takeaways
- Best Practices and Wider Application
- Future Research

# Learning Objectives

1. Understand how state-level mobility management networks work to improve local and/or regional mobility management practices.
2. Understand how the following factors influence the activities and outcomes of these networks: mobility managers' career trajectories and academic backgrounds, state legislation, and funding sources.

# What is Mobility Management?

**Mobility management networks are designed to improve the overall mobility for any given trip, regardless of the rider characteristics, mode, or geography.**

While these networks exist around the country, little is known about how they operate at the statewide level or the role of their mobility managers.

In a first-of-its-kind project, researchers at UIC's Urban Transportation Center (UTC) gather information from mobility managers across the US regarding organized state-level mobility management entities/networks.

# Literature Review

- Mobility management networks are intended to improve coordination of transportation services
- Inspired by advances in information technology (IT) and Mobility as a service (Maas)
- Coordinated Council on Access and Mobility (CCAM) formed as a result of Executive Order 13330 to coordinate federal funding programs that are focused on specific population groups such as the elderly, the disadvantaged, veterans, lower-income individuals, etc.
- The diversity of funding streams – 80 federal transportation funding programs with different cost sharing requirements and opportunities



# What is a Mobility Management Network?

- A group of agencies that through a coordinated effort, and combining of assets (both private and public) in pursuit of a better service delivery at lower costs.
- Mobility management networks are striving to improve overall mobility for users in a region through a series of mechanisms aimed at improving coordination, cutting across modal silos to provide a seamless transportation experience!



# What do they try to do?

- **Goal:** To have end-users experience improved transportation service delivery via improved mobility management.
- **The Approach:** Mobility managers strive to improve partnerships with and among transportation providers transcending geographical boundaries and hopefully funding restrictions.
- **Problem:** Lack of a consistent, agreed upon, and consistent measurement approach for these networks.
- **Need:** A “robust evaluation framework” resulting from uniform metrics that incorporate network size, scale, geography, modal variances, etc.



# Research Objectives

**The research team set out to gather information on state-level mobility management practices in the areas of:**

- Network Formation and Organization
- Communication and Meetings
- Training Resources and Professional Development
- Outcomes, Successes, and Challenges



# Methodology

UTC began with a **nationwide scan** of mobility management networks at the state level, followed by development of an **online survey tool** disseminated to individuals identified via the scan.

Survey respondents who indicated the presence of a statewide network were contacted for a **follow-up interview** to discuss their network in further detail. Interviewees also supplied additional materials such as job descriptions, trainings and curricula, RFPs, and funding documents.

# Response Rate

	Count	Percent
Surveys Sent	49	100%
Responses	30*	59%
Completed Surveys	21	43%
Incomplete	7	16%

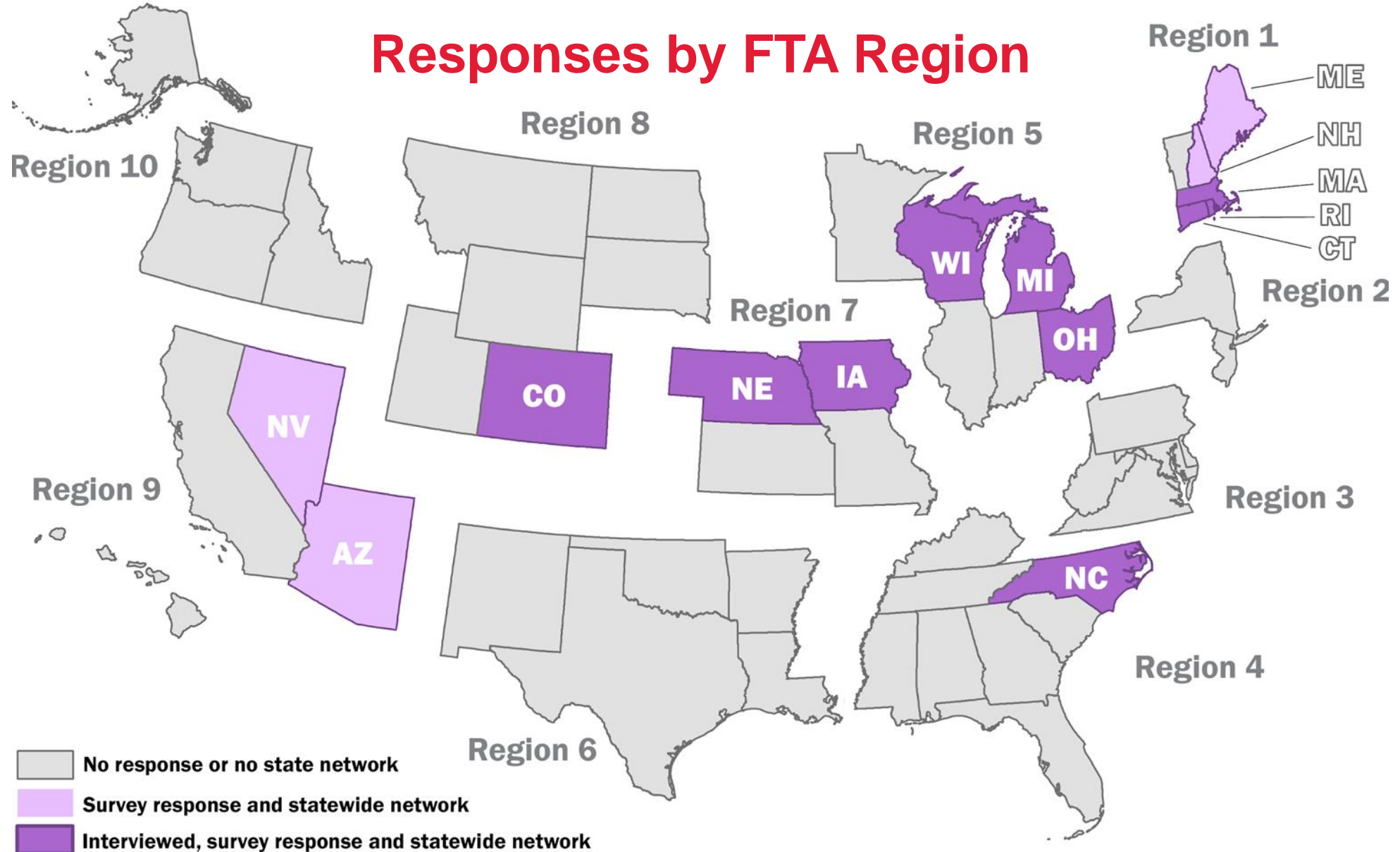
*\*includes two responses sent via email to NCM*

	Count	Percent
Has Statewide Network	14	67%
No Statewide Network	6	29%
I Don't Know	1	5%

**Out of 21 surveys completed, 14 states indicated the presence of a statewide network.**

Networks were most often led by the state Department of Transportation, though some were led by transit associations, state Health and Human Services departments, and nonprofit organizations.

# Responses by FTA Region



# Survey Takeaway #1

## Funding Sources

- Sections 5310 and 5311
- National Rural Transit Assistance Program
- Job Access and Reverse Commute (JARC) and New Freedom (expired programs)
- state agency program budget
- member dues

# Survey Takeaway #2

## Needs and Challenges

- Coordination of service based on needs of rural vs. urban riders
- Obtaining funding and ensuring return on investment
- Demonstrating the network's value and measuring performance
- Training of mobility management professionals

## Interview Takeaway #1

# Coordinators' Diverse Backgrounds

- Transportation
- Urban planning
- Public administration
- Public health
- Human services

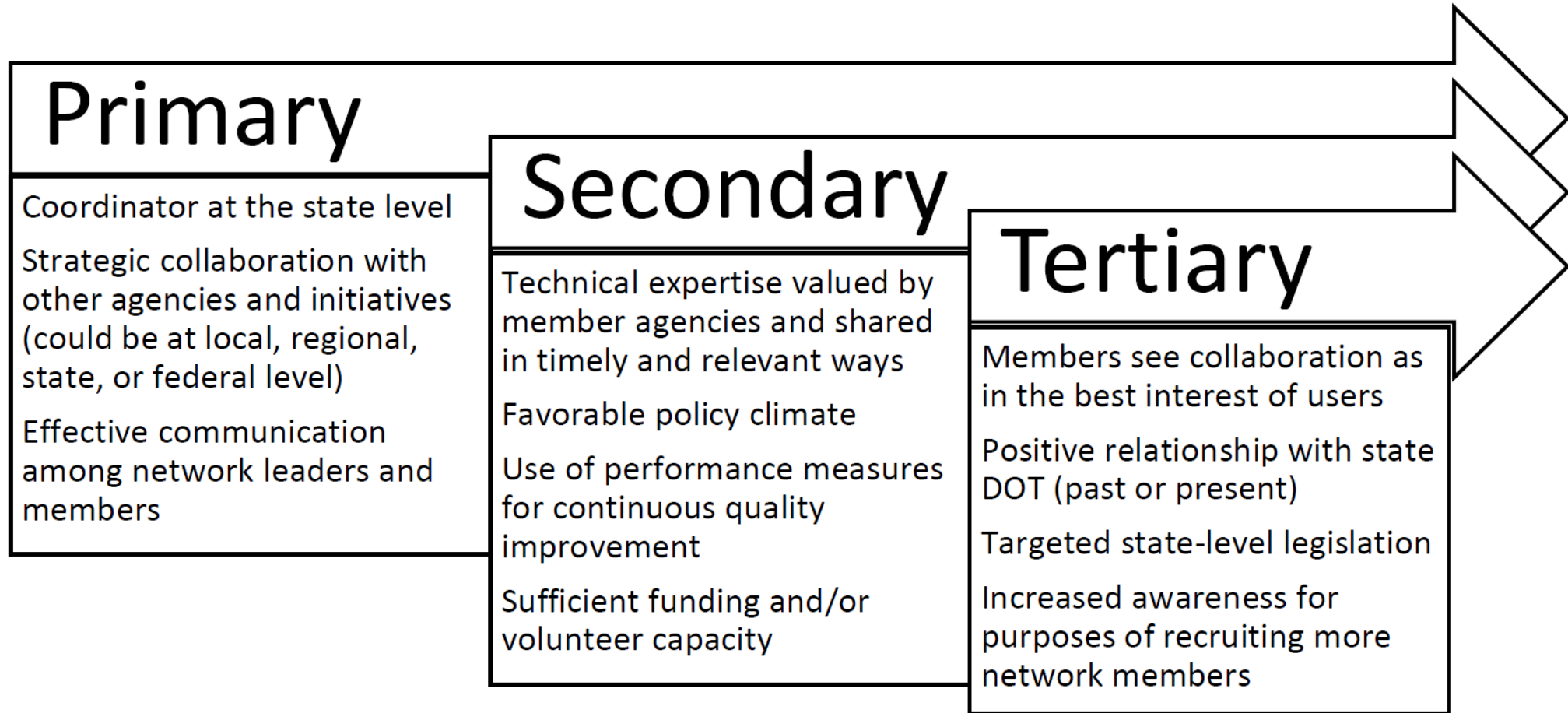
Almost no one had any formal training in mobility management prior to assuming their current roles.

## Interview Takeaway #2

# Networks Communicate Regularly but Informally

- State DOT networks typically held quarterly meetings with a core group of mobility managers.
- Non-DOT networks tended to have more open, frequent meetings with a wider variety of participants, including service providers and end users.
- Network leaders with more open membership self-identified their networks as more “informal.”

# Factors that facilitate Coordination in Mobility Management Networks





# Wider Application

While the research team is still actively assessing the phone interviews, we have a few hunches as to how to expand best practices observed in mobility management:

- Networks would be well served to **recruit employees with diverse educational and professional backgrounds**; what may be traditionally necessary skills in the transportation industry (e.g. a planning degree, extensive quantitative/analytical experience) are less important to carrying out an effective and efficient mobility management practice
- Network leaders are united in their desire for **increased professionalization and accreditation**; the training and conference opportunities that do exist are considered highly valuable but still a “best kept secret” in the transportation sector

# Future Research

**Survey and interview responses indicated the need for a standard curriculum and training for mobility managers.**

Further research could identify specific training needs to ensure the success of coordinators and networks alike.

The development and implementation of consistent learning objectives, performance measures, and training materials in pursuit of those goals would help to further professionalize the field, in turn supporting the crucial transportation goal of **improved mobility for all riders.**

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# QUESTIONS

P.S. Sriraj, PhD | [sriraj@uic.edu](mailto:sriraj@uic.edu)