



Mobility Management Connections Conversations: Building Mobility Management Networks Agenda

[Click here for Zoom Link](#)

Zoom Meeting ID: 845 4252 2956 Passcode: mobility20

Purpose: *To convene mobility managers and program managers, hold informal discussions and facilitate open information exchange of issues they face in their work.*

Participants: 70+ individuals (See attendee list via Zoom)

Start Time: 1:00pm CST

Convener: [Judy Shanley](#) **Facilitators:** [Sheila Holbrook-White](#), [Sarah Hidalgo-Cook](#), [Amber Simmons](#), [Danny Drees](#), [Kirby Wilhelm](#), [Genelle Thomas](#) **Tech Manager:** [Jerom Theunissen](#)

Topic (What)	Purpose (Why)	Outcome (How will we know)	Person and Time
Welcome and Introductions	Share information about meeting structure and objectives, provide clarity	<p>Answers: How will this meeting be run? What is the etiquette for this meeting? What is Mobility Management Connections? Who is it for? Who is on the call today?</p> <p>Outcomes: Familiarity with meeting proceedings, attendees</p>	Judy (7 min) Sheila, Sarah, Amber (1 minute each) Participant polls (5 minutes)
Building Mobility Management Networks	Share considerations for building mobility management networks, learn from one state that has built an association for mobility managers	<p>Answers: What research has been done on the topic of mobility management network building? What framework for action can mobility managers follow to start a mobility management network in their region/state? How has the Virginia Association of Mobility Managers approached creating a thriving network?</p> <p>Outcomes: Ideas for mobility managers to start or continue to create more networking and communication opportunities for peers in their region/state</p>	Judy (10 minutes) Chris, Katherine (10 minutes) Q&A (5-10 minutes)
Breakout Rooms (see page 2 for topic list)	Meet with other mobility managers to discuss topics suggested by registered participants	<p>Answers: What topics would you like to discuss? How are other mobility managers approaching these topics?</p> <p>Outcomes: Virtual networking with mobility management practitioners Other tangible examples of mobility management activities from participants</p>	Everyone (30 min)
Reflect and Close	Learn how to make future meetings better	<p>Answers: What is one thing participants will do differently because of this meeting?</p> <p>Outcome: An evaluation survey for the efficacy of the meeting and what can be improved for future iterations</p>	Judy (10-15 min)

Breakout Room Topics

Coordination – Vehicles – Jerom/Sheila

- Sharing of vehicles/Coordination of vehicles
- Organizations participating operate a vehicle acquisition program & associated best practices

Outreach - Kirby

- Websites and social media outreach
- Advancing mobility management initiatives
- Reaching target audiences; communication platforms
- Virtual Travel Training
- Connecting Virtually with Trainees
- How are you reaching and engaging your customers/clients during COVID19?
- How Mobility Managers are performing outreach activities during the pandemic

Funding - Sarah

- Funding (pilot/new projects)
- Cross-Sector Funding for Mobility Managers - who's chipping in?
- Getting buy in from stakeholders to participate in a regional coordinating council – joint grant applications, in-kind services
- Using non-traditional funding for positions
- Getting local government buy in
- Funding mechanisms for Statewide mobility managers

Partnerships – Genelle

- Transport for children with disabilities to school during the pandemic
- Transportation barriers in regard to access to healthcare services
- New Partnerships to Meet Transit Needs
- How to introduce rural areas to mobility management

Volunteer Driver Programs – Amber

- Volunteer Driver Program & Inter-county transportation
- Volunteer driver program recruitment and retention
- Virtual Volunteer Driver Recruitment, Sharing of Volunteer Driver Programs

Innovation - Danny

- Successful mobility management system examples that MN can "borrow"
- Implementing Bus Stop Amenities
- Micro Mobility Pilots
- Post-COVID-19 projections, Innovative ideas
- One Call One Click Call Centers for Mobility Management



Presenter, Facilitator, and Convener Bios

Presenters

Chris Blankenship is the Coordinator for the New River Valley Senior Services, Mobility Coordination Program and the Med-Ride Program, a volunteer driving program with the New River Valley Agency on Aging within the New River Valley Region of Virginia. She has served on the Board of Directors for the Community Transportation Association of Virginia since 2017 and is currently a co-leader for the Virginia Association of Mobility Management. Prior to her non-profit leadership she achieved her Business Arts Degree that lead her into health care administrative management. It was working in healthcare that she first understood the challenges that rural communities face without established transportation options and networks. Chris has twenty-five years of experience working in non-profit management with focus on community projects and development. She has worked extensively with volunteers and senior citizens under Senior Corps, Retired Senior Volunteer programs and the American Cancer Society.

Katherine Newman currently manages Bay Transit's New Freedom Mobility Management and MedCarry Volunteer Transportation programs. These services offer transportation to area residents that public transportation cannot accommodate. She also works closely with Bay Transit Operations staff to assist in mobility options for riders and technical support. Prior to joining Bay Transit, Katherine spent 16 years in the banking industry in various Operations and Leadership positions. She is a founding member of the Virginia Association of Mobility Managers.

Facilitators

Amber Simmons is a Regional Transportation Educator for Move Together NY, a project of Cornell Cooperative Extension Tompkins County. She has been practicing mobility management for 10+ years and has been helping move people from here to there for over 20 years.

Amber's background was in travel and leisure, managing travel agencies as well as owning and operating a small tour company packaging local businesses to visitors of the Finger Lakes. She began mobility management housed in a non-profit that supports people with developmental disabilities. She has assisted with multiple mobility programs including helping to start a transit system, designing transit orientation (travel training) programs, and developed and provided oversight of a One-call center for all-things transportation.

Currently, Amber supports mobility managers and facilitates discussions to address unmet regional transportation needs within mostly rural Upstate NY. She recently collaborated with two transit systems to create a cross-county transit route, developed an interactive transportation map that allows partnering agencies to locate data on employment centers and medical facilities, and layer various vulnerability indices to produce visualizations to assist in making the case for proposed projects. Amber is currently serving as Mobility Management Connections' Champion for 2020-2021, and she looks forward to sharing and collaborating with the national network of mobility management practitioners.



Sarah Hidalgo-Cook has spent the last 30 years promoting public transit and mobility in the Southwest Texas Region. She has been essential in enhancing the rural public transportation service delivery system first as the Transit Director for CCSWT for 23 years and as the General Manager for SWART since June 2012. Sarah has over 30 years' experience in transit management as a Certified Community Transportation Manager from the Community Transportation Association of America in Washington D.C. and holds over 50 certifications in various areas of transit management. She earned a Bachelor of Applied Science in Organization Leadership from Sul Ross State University. She was selected by her peers in 2008 and 2014 as the Texas State Transit General Manager of the Year. She has been a board member of the Texas Transit Association (TTA) for over twelve years and is the current VP for Rural Systems for TTA. Her experience in transit has also led her to be appointed by her peers across 11 states where she served on the board of directors for the Southwest West Transit Association from 2014-2016 in which she was also on the Executive Committee as the Treasurer. Sarah has been married to her high school sweetheart, Kevin, for 29 years and has two daughters ages 28 (Sierah) and 22 (Gabi).

Sheila Holbrook-White is the Mobility Coordinator/Policy Analyst for Washington County, Minnesota. She has been actively involved in increasing the quantity and quality of accessible, affordable, and safe transportation options for older adults, persons with disabilities, and lower-income residents for more than 20 years. Focusing on increasing the meaningful engagement and participatory leadership of those without reliable access to their communities and the lives they wished to lead, Holbrook-White has worked in urban, suburban, and rural communities in Alabama, Texas, and Minnesota. Raised in the DC suburbs, Holbrook-White became an early fan of public transportation as she used the Washington METRO to skip school. Holbrook-White is the child of parents with developmental disabilities, both of whom used public transportation services to access work throughout their lengthy federal careers.

Genelle Thomas is the Director of National Initiatives at Partners for Youth with Disabilities. Genelle is passionate about empowering organizations to become inclusive environments that support youth of all abilities to reach their full potential. She has over 22 years of experience in non-profit management, including at the executive and board levels. She has authored/co-authored a number of publications, including "Best Practices for Mentoring Youth with Disabilities," "National Implications for Mentoring Youth with Disabilities," and "Expanding Access and Inclusion for Youth with Disabilities: An Inclusion Guide for America's Youth Programs."

Genelle is the co-chair of the Leadership and Mentoring Task Force for the Global Partnership for Children with Disabilities, and a co-founder of the National Disability Mentoring Coalition. She holds a B.A. in psychology and M.A. in Educational Psychology from the University of Nebraska-Lincoln and a Graduate Certificate in Non-Profit Management from Harvard University Extension School. She is currently a doctoral student in Educational Leadership at the University of North Florida. She has received several awards for professional and community leadership including "Women of Influence" (2011) and "40 Under 40" (2012) from the Jacksonville Business Journal (Florida).

Outside of PYD, Genelle enjoys activities with her family (especially soccer games, going to the beach, and playing games), cuddling with her dogs (Padme and Chewie), hanging out with friends and neighbors, and spending time outdoors.



Kirby Wilhelm is a Program Associate at the Community Transportation Association of America (CTAA) working on two national technical assistance centers: the National Center for Mobility Management (NCMM), supporting mobility management professionals across the country, and the Transit Planning 4 All project (TP4A), exploring and promoting transportation planning practices inclusive of older adults and people with disabilities. With these centers, he provides technical assistance, content creation, grant management, and general project support. He is additionally the editor of the NCMM's Mobility Lines blog and monthly newsletter. Before working for CTAA, Kirby administered a home repair program for low-income older adult and disabled homeowners at a housing non-profit located in Upstate New York. He earned a Bachelor of Arts in Sociology with a concentration in Cultural Communication from Ithaca College.

Danny Drees serves as a staff member of the National Center for Mobility Management (NCMM). NCMM is a national technical assistance center funded through a cooperative agreement with the Federal Transit Administration (FTA). The mission of the Center is to promote customer-centered mobility strategies that advance good health, economic vitality, self-sufficiency, and community.

Danny also lead APTA's new Mobility Management Standards, bringing together some of the most experienced cross-sector industry thinkers to develop documents to lead the industry in the new mobility era. I support the issuing of products related to Mobility as a Service (MaaS), partnering with TNCs, and more.

Danny serves as staff advisor to APTA's Mobility Management Committee, APTA's State Affairs Committee, and APTA's Transit-Oriented Communities Subcommittee. He works closely with industry leaders to promote public transit in the new mobility ecosystem, to support public transit at the state level, and to influence policy to promote land-use, economic development, and housing that complements transit and more livable communities for all.

Convener

Judy Shanley, Ph.D. is the Assistant Vice President, Education & Youth Transition Co-Director, FTA, National Center for Mobility Management and provides technical assistance, manages Federal grants, and develops products regarding accessible transportation. Shanley developed a curriculum for educators, families, human services, and transit to facilitate knowledge and skill around transportation education. Her work focuses on ensuring that students with disabilities can use a range of transportation options to support their access to employment, higher education, and community living. She serves as Project Director of national centers, funded by the US Department of Transportation, Federal Transit Administration, and the US Department of Health and Human Services, Administration for Community Living – which address inclusive coordinated transportation systems and mobility management. Prior to Easter Seals, Shanley worked at the U.S Department of Education. She earned her Ph.D. in Special Education from the University of Florida and an M.B.A. and a Master's in Rehabilitation Counseling, both from Syracuse University.



Tech Manager

Jerom Theunissen is a Project Associate at Easterseals, a non-profit dedicated to serving individuals with disabilities, veterans, seniors and their families in communities nationwide. Jerom supports Easterseals' contributions on a range of initiatives for the National Center for Mobility Management, a national technical assistance center funded through a cooperative agreement with the Federal Transit Administration. Jerom provides technical assistance, manages Federal grants, and develops research products and tools for mobility management practitioners across the United States. His work focuses on capacity-building for organizations across diverse sectors, encouraging adoption of customer-centric strategies in the areas of new mobility and transportation governance. Prior to joining Easterseals, Jerom traveled the world on behalf of the Michael B. Keegan Fellowship to study the role of transportation in urban livability in over 35 cities around the globe. Jerom received a Bachelor of Engineering in Civil/Environmental Engineering and Public Policy Studies from Vanderbilt University.