VAMM
VIRGINIA ASSOCIATION OF MOBILITY MANAGERS
Create - Champion - Connect - Communicate - Coordinate
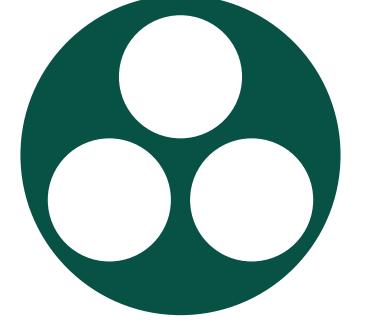www.vamobillity.org

VAMM's Tools for Success to help your programs reach their stride!

COMMUNICATE
CONNECT
COORDINATE
CREATE
CHAMPION

IMPACTFUL OUTREACH STRATEGIES

○ Communicating programs & services provides mutual benefit to the community, stakeholders, & programs - increasing overall awareness, appropriate use, and value.

○ INCLUDES 4 KEY factors:

① A single message provided in at least 2 different formats.

② Supported & disseminated by direct providers.

③ Information is tailored to meet the needs of the specific audiences.

④ Distribution & impacts are tracked, measured, analyzed, and adjusted.

COLLEAGUE CONNECTED ASSOCIATION

○ Join with similar professionals around the state & in neighboring states in regularly.

① Define the Purpose - Connect with transportation Leaders to Exchange Helpful Information & Share Strategic Programing Practices & Projects

② Identify the Participants - Colleagues & transportation leaders in similar positions, with similar programs, audiences, locations, & services.

③ Meet regularly & create an electronic sharing platform to list existing resources, and to exchange information & ideas.

3-PART DYNAMIC COORDINATION FOUNDATION

○ A simple but dynamic formula to enable complex coordination of mobility services.

① Cloud-Based Data Software
② Interactive Internal Partners' Website
③ Collaborative Corporative Partnership Model

○ This Dynamic Foundation for Mobility Management Coordination empowers communities, leverages resources, validates funding, & safeguards program stability.

○ Complex Data Collection
○ Focused Trend Analysis
○ Coordinated Services Across Mobility Programs
○ Collaborative Program Implementation
○ Justified Seamless Service Expansion
○ Centralized Financial & Strategic Planning
○ Non-Competitive Partnership Model

FOSTERED INNOVATIVE PILOT PROJECTS

① Stay Involved
Join meetings with colleagues in state and national programs to stay up-to-date on trends, projects, and funding.

② Maintain Diverse Funding
Apply for grants and funding, even small opportunities consistently throughout the year from a variety of local and state/federal sources.

③ Create Adaptable Models
Create programs that are open to change and can evolve and adapt easily to accommodate and capitalize on opportunities.

④ Partner for Success
Join with both traditional and nontraditional stakeholders to leverage more support for new projects.

CHAMPIONED "SMART" PROGRAMMING

○ STUDIED - data is the foundation.
MEANINGFUL - the solution will make the difference.
APPROPRIATE - the supports are impactful.
REACH - more than one positive outcome.
TARGETED - helps the vulnerable population.

INCLUDES 2 KEY factors:
① Adaptable Services
② CROSS AGENCY Involvement

○ SMART programs are worth implementing and fighting to keep inspite of funding challenges; their comprehensive design ensure tailorable outcomes through collaboration and provide quantifiable results that validate fundraising.