



Speaker: Jason L. Inge, MPA  
Independent Mobility Consultant



Speaker: Olatunji Oboi Reed, President  
& CEO, The Equiticity Racial Equity  
Movement  
CEO, Equiticity Ventures



Speaker: Cory Schmitt,  
Mobility Manager, North Front  
Range Metropolitan Planning  
Organization



Speaker: Michelle Griffin,  
Mobility Manager, North Central  
Kansas Coordinated Transit District



Speaker: Kat Wallace, VP, Brand Marketing  
Easterseals Marketing Team



Facilitator: Enjoli Dixon  
National Center for Mobility  
Management – Easterseals  
Transportation Group

# *Building Partnerships and Merging The Gaps*

*Mississippi DOT  
Mobility Management Summit*

*Friday, September 16, 2022*

*9:00 A.M. – 4:00 P.M.*



National Center for Mobility Management





# Mississippi DOT Mobility Management Summit

Date: Friday, September 16, 2022

Time: 9:00 AM – 3:00 PM

(This summit will be held virtually)

9:00 – 9:30	<b>Welcome / Announcements</b> <ul style="list-style-type: none"><li>Shirley F. Wilson – Public Transit Division Director, Mississippi Department of Transportation</li><li>Enjoli Dixon, Project Associate, National Center for Mobility Management Regional Liaison to FTA Region 4 &amp; 7</li></ul>
9:30 – 10:00	<b>Session 1 – How to Develop Community Partnerships at All Levels (Local, State, Regional)</b> <ul style="list-style-type: none"><li>Jason Inge, MPA, Independent Mobility Management Consultant</li></ul>
10:00 - 10:30	<b>Session 2 – Community Advocacy and Partnerships</b> <ul style="list-style-type: none"><li>Olatunji Oboi Reed, President &amp; CEO, Equiticity Ventures, Chicago</li></ul>
10:30 - 11:00	<b>Session 3 – Community Partnerships and Mobility Management Outreach Activities</b> <ul style="list-style-type: none"><li>Cory Schmitt, Mobility Manger, North Front Range MPO, Colorado</li></ul>
11:00 - 11:15	<b>BREAK</b>
11:15 - 11:45	<b>Session 4 – Marketing Skills: Branding for Programs, Agencies, and/or Group Activities</b> <ul style="list-style-type: none"><li>Kat Wallace, Vice President of Brand Marketing, Easterseals Marketing Team</li></ul>
11:45 - 12:00	<b>Session 5 – Shark Tank: Mobility Manager Edition</b> (follow up to Session 4) <i>*Mobility managers will pitch marketing developed for a current program or outreach activities</i>
12:00 - 1:00	<b>LUNCH</b>
1:00 - 1:15	<b>Session 5 continued – Shark Tank: Mobility Manager Edition</b> (follow up to Session 4) <i>*Mobility managers will pitch marketing developed for a current program or outreach activities</i>
1:15 – 1:45	<b>Session 6 – Two Heads are Better Than One: A Mobility Manager Network</b> <ul style="list-style-type: none"><li>Michelle Griffin, Mobility Manger, North Central Transit Coordinated Transit District, Kansas</li></ul>
1:45 – 2:15	<b>Session 7 – The Role of the Mobility Manager</b> <ul style="list-style-type: none"><li>Enjoli Dixon, National Center for Mobility Management</li></ul>
2:15 - 2:45	<b>Session 8 – Peer Network Activity and What is Your Role?</b> (Follow up to Session 6 & 7)
2:45 – 3:00	<b>Closing Remarks &amp; Survey</b> <ul style="list-style-type: none"><li>Janice Williams – Operations Management Analyst Principal, Mississippi Department of Transportation</li></ul>





# **BUILDING PARTNERSHIPS FOR A SUSTAINABLE FUTURE**

How do we WIN !!!!!!

Speaker: Jason L. Inge, MPA (he/him)

# WELCOME

WHAT IS YOUR DEFINITION  
OF PARTNERSHIPS?



# PARTNERSHIPS

**IRS:** A partnership is the relationship between two or more people to do trade or business.

**Webster's Dictionary:** a relationship resembling a legal partnership and usually involving close cooperation between parties having specified and joint rights and responsibilities

# MY DEFINITION OF PARTNERSHIPS



**There is no “I” in TEAMS, but there is an “I” in WIN.**



**Partnerships are a mutually shared synergy of a TEAM with the READINESS, ABILITIES and WILLINGNESS to**



**WIN**

# HOW DO WE BUILD PARTNERSHIPS IN OUR COMMUNITIES

- **W**- Willingness to help see your communities grow to their fullest potential !
- **I**-Investing the Right **TIME** and **TALENTS**
- **N**-Nurturing relationships from **INCEPTION** to **CONTINUOUS CULTIVATIONS**



# W



As leaders in our communities, we must have the passion to serve and willingness to complete the mission.



We must be able to overcome obstacles in our communities and inspire innovative thinking.



We must ensure we align ourselves with other groups and stakeholders who have a share common bond of service beyond just helping, but truly bringing tangible change to one's community.



We have 24 hours in a day. Our human lifespan is about 635,976 hours or 38,158,560 minutes.

Time is our most precious commodity, that we can not get back. Align yourselves with investing into groups that share the same vision.



Share your ideas for a better community, no idea is outlandish or ludicrous. Think out outside the box!



Ignite new bonds that will promote integrity, inclusiveness.

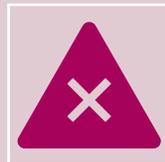
# N



We must nurture the bonds we make with our communities; they are trusting us and our partners to lead them in the right direction. “ A compass will always point where ? .....



Do not say “ NO” to New Opportunities. You never what you will received in return.



Be willing to negotiate, but **NEVER** compromise your Vision.

THERE IS  
NO “I” IN  
TEAMS,  
BUT THERE  
IS AN “I”  
IN WIN.

- We must be willingness able to engage all people and parties from all walks of life.
- We must be strategic about our plans and investments in to building capacities that leads to tangible results.
- Never give up ! Never underestimate you and your teams' abilities to get the job done.

THIS IS HOW YOU

**WIN**

PARTNERSHIPS



# THANK YOU, MISSOURI !

- Follow me
- **LinkedIn**
- <https://www.linkedin.com/in/jason-inge/>



What happens when we turn on the **Power** and **Equity** moves like electricity through our homes, streets, neighborhoods and cities?

# EQUITICITY

POWER + EQUITY >





## Olatunji Oboi Reed President & CEO, Equiticity

- Olatunji Oboi Reed serves as the founding President & CEO of The Equiticity Racial Equity Movement. He works globally as a racial equity tactician, increased mobility advocate, and racial justice activist. Oboi's passion lies at the intersection of community, culture, and health.
- [Equiticity Team](#)

# 2022 Community Mobility Rituals



**EQUITICITY**  
POWER · EQUITY >

**The Go Hub  
Friday Night Ride Series**

**MAY TO OCTOBER, 2022**  
MEET 6:00 PM / RIDE 6:30 TO 8:30PM

The Go Hub Friday Night Ride Series within North Lawndale will connect community members around the activity of cycling, build social bonds, and reduce violence in our community.

Ride with Equiticity and other community partners as we explore our rich cultural and historical legacy, greet neighbors, and model unity and love for each other.

**THE SEPTEMBER RIDE SERIES:  
FALL UNITY RIDES**  
MEET 6:00 PM / RIDE 6:30 TO 8:30PM

- ✓ Friday, September 2nd with Boxing out Negativity  
Start & End: BON Gym, 1512 S Pulaski Rd
- ✓ Friday, September 9th with Boxing out Negativity  
Start & End: BON Gym, 1512 S Pulaski Rd
- ✓ Friday, September 16th with the Fire House  
Community Arts Center  
Start & End: 2111 S Hamlin
- ✓ Friday, September 23rd with North Lawndale Athletic  
and Recreation Association & Chicago Park District  
Start & End: Garfield Park Fieldhouse, 100 N Central  
Park Ave
- ✓ Friday, September 30th with YMEN  
Start & End: YMEN Bike Box, 1302 S Pulaski Rd

RSVP: [bit.ly/TGHRideSept](https://bit.ly/TGHRideSept)

Logos on the left: BOXING OUT NEGATIVITY, NLARA, YMEN, NLCCC, OPEN BOOKS, LAWYNDAL POP-UP SPOT. Logos on the right: All UN ME, gardeners, THE FIRE HOUSE, PRINCE, FRONT PORCH ARTS CENTER, NLHCS, LAWYNDAL CHRISTIAN FITNESS CENTER.

## The Go Hub Friday Night Ride Series: September 2022

September Ride Series: Fall Unity Rides

Fridays Nights in September  
Meet 6pm / Ride 6:30pm to 8:30pm

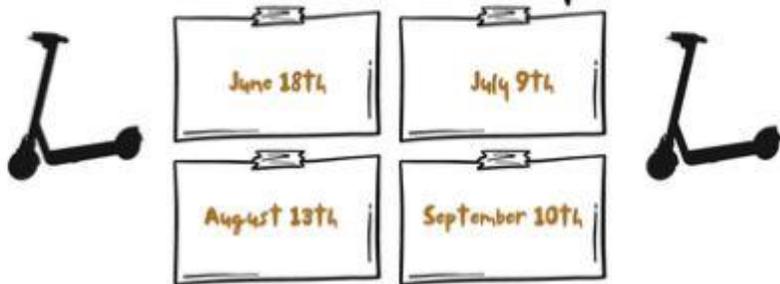
RSVP Here

**EQUITICITY**  
POWER • EQUITY >

# The Go Hub

## Group Scooter Roll Series

On Select Saturdays:



Meet 10:30am / Scoot 11:00am to 12:15pm  
Start & End: The Go Hub, 1901 S. Pulaski Rd.



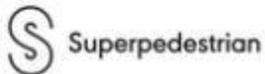
Scooter Newbies and Veterans, e-scooters are here and we have them! Join us for Scooter Roll Saturdays with Superpedestrian at the future site of The Go Hub.



Hands on Scooter Sessions  
Safety Lessons  
FREE Food  
Group Scooter Roll Field Trips



RSVP: [bit.ly/3NAfm0G](https://bit.ly/3NAfm0G)



# The Go Hub Group Scooter Roll Series

Select Saturdays in 2022:

June 18 / July 9 / Aug 13 / Sept 10

Meet 10:30am / Scoot 11am to 12:15pm

The Go Hub, 1901 S Pulaski Rd, Chicago

**RSVP HERE**



**2022**

## **STREET LOVE RIDE**

Spreading love on Chicago's West Side!

**Saturday, September 10**

Expo & School Supply Drive 4pm-7pm; Ride @ 7pm

at St. Agatha Catholic Church

(3147 W Douglas Blvd in Chicago)

**Scan QR code to RSVP or volunteer**



Scan for more info

### **Sponsors**



**SAINT ANTHONY HOSPITAL**



**DIY**



**LAWNDALE CHRISTIAN FITNESS CENTER**  
Spirit, Strength, Life

**LAKESIA**  
BUILDING  
• 8011011

**imc**

**WINTRUST**  
BANK, N.A.

### **Additional Partners**

Chicago Police Department

Chicago SAFE Ambassadors

Equitcity

Ferrara

Latinos Progresando

Lawndale Pop-Up Spot

NLARA

NLCCC

Norvell's Photography

Rep. Lakesia Collins Office

Ride Illinois

St. Agatha Catholic Church

UCAN

Wheel & Sprocket

Contact Julie Globekar at [info@BoxingOutNegativity.org](mailto:info@BoxingOutNegativity.org) to sponsor this event.

COVID precautions: participants are expected to wear masks and respect the space of others. If you feel ill, please stay home!

# **2022 Street Love Ride: Spreading Love on Chicago's Westside**

Saturday, September 10

Expo & School Supply Drive 4pm to 7pm

Ride at 7pm

St. Agatha Catholic Church, 3147 W Douglas Blvd, Chicago

**RSVP HERE**

**HUMBLE AND SOUL:  
THE SUPERHEROES  
RIDE**

**SATURDAY,  
OCTOBER 15**  
10AM MEET / 11AM RIDE

**START/END LOCATION:  
HUMBOLDT PARK AT  
THE PUERTO RICAN  
FLAG ARCH**  
MOZART AND DIVISION

**BIT.LY/HUMBLENSOUL**

**BIKE RIDE AS  
YOUR FAVORITE  
SUPERHERO!**

**BEST  
SUPERHERO  
COSTUME WINS  
A PRIZE!**

Logos at the bottom: MAIN STREET AMERICA, National Main Street Center, INVEST SOUTH & WEST, EQUITICITY, WFP, and THE PUERTO RICAN CULTURAL CENTER.

# Humble and Soul: The Superheroes Ride

Saturday, October 15

Meet 10am / Ride 11am

The Puerto Rican Flag Arch, Mozart & Division Streets, Chicago

**RSVP HERE**



THE MICHIGAN AVE/111TH STREET CORRIDOR MANAGERS &  
EQUITICITY PRESENT

# THE PULLMAN/ROSELAND NEIGHBORHOOD HISTORY RIDE

*A special Halloween bike ride promoting our  
neighborhood's history, featuring narrated stops along  
the way. Costume contest and refreshments provided.*



<https://eventnoire.com/e/the-pullman-roseland-neighborhood-bike-ride>

OCTOBER 1ST, 2022 | 10:00 AM MEETUP  
11:00 AM RIDE | ARCADE PARK 111TH & COTTAGE GROVE



# The Pullman / Roseland Neighborhood History Ride

Saturday, October 1

Meet 10am / Ride 11am

Arcade Park, 111th & Cottage Grove  
Ave, Chicago

RSVP HERE

**EQUITICITY**  
POWER • EQUITY

**INVEST**  
SOUTH • WEST

**MAIN STREET**  
AMERICA

**CAIC**

**GREATER**  
ROSELAND

**CHICAGO**  
NEIGHBORHOOD  
INITIATIVES

## The Go Hub: A Community Mobility Center



Equiticity is developing The Go Hub: A Community Mobility Center in the North Lawndale neighborhood on the Westside of Chicago.

- The Go Hub is a physical and digital space where neighborhood residents create community around mobility justice and environmental justice. Explicitly designed to increase mobility in predominantly Black and Brown neighborhoods experiencing severe transportation inequities, The Go Hub will be reflective of both the transportation needs and cultural identity of the North Lawndale neighborhood.

## The Go Hub: A Community Mobility Center



1 GARDEN VIEW  
4 Scale: 1/8" = 1'-0"



4 STREET VIEW  
4 Scale: 1/8" = 1'-0"



# EQUITICITY

POWER + EQUITY >

*What happens when we turn on the Power,  
and Equity moves like electricity through our  
homes, streets, neighborhoods, and cities?*

Olatunji Oboi Reed ,President & CEO, The Equiticity Racial Equity Movement  
773-916-6264 | @theycallmeOboi | oboi@equiticity.org

Website | Twitter | Instagram | Facebook | LinkedIn | [Donate](#)



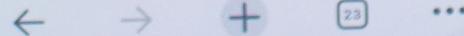
# RideNoCo & NFRMPO Mobility Program

Mississippi Mobility Management Summit



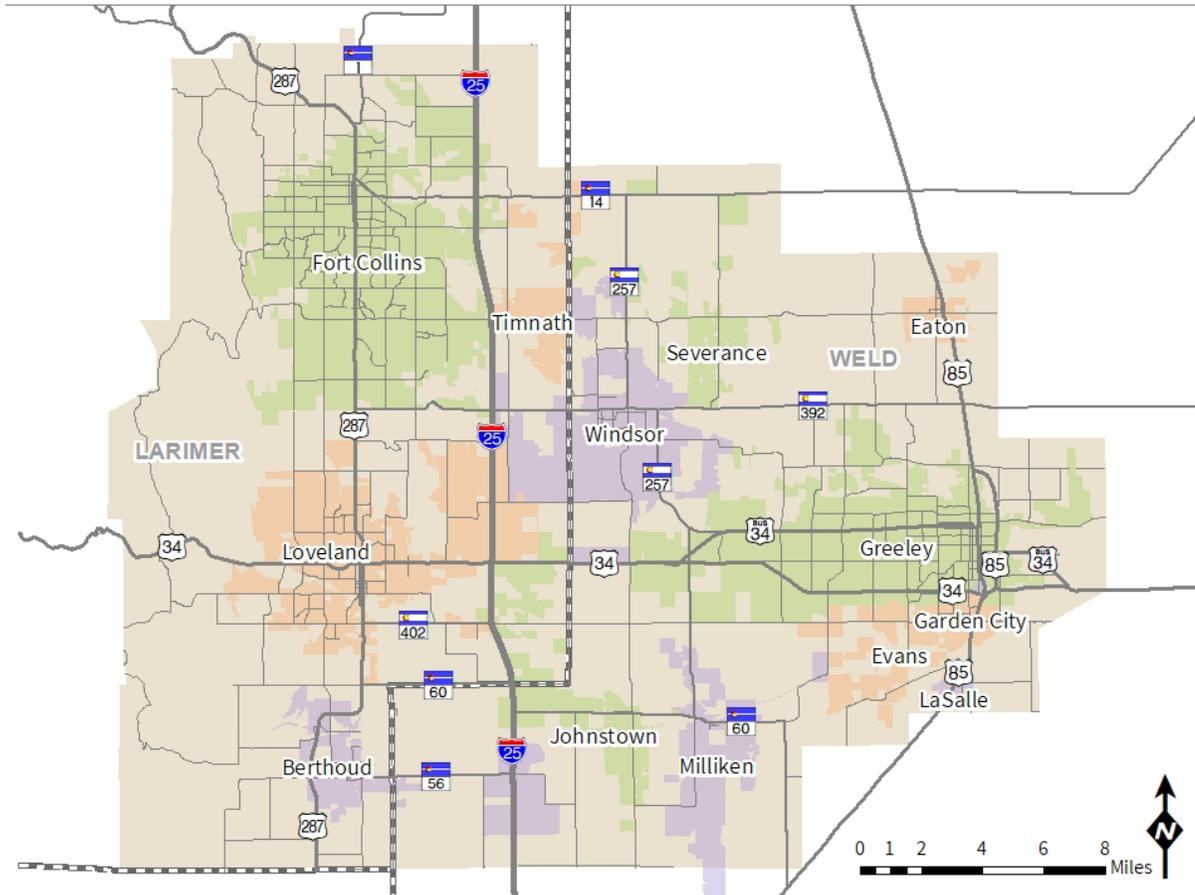
North Front Range  
Metropolitan  
Planning  
Organization

Transportation to and from COVID  
vaccines is available for individuals age 18



September 16, 2022

# North Front Range MPO



## Legend

-  County Boundary
-  NFRMPO Planning Area

May 2020  
Sources: CDOT, NFRMPO



- Regional transportation & air quality planning agency for Fort Collins-Loveland-Greeley Urbanized Areas north of Denver
- 525,000 people, 675 sq. mi.
- Mobility Program – ALL of Weld and Larimer Counties
  - Roughly the size of Connecticut and Rhode Island combined

# NFRMPO Mobility Program



- **RideNoCo – One Call / One Click Center**
  - Information Hub
  - Data for Planning Processes
- **Mobility Committees**
  - Weld County Mobility Committee
  - Larimer County Mobility Committee
- **Planning Efforts**
  - 2021 Coordinated Plan
  - Feedback to other NFRMPO Planning Processes – LinkNoCo, Call for Projects, etc.
- **Subrecipient Program**
  - Passthrough agency for mobility management & capital 5310/state funds
- **Technical Assistance**
  - Connecting partners to State and Federal Funding



# Background

## Larimer County Senior Transportation Implementation Plan



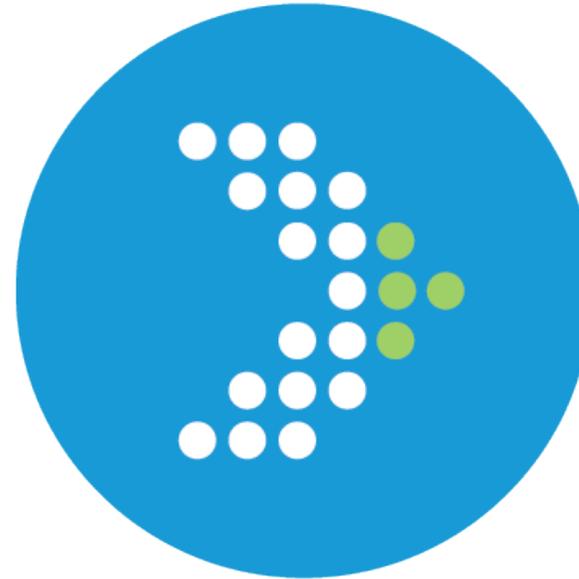
North Front Range  
Metropolitan  
Planning  
Organization

- 2013-2018 Larimer County Strategic Plan set a goal to evaluate the transportation needs and challenges for seniors across the County.
- Assessments and pilots set stage for One Call/One Click Center identified in Larimer County Senior Transportation Implementation Plan.
- Learn more at about the road to RideNoCo at:  
[www.nfrmpo.org/mobility/ococ-project/](http://www.nfrmpo.org/mobility/ococ-project/)

# Connecting You & Northern Colorado

**Connecting You & Northern Colorado**  
embodies the two overarching goals of the  
program:

1. Improving **individual mobility**, particularly for older adults, individuals with disabilities, lower income individuals, and people who do not speak English as a first language.
2. Improving **regional mobility** through enhanced coordination and collaboration among regional public and private transportation providers, especially in rural areas of Larimer & Weld counties.



**RIDE**  
**NOCO**  
CONNECTING YOU & NORTHERN COLORADO

# Connecting You & Northern Colorado

The vision of RideNoCo is to **develop a coordinated system that schedules rides across multiple providers with seamless and accessible options for users.**

RideNoCo is a system that:

1 2 3

Is **simple** for anyone to easily find information about available transportation options



Has **robust financial capabilities** related to trip costs, trip payment, invoicing, and eligibility



Provides and shares accurate information to allow for **data-driven decisions**



**Empowers and enables providers** to share trips to make the best use of vehicles and provide more rides

# A Phased Approach

## Phase 1

2021

### Website + Call Center

- Introduction of RideNoCo
- Central hub to identify transportation options across region and beyond

## Phase 2

2022

### Trip Discovery

- Ability to find and plan trips on public transit and human service providers in region
- Utilizing GTFS-Flex technology

## Phase 3

2023

### Trip Dispatching

- Find, plan, and book ride in one place across multiple providers
- Flexibility for transportation providers to schedule riders across different agencies

Ongoing-Data Collection: Where are mobility needs being met and where do gaps remain?

# RideNoCo Call Center & Website



**(970) 514 3636**  
**mobility@nfrmpo.org**

Monday – Friday  
8 am to 5 pm

Callback in one business day



# Mobility Committees



**The NFRMPO convenes two mobility committees that meet every other month to guide the mobility program and enhance coordination among public transit and human service transportation providers and other stakeholders:**

- **Weld County Mobility Committee**
  - Chairs:
    - Janet Bedingfield, 60+ Ride of Weld County
    - Celeste Ewert, Envision Community Center Board
- **Larimer County Mobility Committee**
  - Chairs:
    - Ruth Fletcher-Carter, Berthoud Rural Alternative for Transportation (RAFT)
    - Connie Nelson-Cleverley, Senior Alternatives in Transportation (SAINT)

- **Vision:**

Create awareness of RideNoCo to connect Northern Colorado communities, agencies, and individuals to RideNoCo tools and branding.

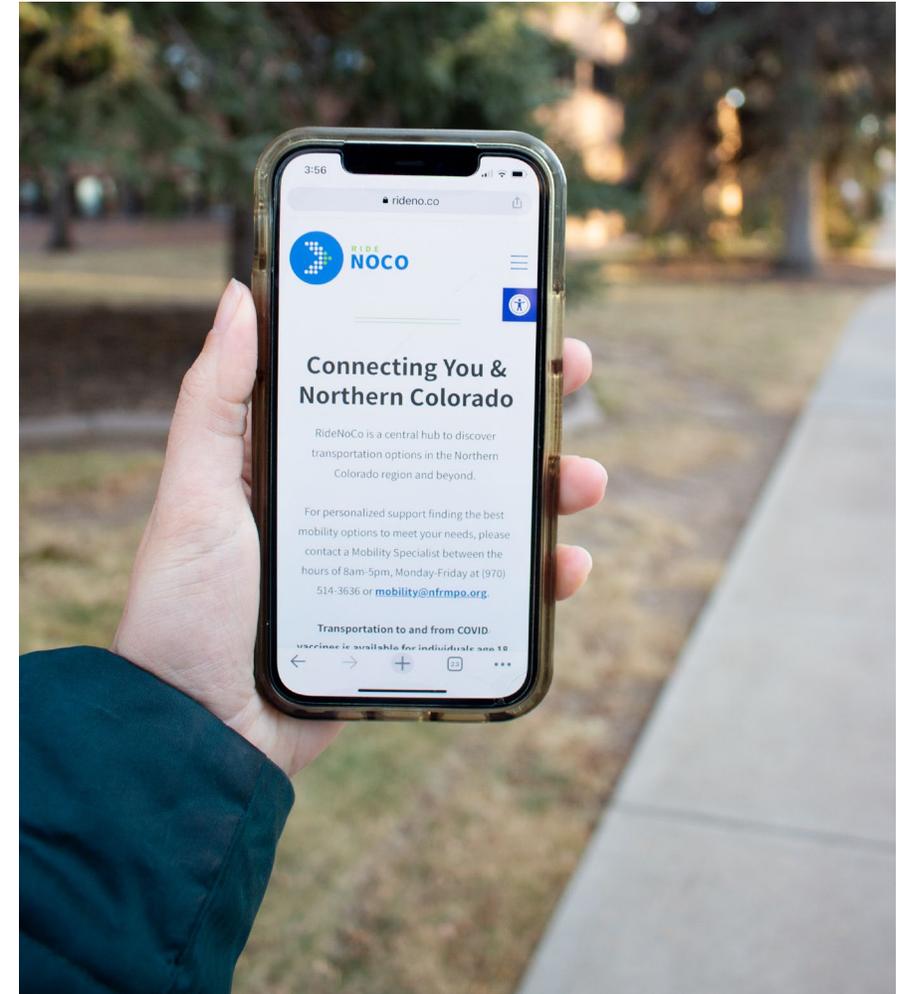
- **Outreach Goals:**

- Distribute Information about RideNoCo and mobility options
  - Rider's Guides, Fact Sheets for Partners/Professionals, Social Media, etc.
- Provide training to providers, agency staff, and case managers
- Provide equitable outreach as guided by the NFRMPO Environmental Justice Plan and PIP
- Give presentations and participate in community outreach events
- Create new partnerships
- Develop community liaison program
- Conduct interviews to better understand mobility gaps and challenges

- **Outreach Tools for Partners**
  - Media Toolkit: pre-made materials for easy sharing
- **Conduct outreach where people and relationships are:**
  - Fairs, farmer's markets, outdoor events
  - Community, recreation, and senior centers
  - Partner with organizations that have strong client relationships
- **Expand relationships with human and medical service providers**
  - Some solutions aren't adding transportation service but rather adjusting human and medical services (locations, times, scheduling, etc.)



- **Outreach challenges:**
  - Not all users will receive a mobility solution
    - There are still major gaps in mobility options in Larimer and Weld Counties, so calling RideNoCo doesn't always provide a solution for that individual.
    - Thus, RideNoCo alone may not feel “useful” to all audiences/communities.
    - Outreach in gaps-areas is helpful for long-term mobility program goals, though.
  - “Product” is still evolving – Trip Discovery Tool will be launched in late 2022.
    - Trip Scheduling following in 2023/2024.
  - Clarifying that we are not a ride provider, but rather a source of information.



## Targeted messaging/activities based on mobility access.

### Areas with reliable and varied mobility options

- **EX:** Fort Collins
- **Activities (by priority):** Information Sharing, Training/Presentations, Liaison Recruitment
- **Target Audiences:** Older adults, caretakers, case managers/human service providers, information hubs, shared-mission organizations

### Areas with limited mobility options

- **EX:** Rural Weld County
- **Activities (by priority):** Driver Recruitment, Capacity Building, Relationship Building, Technical Assistance, Data Collection
- **Target Audiences:** Volunteer-Prone Orgs/Populations, Local Gov Officials, Business Orgs

### Areas with no (known institutional/organizational) mobility options

- **EX:** Mountain Larimer County
- **Activities (by priority):** Data Collection, Relationship Building, Technical Assistance
- **Target Audiences:** Local Officials, Business Organizations

# Connect with the RideNoCo Team



## **Cory Schmitt**

Mobility Manager

[cschmitt@nfrmpo.org](mailto:cschmitt@nfrmpo.org)

(970) 999-0072

## **Hanna Johnson**

Mobility Coordinator

[hjohnson@nfrmpo.org](mailto:hjohnson@nfrmpo.org)

(970) 672-0677

## **Sheereen Ibtesam**

Outreach Specialist

[sibtesam@nfrmpo.org](mailto:sibtesam@nfrmpo.org)

(970) 300-1076

## **RideNoCo**

8am-5pm, Monday-Friday

[mobility@nfrmpo.org](mailto:mobility@nfrmpo.org)

(970) 514-3636



# How to power your marketing

Kat Wallace Knowles  
VP, Brand Marketing  
Easterseals, Inc.

September 16, 2022

# About the speaker

**I help teams activate their brand through clear, compelling stories.**

I developed this content based on my experience and marketing best practices shared by StoryBrand and other sources.

Marketing doesn't have to be complicated or overwhelming. You don't have to claim to be a marketing expert to make positive change for your customers.



Marketing is the  
generous act of helping  
someone solve a problem.  
Their problem.

**Seth Godin, entrepreneur, best-selling author, and speaker**

# POLLING STATION

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**DOOR BELL**  
  
If the door is locked please ring this bell for attention.  
Thank you

**OPEN TIMES**

Bell Farm  
South Road  
West Drayton  
UB7 9LW  
Tel: 01895

# Create meaningful content

**You can develop empathy in your marketing by being more curious about people.**

- Who are you trying to reach?
- What is a problem your customers deal with as it relates to your service?
- Why is it just wrong for your customers to be burdened by this problem?
- How can they be the hero of their story?
- Where are they located?
- At what stage of life are they?





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# Give them a plan and a promise.

**Tell people that you know the easy way forward and you're going to help them win the day.**

- Be simple. What are the 3 or 4 steps your customers can take that would lead them to doing what they need to do?
- What do you promise to do?

# Describe what they can do.

**Make it clear with two types of calls to action (CTA): direct and transitional.**

- Direct calls to action: Call this number, go to this website
  - Transitional calls to action are meant to entice people even further: Five ways the bus system failed me and what happened after, Ten reasons to ...
-

# Demonstrate credibility

**You can develop authority in your marketing by leveraging third-party validation.**

- Partner with community leaders and experts
- Answer your customer's questions
- Create newsworthy reports and studies
- Utilize the authority of in-house experts
- Highlight reviews, case studies, other proof of expertise
- Partner with other community brands



# To create marketing that centers empathy and credibility

**01**

**Focus on what people need. Ask questions.**

Meet with people to understand their experience and what challenges they may be experiencing. How can you add value?

**02**

**Be a guide.**

Give people a simple plan and be clear about what they can do next.

**03**

**Demonstrate credibility through social proof.**

How do you share your expertise and demonstrate you can help? What are the ways you can leverage credibility with other strategic partners?

# Thank you!

**Please email me at  
[kwallace@easterseals.com](mailto:kwallace@easterseals.com)  
if you have questions.**

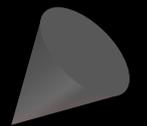




# SIX HEADS ARE BETTER THAN ONE

A Mobility Manager Network

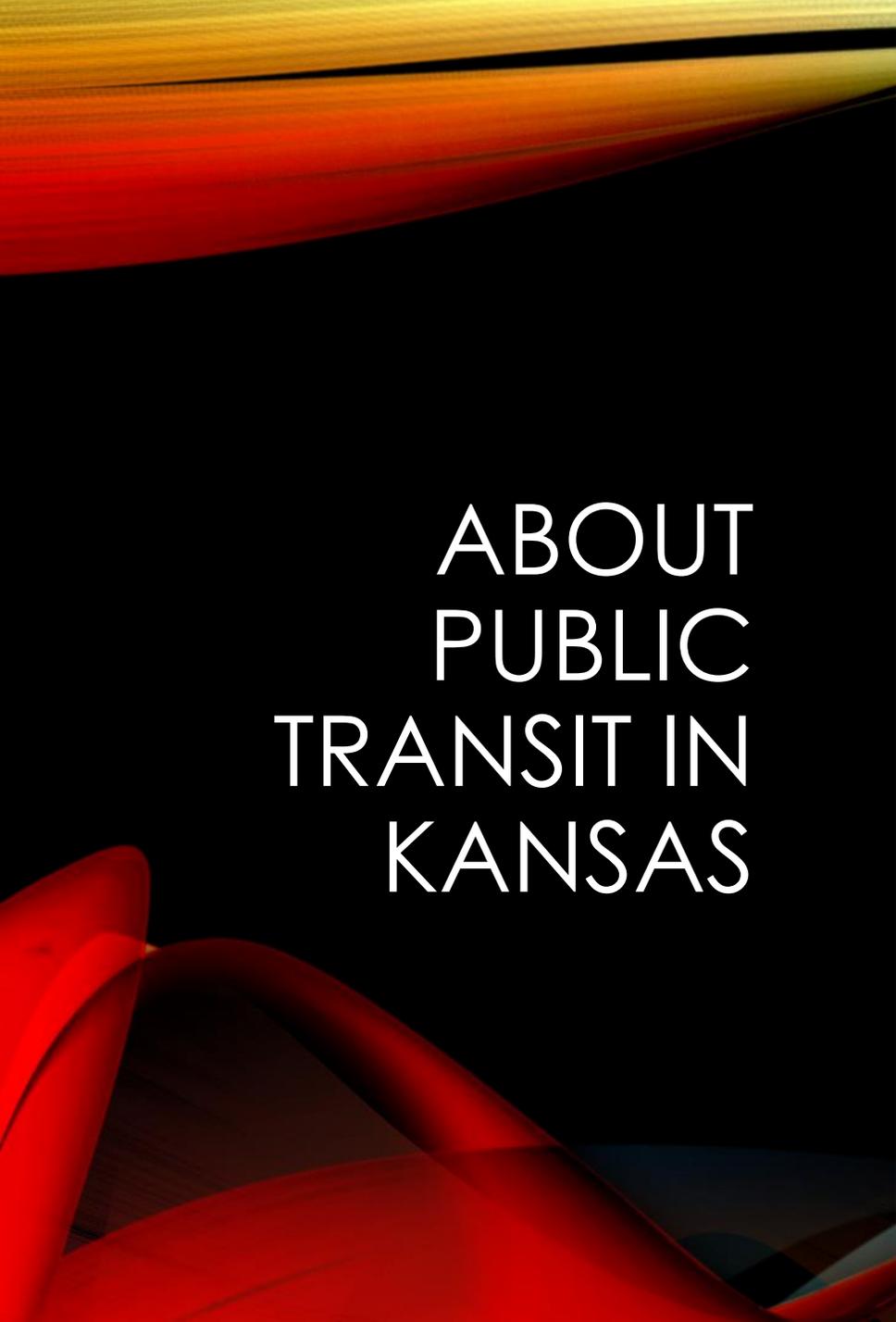
Michelle Griffin and  
Dre'Vel Taylor



# ABOUT ME – MICHELLE GRIFFIN



- Mobility Manager for North Central Kansas
- Worked in Public Transit since 2016
- First Full Time Mobility Manager in the state
- Helped to establish 81 Connection, Kansas Rides website, KANcycle regional bike sharing, Mobility Week, Moving Kansas Network
- Social Media, Marketing, Public Relations, Networking and Travel Training



# ABOUT PUBLIC TRANSIT IN KANSAS

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147 agencies

---

800+ vehicles

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10,000,000 rides annually  
(7.5M urban, 2.5M rural)

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Transit service is relatively new across  
the state

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Not all counties have transit service

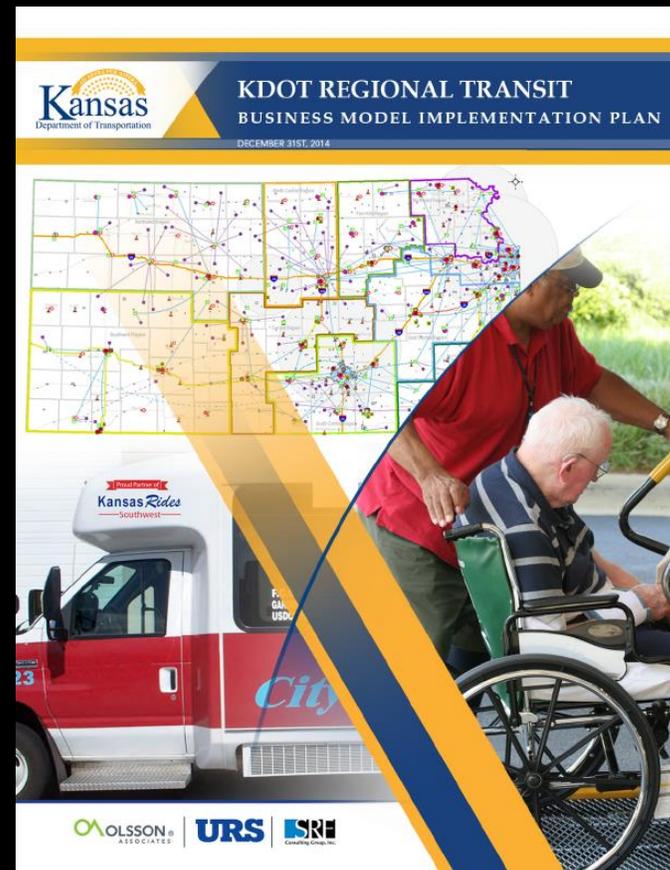
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More evolution needed



# STRUCTURE

- It depends . . .
- Host Agency – Fiscal Agent
  - MM is not an employee
  - Benefits
- Staffing and Supervision
- Reporting
- Rural vs. Urban
- Budget
- Branding



# WHAT DO WE DO?

- It depends . . .
- Each CTD is different.
- Each MM is different.
- Agencies are different.
- Regional goals are different.
- No two days are ever the same.



Kansas Mobility  
Manager's Handbook

2022

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# FUN FACTS



Michelle Griffin  
North Central

- Michelle (2016) – Project management, planning, organization, marketing, graphic design, networking



Mike Wilson  
Flint Hills

- Mike Wilson (2018) – Tech guy, apps, cameras, equipment, digital signage, real time



# FUN FACTS



Mike Spadafore  
Topeka/Shawnee Co.

- Mike Spadafore (2019) – Rules, funding, policies, 5310s, nationwide connections, grant writing



Jessica Warren  
South Central

- Jessica (2021) – Social work background, building relationships

# FUN FACTS



Dre Taylor  
Lawrence/Douglas Co

- Dre (2022) – Planning background, mapping, GIS, volunteer drivers, relationship building, consensus building



Cassandra Beck  
Northeast

- Cassandra (2022) – newbie, eager to learn and do, making connections

# WHAT DO WE DO?

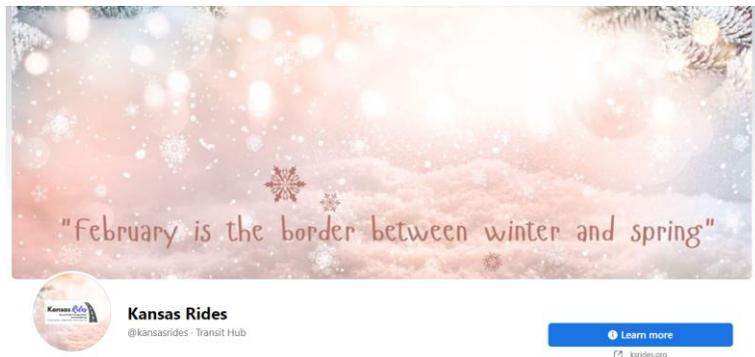
- Individual CTD work
  - Increase awareness of public transit options
    - Marketing, brochures, websites, social media, presentations
  - Help to build ridership in services
    - Education and outreach
    - Travel Training
    - Amenities
  - Plan and develop projects and services
    - Project facilitation
    - Needs assessments
  - Be a community resource
    - Transit experts
    - Resource for rides
    - Education for agencies
  - Connecting people

# WHAT DO WE DO?

- Shared Projects
  - Kansas Rides
  - Shared Platforms
  - Kansas Mobility Week
  - Bike Month
  - National Transportation Week
  - Moving Kansas Network
  - K-CART
  - Food Access
  - Other Events

**“TWO  
HEADS  
ARE  
BETTER  
THAN  
ONE.”**

English Proverb



- Statewide Public Transportation Resource
  - Organized by County
  - Find a Ride
  - News and Events
  - Multimodal
- [www.ksrides.org](http://www.ksrides.org)
- How can we turn this into a statewide trip planner that anyone can use?
- Facebook: take turns posting relevant info

# SHARED PLATFORMS

**No Cash.  
No Cards.  
No Contact.**

Use Token Transit to buy bus passes and board with your phone.



Download the Token Transit App



# transit

**Breaking News**

We make car-free commuting easy for everyone.



CityGo

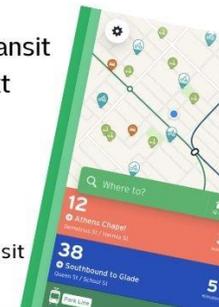
The home screen shows nearby transit options and countdowns to the next departure.



CONNECTION

Download the Transit app today.

Learn more at [www.salinacitygo.com/transit](http://www.salinacitygo.com/transit)



# KANSAS MOBILITY WEEK

- Based on Florida
- Started in November 2021
  - 13 agencies
  - 17 events
  - 10 counties
- Round Two – November 6-12, 2022
  - 33 agencies
  - 54 events
  - 37 counties
  - One statewide event



# KANSAS BIKE MONTH

MAY 2022

- Started in May 2022
  - 9 events
  - 5 communities
- May is home to:
  - National Ride a Bike Day
  - National Bike to School Day
  - National Bike to Work Day



# NATIONAL TRANSPORTATION WEEK

- May 16 – 20, 2022
- 11 events
- 7 communities





- Our newest project
  - To share and collaborate on innovations, technology, and information for increased communication, cooperation and coordination.
  - To develop workgroups based on shared projects.
  - To move public transportation in Kansas forward.





- Led by Mobility Managers
  - 8 Largest agencies in the state
  - KDOT
  - KU-RTAP
- Monthly meetings
- Education
- Field Trips
- Workgroups

- Potential Sub Workgroups
  - Modern Transit
    - Microtransit
    - Electric Vehicles
  - Software/Tech
    - Fixed Route Software/Stuff
    - GTFS - Transit app
    - Digital Fares - Token Transit
  - Funding Sources
    - Local Match
    - FTA Coordination

# OTHER EVENTS

- Conference Presentations
- Transit Day at the Capitol
- National Transit Driver Appreciation Day
- Transit Roadeo



# HOW WE COMMUNICATE

## Monthly Meetings

- Zoom
- Agenda: Current projects, updates, sharing

## Quarterly Meetings

- In person
- Agenda: updates and sharing
- MMs, KU-RTAP, KDOT

## Slack

- Different Channels
- Instant Messaging
- Photos

## Google Drive

- Shared presentations
- Logos



# OUR PARTNERS

- KDOT
- KU-RTAP
- KPTA
- Transportation Agencies



# THANK YOU

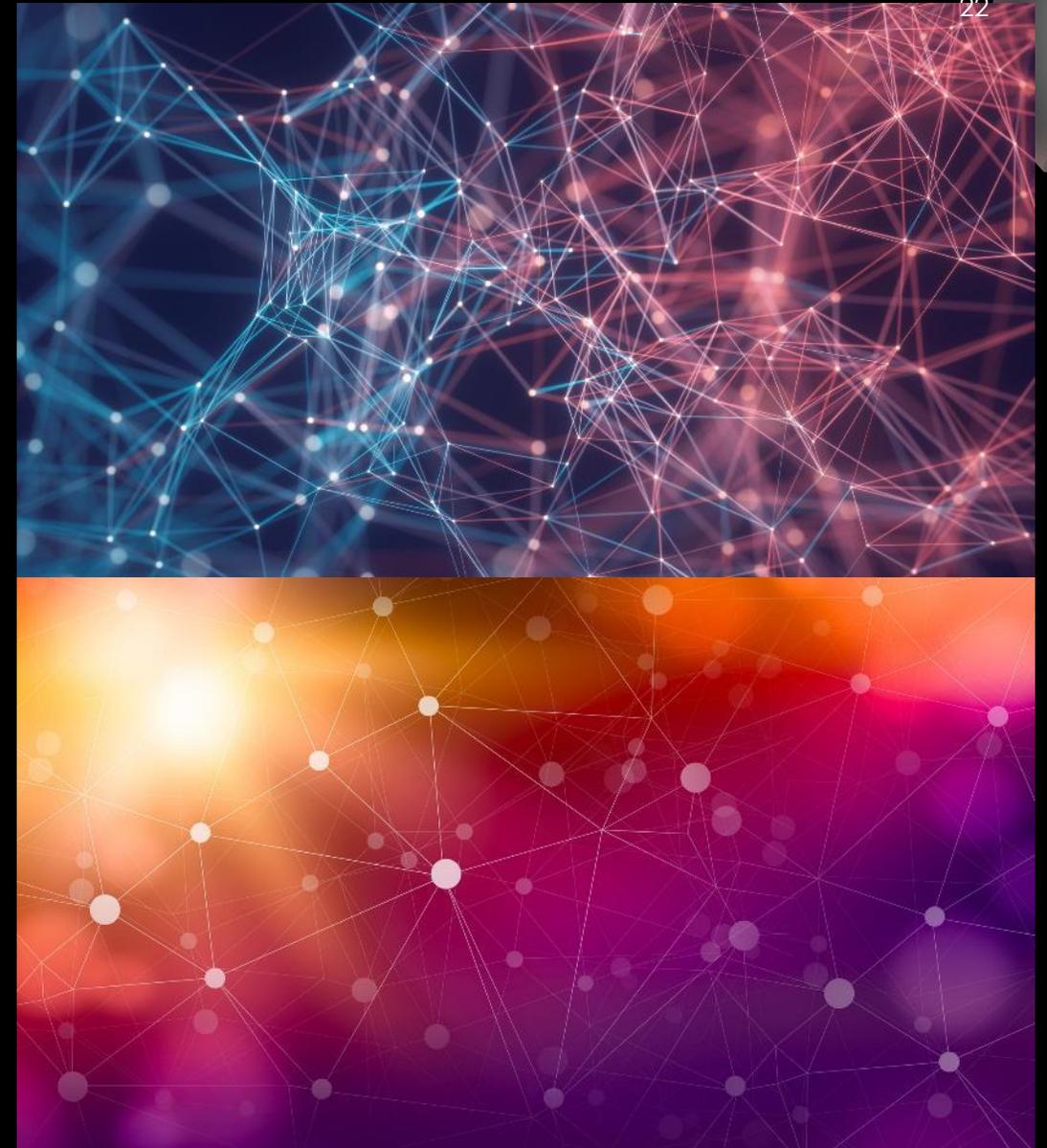
Michelle Griffin

[mgriffin@occk.com](mailto:mgriffin@occk.com)

Dre'Vel Taylor

[dtaylor@lawrenceks.org](mailto:dtaylor@lawrenceks.org)

[www.ksrides.org](http://www.ksrides.org)

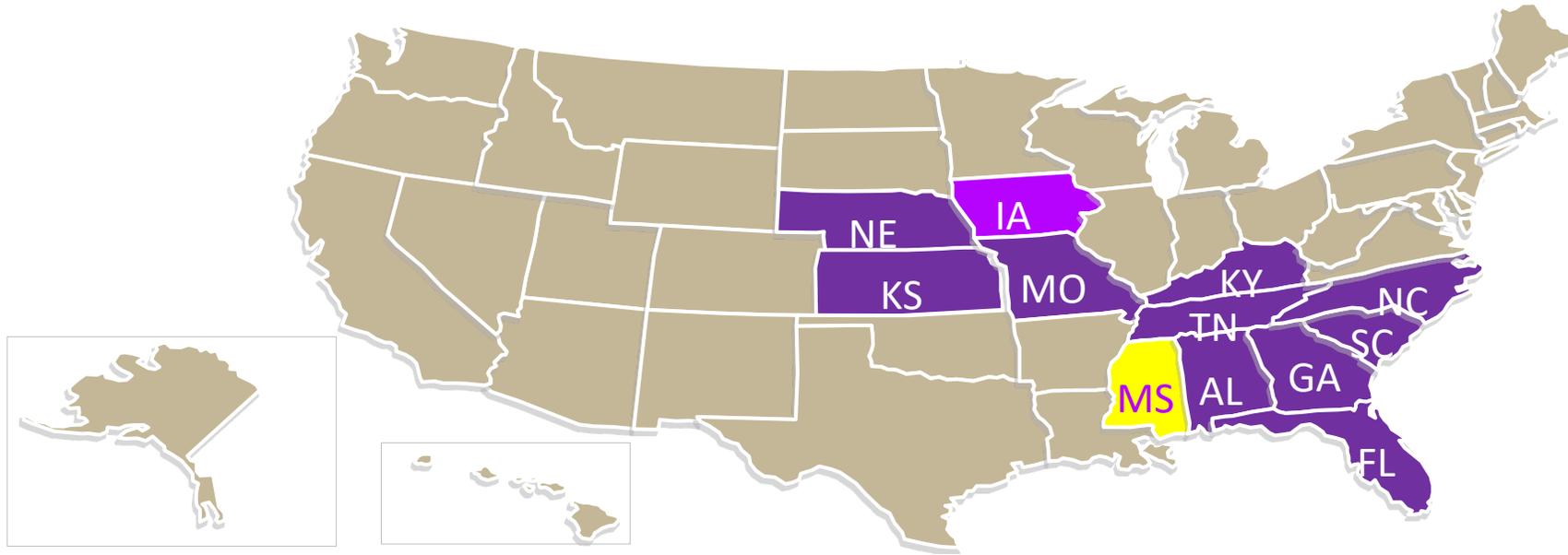




# The Role of the Mobility Manager

**Mississippi Mobility Management Summit 2022  
Building Partnerships to Achieve Better Mobility  
September 16, 2022**

**Enjoli Dixon, Project Associate - Easterseals**



## NCMM Regional Liaison – Corresponding to FTA Regional Offices 4 & 7

**Region 4:** Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, North Carolina, South Carolina

**Region 7:** Missouri, Iowa, Nebraska, Kansas



Enjoli Dixon,  
National Center for Mobility  
Management at Easterseals

# ICE BREAKER

Sit on	Sit on the bus and listen for the stops (transportation key words, hot topics and more)
Get off	Get off on the stop you most identify with or curious to explore more about
Be	Be ready to discuss your stop selection during the layover
Have	Please have your fare ready and let's ride!!!!



*Photography provided by Ant Rozetsky.*



nc4mm.org

## Who We Are

A national technical assistance center funded through a cooperative agreement with the Federal Transit Administration and operated through a consortium of three national organizations



## Our Mission

To promote customer-centered mobility strategies that advance good health, economic vitality, self-sufficiency, and community.

We work to promote cross-sector partnerships and help communities create/improve transportation options – “mobility management”

# Mobility Management Definition(s)

Mobility management is an approach to transportation service development and management that focuses on individualized customer markets and involves establishing a variety of services tailored to meet the needs of those markets. A mobility manager is someone who understands the needs of individuals who need transportation, such as people with disabilities and seniors, and helps connect these riders with transportation resources in their community.

# Mobility Management Definition(s)

Mobility Management is about bringing together the people who need transportation, with the people who provide transportation and the people who can pay for transportation, to address community transportation needs.

It's making the most of existing resources, creating new services when needed and looking at the issues through the lens of the rider.



# What is the Role of a Mobility Manager?



# What is the Role of a Mobility Manager?

- **Policy coordinator**
  - **Advocate**
  - **Grants manager**
  - **Travel trainer**
- **Outreach coordinator**
- **Patient coordinator**
  - **Planner**
- **And a whole lot more!!!**

# Who employs mobility managers?

- Cities, counties, tribes
- Transit agencies
- Independent Living Centers
- Community Action Programs / Service Agencies/  
Workforce Development Agencies
- Social / Human Service Agencies
- Aging and Disability Resource Centers /  
Departments and Commissions on Aging / Senior  
Services Agencies

# Benefits to the Individual

- Increased knowledge and awareness of resources
- Better understanding of the system and effects on the system
- Large network of peers
- Greater knowledge about funding sources, funding/position availability
- Tools to promote mobility management
- Effective advocates
- Individual promotions

# Benefits to the Agency/Community

- Increased effectiveness and efficiency
- Faster start-up
- Increased transportation coordination/networks
- More transportation options
- Diversified funding
- Inclusivity – voices of consumers
- Advocacy – same messaging
- One point of contact – data, contracts, ROI, planning strategies, best practices
- Systems changes

# Alternate Mobility Manager Job Description?

## *The Real Mobility Manager Job Description*

*Your job description should read something like this: “Here are the keys to nothing, you are responsible for bringing people together from various socio-economic backgrounds to provide miracle transportation solutions, with no money, little political support, and no additional vehicles”. You will spend years bringing to fruition one or two programs that while not glamorous, will mean the world to vulnerable populations. You will be frustrated, loose funding, face staff turnover and spend more countless hours re-selling and educating programs to stakeholders. Since many Mobility Managers come from very diverse backgrounds, it seems like a little guidance for this journey is in order. Whatever your background, it’s helpful to have some general best practices and workflow guide to help guide you along this journey. Albeit brief, I hope this serves as a, “diving into mobility management with both eyes open” guide.*

<https://nationalcenterformobilitymanagement.org/blog/new-mobility-managers-an-introduction-part-1/>



-Amber Simmons, Regional  
Transportation Educator for Move  
Together NY

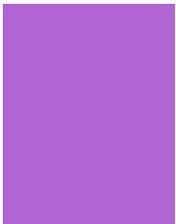
# Sample Job Descriptions

Cobb County, GA

Marathon County, WI

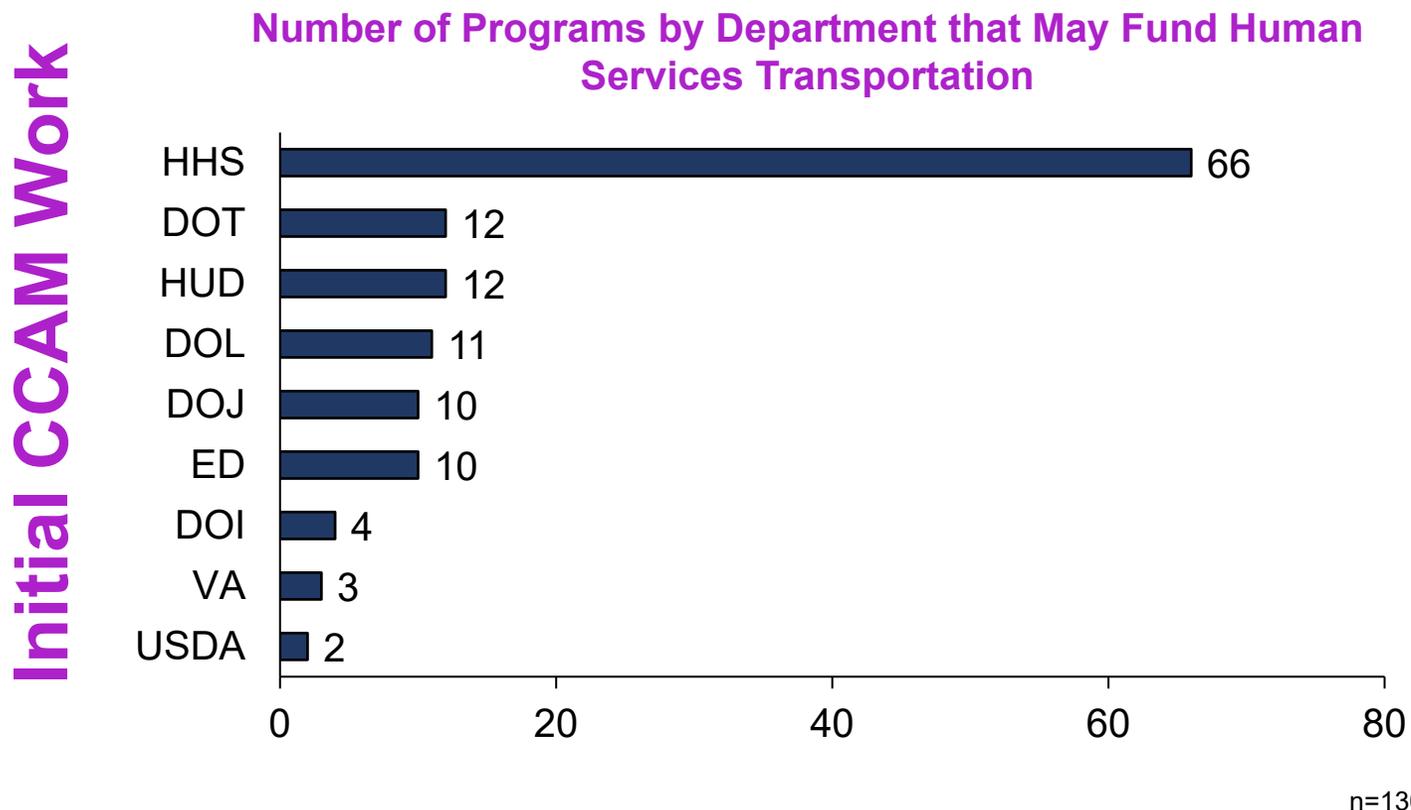
Central Iowa





# CCAM Program Inventory

The CCAM Program Inventory identifies 130 Federal programs that are able to provide funding for human service transportation for people with disabilities, older adults, and/or individuals of low income.



Although SSA reported that no programs may fund human services transportation, coordination opportunities were explored. NCD does not fund grant programs.

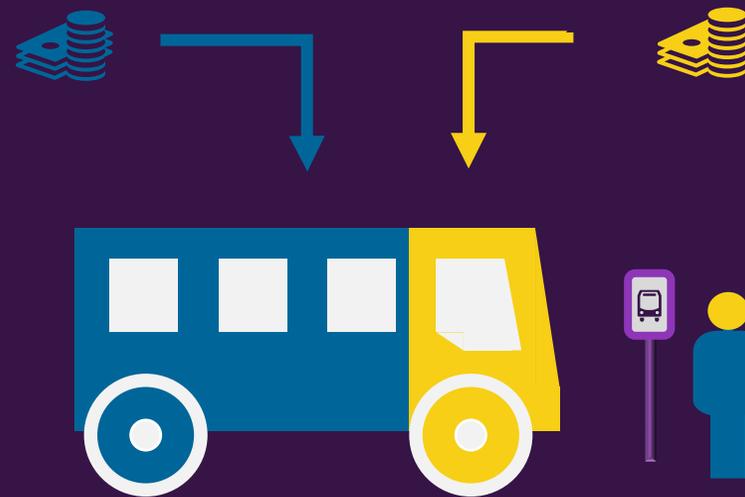


# Federal Fund Braiding Guide

In 2018 and 2019, the CCAM held Federal working sessions to develop the Federal Fund Braiding Guide, a CCAM resource that clarifies acceptable Federal fund braiding for local match opportunities.

Initial CCAM Work

**Federal fund braiding for local match** is when Federal funds from one grant program are used to fulfill the local match requirement of another Federal grant.



In order to participate in Federal fund braiding, a project **must meet all requirements** of the participating Federal agencies, including eligibility requirements, reporting requirements, regulatory requirements, statutory requirements, and program guidance.

# What is Cost Sharing and When Does it Occur?

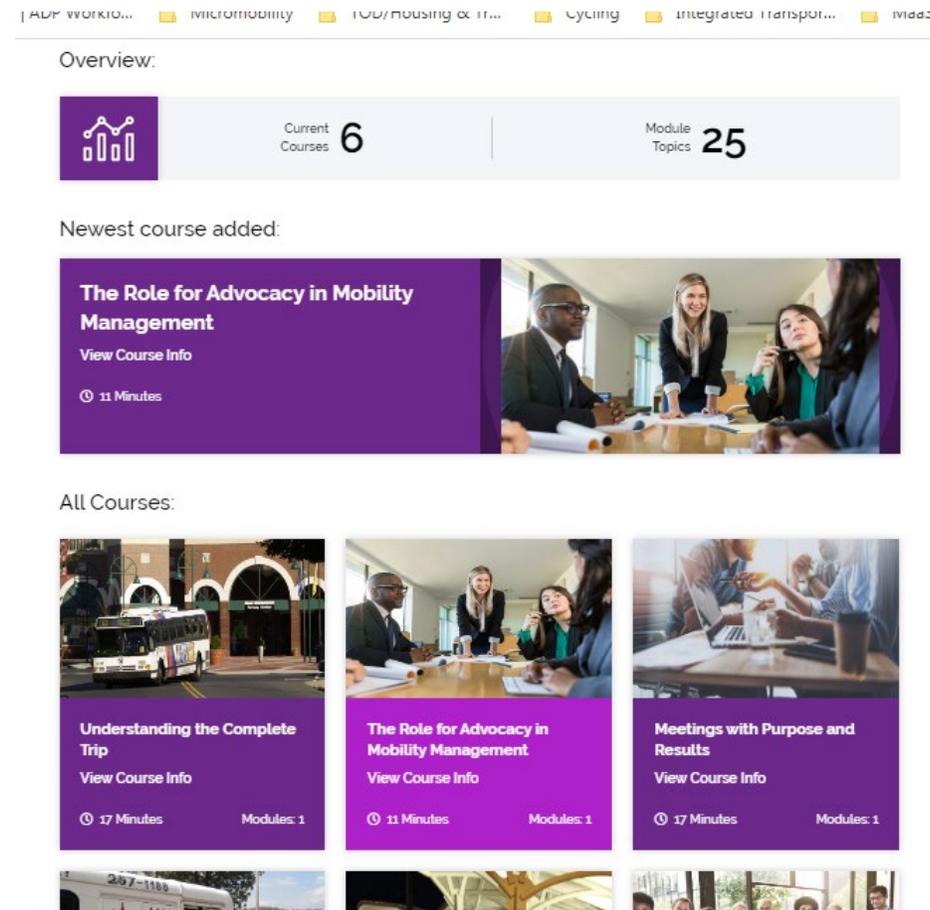
- Shared rides, when multiple Federal Programs' beneficiaries are in the same vehicle simultaneously;
- With individual rides, when a vehicle transports a single beneficiary at a time;
- Participating partners pay for the equitable proportion of shared costs for transporting its beneficiaries

**Cost sharing is a process wherein two or more entities work together to secure savings that one alone would be unable to obtain.**

[USLegal](#)

# NCMM – e-Learning Modules

- Provide skills and knowledge training for mobility management professionals
- Learners take quizzes after each module, and receive a course completion certification



The screenshot displays the NCMM e-Learning interface. At the top, there is a navigation bar with categories: ADP workio..., micromobility, TOD/housing & tr..., Cycling, Integrated transport..., and livads. Below this is an 'Overview' section with a bar chart icon, 'Current Courses 6', and 'Module Topics 25'. The 'Newest course added:' section features a card for 'The Role for Advocacy in Mobility Management' with a 'View Course Info' link and a '11 Minutes' duration. The 'All Courses:' section shows three course cards: 'Understanding the Complete Trip' (17 Minutes, 1 Module), 'The Role for Advocacy in Mobility Management' (11 Minutes, 1 Module), and 'Meetings with Purpose and Results' (17 Minutes, 1 Module). Each card includes a 'View Course Info' link and a small image representing the course content.

# Access NCMM Resources

- Research products and tools
- Our blog, Mobility Lines
- Participate in our events
- Share our online e-Learning modules
- Take advantage of our grant programs
- Encourage your MM colleagues to join MMC
- Connect with your regional liaison





Enjoli Dixon



Home



Webinars



Courses



Guidebooks



Discussions



Events

# Mobility Management Connections

Private Group 158 Members

Photo by T



Mobility Management Connections



# Mobility Management Connections – Book Club

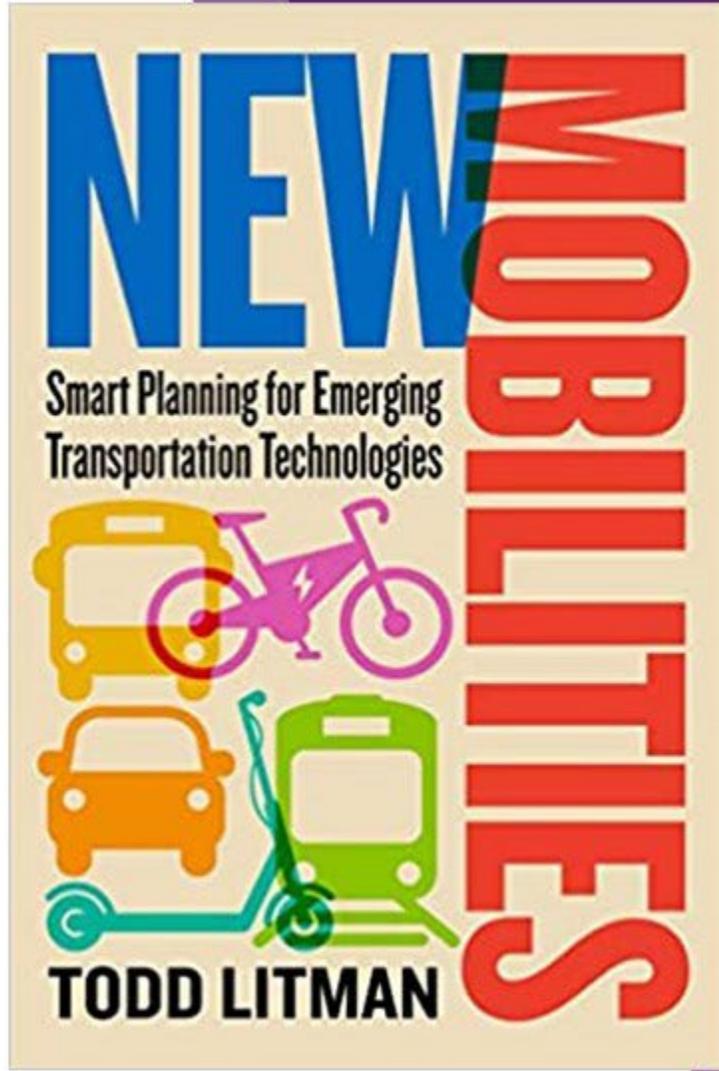


Register for these free events at <https://learn.pyd.org/groups/mmc/>

\*Last Monday of the month at  
Lunch Time 12:30p.m. CST

Contact: Enjoli Dixon, NCMM Project Associate - Easterseals at [edixon@easterseals.com](mailto:edixon@easterseals.com) for questions or inquiries.

# August/September



- Learn about new and diverse modes that enhances our mobility
- Discuss how to manage the various types of new mobility
- Discuss the role a mobility manager will have with these increasing modes and new technology
- Please have your fare ready, your book bag and let's take a ride on the MMC Book Bus!!!!

# Mobility Management Champions

Each champion acts as a facilitator of monthly community activity by

- Sharing questions and issues of their choice that are relevant to mobility management activities;
- Disseminate resources and tools that pertain to this topic; and
- Respond to questions posed by other mobility management professionals via the MMC discussion forum.



# How to sign up for MMC.

- SIGN UP - Tell us about your role as mobility manager, interest areas, and contact information
- ENGAGE - Share experiences, network, and ask questions of peers with experience in the field
- LEARN - From your peers, NCMM technical assistance, and other national resources

*There is no I in TEAM!*





# Thoughts, Ideas, Questions?

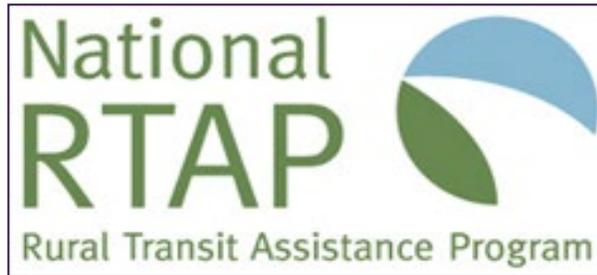


# Technical Assistance (TA) Centers



[www.nc4mm.org](http://www.nc4mm.org) 1-866-846-6400  
[info@nc4mm.org](mailto:info@nc4mm.org) [Annual Community Grants](#) ←

[www.nadtc.org](http://www.nadtc.org) 1-866-983-3222  
[contact@nadtc.org](mailto:contact@nadtc.org) [Annual Community Grants](#) ←



[www.nationalrtap.org](http://www.nationalrtap.org) 1-888-589-6821  
[info@nationalrtap.org](mailto:info@nationalrtap.org)



Shared-Use Mobility Center  
[www.sharedusemobilitycenter.org](http://www.sharedusemobilitycenter.org) 1-312-448-8083  
[info@sharedusemobilitycenter.org](mailto:info@sharedusemobilitycenter.org)



National Center for Applied Transit Technology  
[www.ctaa.org/about-n-catt/](http://www.ctaa.org/about-n-catt/)

# Activity Time!!!!

