



National Center for Mobility Management

Mobility Management Connections
January 23, 2023, at 12:30 p.m. EST

Mobility Management: The Role of a Mobility Manager and Developing Partnerships



Enjoli Dixon, NCMM – Easterseals
Transportation Group



Doris Green, Delta Ride Regional Mobility
Manager – Bolivar County Council on Aging



Heather Thomas, Transportation Mobility
Manager – UCHRA Public Transportation



Calvin M. Glover, BPS Mobility Manager –
Aaron E. Henry Community Health Center

Join us for a collaborative discussion about the role a mobility manager plays in the community or an organization along with how to build partnerships.

- ✓ *Coordinating innovative mobility options and programs*
- ✓ *Funding for mobility management*
- ✓ *Benefits of mobility management in your community*
- ✓ *And more!*
- ✓ *Register here: https://us02web.zoom.us/webinar/register/WN_9lQcb35fSzmEwMDLn58zUw*

Delta Rides Regional
Mobility Mangers !!!
Who are we!!

How do you see
yourself as a Mobility
Manager in
Your area?

Do Delta Rides
coordinate programs ?

What programs do
Delta Rides have going
on now?

Funding Partners

What programs did
Delta Rides have
Going on during
Covid?

* How are you getting
the message out about
Delta Rides?

Will Delta Rides
expand to assist in
meeting transit needs?

- **Provide Direct Outreach to support Workforce Development by:**
 - Providing informational flyers to give to clients
 - Have available information of how to contact providers
 - Have information available for riders to and from training programs/work
- **Intercity Bus Connectivity – Connectivity Existing Local and Regional Services**
 - Delta Bus Lines commitment to provide services that will connect people in the rural delta
 - Grenada Tours LLC
- **Identifying additional funding sources:**
 - * Community Stakeholders Involvement
 - * Elected Officials Involvement
 - * State /Federal Involvement – MDOT
 - * Secure matching funds



DELTA
BUS LINES



Delta Rides Partners

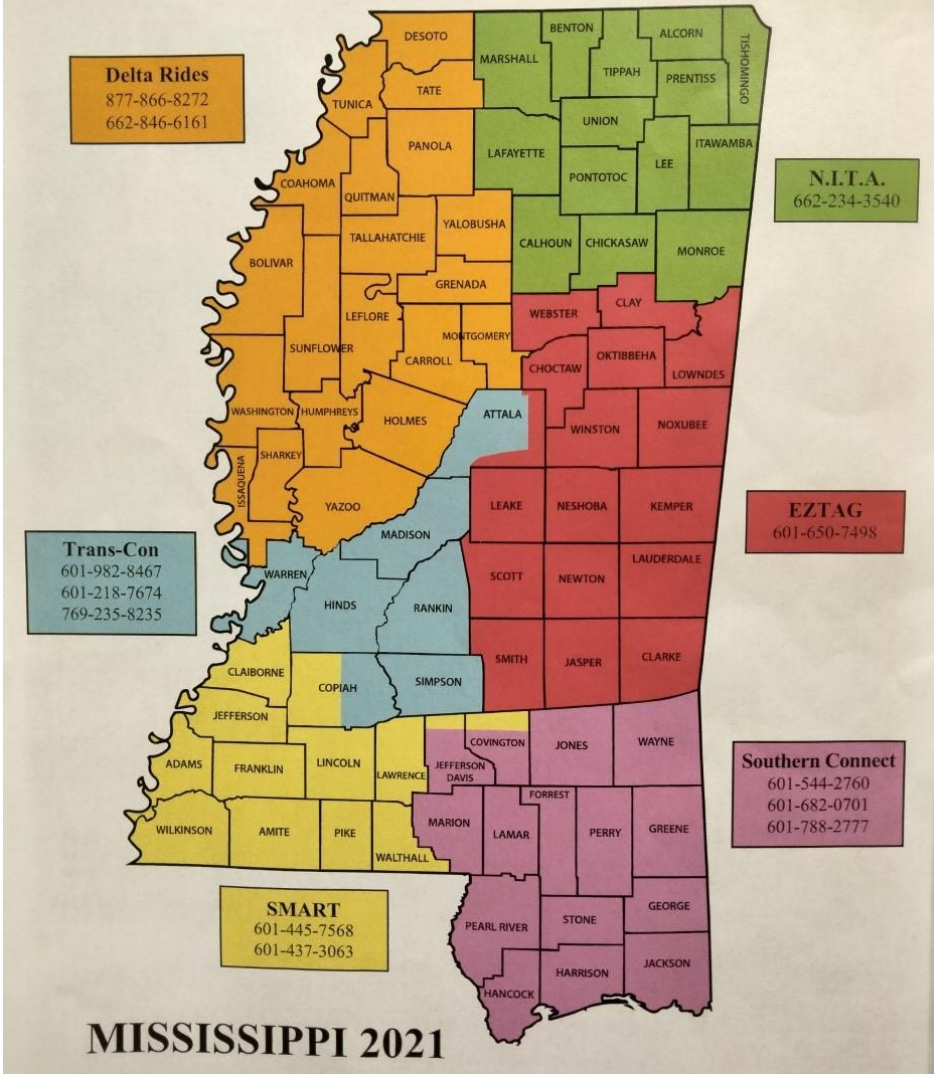


Delta Rides Partners

Education	Social Services	Faith Based	Elected Officials	Mental Health	Private Providers	Non- transit	Public Transit
MDCC	Department of Human Services	Greater Hearts Adult Daycare	City of Hollandale	Region 1	CDRY Touring	Delta Health Alliance	Bolivar County
CCC	Sunflower Humphries		Town of Arcola	Quality Life Help	Grenada Tours	Delta Health Center	DARTS
MVSU			City of Greenville	Mississippi Christian	Delta Transportation Services	Our House, Inc. -	MVSU
			City of Grenada		Alexander Transportation	Delta Advantage Center	Sunflower Humphries
			Washington County Board of Supervisors		Delta Bus Lines	MS State Extension, AIM For CHANGE	Mississippi Christian
						Hearty Helping Food Pantry	WWISCAA
							Delta Bus Lines

- Denotes New Partner

Regional Coordination Transportation Groups





Lashonda McKinney – Executive Director
Delta Rides Co-chair



Calvin M. Glover – Delta Rides
Mobility Manager / DARTS



Antionette Gray-Brown –Transit Director
Delta Rides Chairperson



Doris Green- Delta Rides
Regional Mobility Manager



COMMUNITY IMPACT THROUGH MOBILITY SERVICES

HEATHER THOMAS

UPPER CUMBERLAND HUMAN RESOURCE AGENCY

PUTNAM COUNTY COORDINATOR

RTAP COMMUNITY RIDES PROJECT MANAGER

TRAVEL TRAINER FOR MOBILITY AND ORIENTATION SPECIALIST

EMPOWER UPPER CUMBERLAND GRANT TEAM LEAD

CHAMBER OF COMMERCE AMBASSADOR

COMMUNITY ADVOCATE



FEDERAL FUNDING SOURCES

5311 FUNDING RURAL FORMULA- THE MAJORITY OF WHAT COVERS OUR OPERATIONS (FUEL, DRIVERS SALARIES, MAINTENANCE, ETC...) ROUGHLY **\$9.6 MILLION** ANNUALLY (STATE, LOCAL AND FEDERAL COMBINED)

5310 FUNDING SENIORS AND DISABILITIES - WE ARE ONE OF THE FEW RURAL TRANSPORTATION AGENCIES IN THE STATE OF TENNESSEE THAT OFFER A MOBILITY MANAGEMENT PROGRAM. THE STATE AND FTA ARE GENEROUS WITH THE 5310 FUNDING AND WE APPLY ANNUALLY THROUGH A COMPETITIVE GRANT PROCESS. **\$400,000** ANNUALLY (STATE, LOCAL AND FEDERAL COMBINED).

5339(B) FUNDING BUS & BUS FACILITIES - EVERY FEW YEARS, WE WORK WITH OUR STATE TRANSIT ASSOCIATION AND OTHER TRANSIT PROVIDERS IN TENNESSEE TO JOINTLY APPLY FOR 5339(B) FUNDING TO PURCHASE VEHICLES. IN THE LATEST ROUND, WE APPLIED AND COLLECTIVELY WON \$12 MILLION STATEWIDE, OF WHICH UCHRA WILL RECEIVE **\$5.3 MILLION** WITH A 5% MATCH DUE TO THE STATE OF TN CONTRIBUTING ABOVE THEIR TYPICAL MATCH RATES.

STATE FUNDING SOURCES

IMPROVE ACT - IN 2016, THE STATE OF TENNESSEE PASSED THE IMPROVE ACT - FUEL/EXCISE TAX INCREASE. TENNESSEE HAD BACKLOG OF INFRASTRUCTURE PROJECTS AND THE FUND BALANCE WAS IN NEED OF REVENUE. LEGISLATORS DEDICATED \$21 MILLION OF NEW REVENUE TO TRANSIT CAPITAL PROJECTS ON A RECURRING, ANNUAL BASIS. UCHRA PROJECTS FUNDED INCLUDE: (1) OUR BUS SHELTER PROJECT (2) NEW MICRO-TRANSIT SERVICE: PICKUP COOKEVILLE (SOFTWARE, VEHICLES (3) PLANNING PROJECT (4) EV PROJECT.



UCHRA PUBLIC TRANSPORTATION RECEIVES MULTIPLE IMPROVE GRANT AWARDS

1. MICRO-TRANSIT PILOT PROJECT - \$240,000
2. BUS SHELTER PROJECT - \$180,000
3. TRANSIT DEVELOPMENT PLAN – COMPREHENSIVE OPERATIONAL ANALYSIS – PARK & RIDE STUDY - \$375,000
4. ELECTRIC VEHICLE TESTBED PROJECT WITH TENNESSEE TECH - \$100,000
5. ELECTRIC VEHICLE PROJECT FOR MICROTRANSIT - \$120,000

UCHRA RECEIVES NATIONAL RTAP COMMUNITY RIDES GRANT

\$50,000 TO IMPROVE OUR TRANSPORTATION

1. MARKETING, AWARENESS AND EDUCATION FOR RIDERS
2. GLOBAL TRACKING
3. SOFTWARE INFORMATION AND TRIP PLANNING CAPACITY TO INCREASE AWARENESS OF EXISTING TRANSIT SERVICES AND IMPROVE THE EASE OF USE FOR RIDERS.

UCHRA PUBLIC TRANSPORTATION SERVICES:

DEMAND RESPONSE – WE REFER TO OUR DEMAND RESPONSE SERVICE AS **RIDE UPPER CUMBERLAND**.

DEMAND RESPONSE SERVICE IN ALL FOURTEEN COUNTIES WITHIN OUR SERVICE AREA.

DEVIATED FIXED ROUTE – WE REFER TO OUR DEVIATED FIXED ROUTE SERVICE AS OUR **GO ROUTES**.

DEVIATED FIXED ROUTE IN 3 OF OUR MOST POPULOUS COUNTIES COVERING COOKEVILLE, ALGOOD, MCMINNVILLE, AND CROSSVILLE.

INTERCITY FEEDER SERVICE – OUR INTERCITY FEEDER SERVICE IS REFERRED TO AS OUR **CONNECT ROUTES**. WE OPERATE A FEEDER CITY TO NASHVILLE AND MURFREESBORO FIVE DAYS A WEEK.

MICROTRANSIT SERVICE – WE REFER TO OUR MICROTRANSIT SERVICE AS **PICKUP UPPER CUMBERLAND**.

JOB ACCESS – WE OFFER JOB ACCESS TO ELIGIBLE CLIENTS IN ALL FOURTEEN COUNTIES.



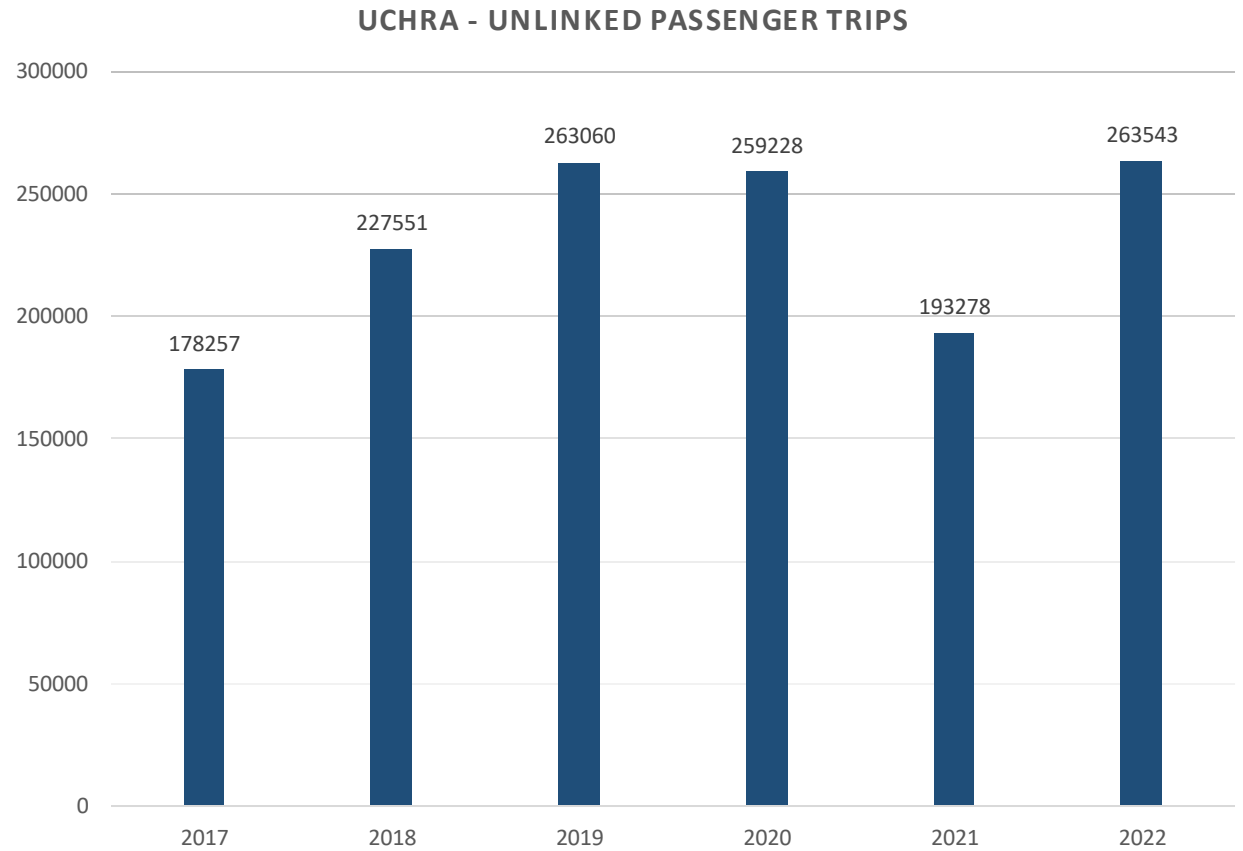
HOW ARE THINGS GOING:

AS YOU CAN SEE ON THE RIGHT, OUR TRIP NUMBERS FOR THE FISCAL YEAR ENDING JUNE 22' ARE RIGHT BACK TO WHERE THEY WERE PRE-PANDEMIC.

HOWEVER, OUR TRIP NUMBERS ARE UP **33%** WHEN YOU COMPARE Q1 OF FFY22 WITH Q1 OF FY23.

BETWEEN Q1/FY22 AND Q1/FY23

DEMAND RESPONSE TRIPS UP **15%**
DEVIATED FIXED ROUTE TRIPS **UP 18%**
MICROTRANSIT TRIPS UP **1182%**



COMMUNITY AND STAKEHOLDER TRUST, RIDER OUTCOMES, EXPANSION, PARTNERSHIPS

- TAHRA (Tennessee Association of Human Resource Agencies) describes itself as "an effective statewide network to deliver social services to our communities...(that) builds strong partnerships with our funding sources, our community leaders, and our local, state, and federal officials."
- INCREASED RIDERSHIP AND ACCESSABILITY BY REMOVING BARRIERS
- IMPROVE EFFICIENCY OF TRANSIT OPERATIONS
- SUSTAINABILITY OF SERVICES- UBER TECHNOLOGIES AND PASSIO GO
- CREATED NEW SERVICE CONTRACTS, MORE UTILIZATION OF HEALTHCARE AND RIDE TO RECOVERY TRANSIT PROGRAM
- SAVINGS FOR HEALTHCARE PROVIDERS-RIDE TO RECOVERY, CANCER CENTER AND CRMC

DISCHARGES





UCHRA Public Transportation Wins 2022 Gordon Acuff Award

Steve Lancaster, Lloyd Williams, John Brock, Holly Montooth, and Mark Farley accept the Gordon Acuff Award at the annual Tennessee Association of Human Resource Agencies

PickUp was recognized as an innovative service for providing on-demand public transportation.

PickUp is a micro-transit, on-demand transportation service that operates within the City of Cookeville, Algood, Baxter, Monterey and now in Crossville and surrounding areas. The service went operational in July 2021.

PickUp, powered by Uber, differentiates itself from UCHRA Public Transportation's typical demand-response service in a few important ways. The most compelling value-add that it provides is that it is truly on-demand. Riders are not required to pre-book their trip but simply download the Uber app and access a ride from



NATIONAL RTAP COMMUNITY RIDES GRANT PROVIDED OPPORTUNITY TO LEARN

GOALS: IMPROVE OUR SERVICES, INCREASE RIDERSHIP, CREATE PARTNERSHIPS, AND TO SERVE OUR COMMUNITY:

- MARKETING EFFORTS
- ADDITION OF TTU MARKETING INTERNS
- MISSION
- SURVEYS
- FOCUS GROUPS
- COMMUNITY AND TARGETED POPULATION ENGAGEMENTS
- RIDER, COMMUNITY AND STAKEHOLDER EDUCATION
- TTU CAPSTONE STUDENT PROJECT GTFS CAPABILITY



683 Total Input

Medical Staff

1.3%

Vulnerable Adult

3.1%

Family Engagement

9.8%

Community Survey

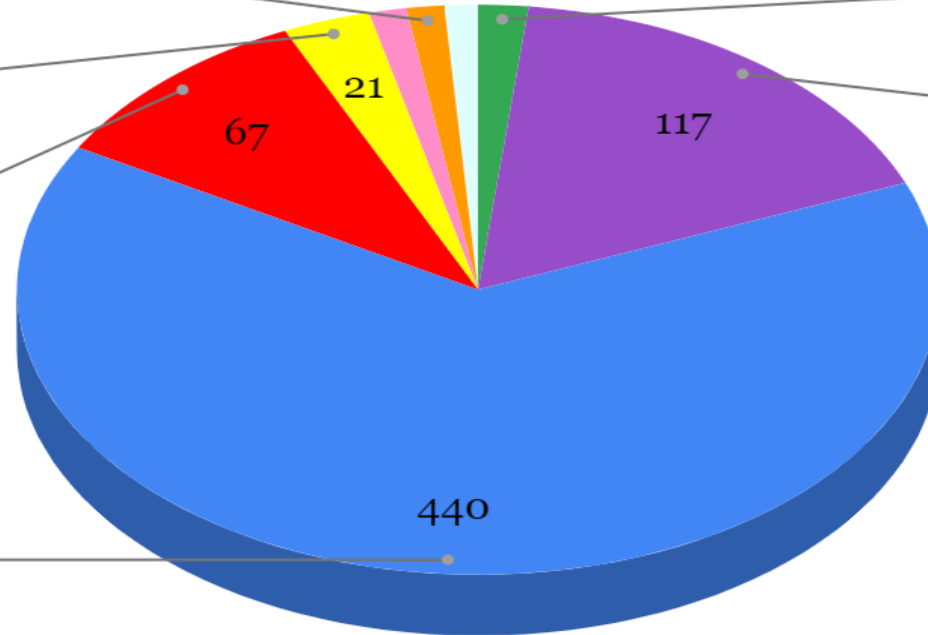
64.4%

Vet. Roundtable

1.8%

University Survey

17.1%



Case Studies

1.0%

One on One Interviews

1.5%



CREATING PARTNERSHIPS CREATE COMMUNITY

Hispanic Family Engagement
Community Coalition
For Wellness and Access



CRMC Charitable Foundation
Cookeville Strong
Emergency Management



PROVIDING AND EXPANDING SERVICES- MARKETING BENEFIT

TRANSIT PARTNERSHIPS- NEW ON DEMAND SERVICE POWERED BY UBER TECHNOLOGIES

- LOCAL GOVERNMENT, NOT FOR PROFIT, COMMUNITY OUTREACH, FESTIVALS PARTNERSHIPS AND SHARED INITIATIVES PROVIDE SAFE TRANSPORTATION FOR EVENTS AND FUNDRAISERS

- ENGAGE NEW POPULATION OF RIDERS



RELATIONSHIPS CREATE NEW POPULATION OF RIDERS AND STAKEHOLDERS

TRANSIT PARTNERSHIPS CREATE STRONGER COMMUNITY AND STRONGER RELATIONSHIPS WITH STAKEHOLDERS

- CHAMBER OF COMMERCE
CHAMBER AMBASSADOR PROGRAM

CONNECTIONS WITH MANUFACTURING, EMPLOYERS AND NEW LOCAL BUSINESSES

- RELATIONSHIPS WITH NON PROFIT ORGANIZATIONS AND COALITION



COMMUNITY RIDES GRANT STRENGTHENED TTU PARTNERSHIP WITH INTERNSHIPS

OUTCOMES:

- LISTEN TO RIDER KNOWLEDGE, INVESTIGATE BARRIERS
- INCREASE AWARENESS AND EASE OF SCHEDULING TRIPS
- IMPROVE EMOTIONAL AND PHYSICAL HEALTH OF RIDERS
- MARKETING AND SOLUTIONS FOR DRIVERS AND RIDERS
- DRIVER REFERRALS AND DIRECT KNOWLEDGE GAINED
- NEW MUTUAL OF UNDERSTANDINGS WITH NON PROFIT ORGANIZATION
- NEW POPULATION OF RIDERS-STAKEHOLDER ENGAGEMENTS
- PASSIO GO SOFTWARE TO TRACK GO ROUTES



REGIONAL AND STATE AGENCY CONNECTIONS REACH TRAINING MILESTONES

LESSONS SHARED:

- TAP INTO THE RESOURCES BY MAKING CONNECTIONS THAT FURTHER TRAINING KNOWLEDGE AND PREPAREDNESS FOR INCLUSION AND ACCESS
- DIVERSITY, INCLUSION, AND ACCESSABILITY BY PROVIDING UNITY TRAINING OF BOTH AGENCIES
- LISA RIMMELL, EXECUTIVE DIRECTOR OF THE TENNESSEE COUNCIL FOR THE DEAF, DEAF-BLIND, & HARD OF HEARING. HEATHER THOMAS, PROJECT MANAGER FOR COMMUNITY RIDES. MARK FARLEY, EXECUTIVE DIRECTOR OF UCHRA/UCDD

