

Making a Statewide Mobility Management Program



Olivia Hook

Statewide program manager

- ✓ Previous statewide mobility coordinator at the Ohio Department of Transportation
- ✓ Implementing a statewide program in Oklahoma using the past lessons learned
- ✓ A vision of 100% mobility management coverage throughout Oklahoma



Traditional transit

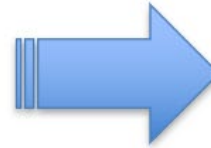


A single traditional transit can handle the mobility needs of all --- that is, if every community as the same needs and access services exactly the same in every part of the country. Time has shown us that this doesn't work. Every community is different. The demographic, resources in the community and number of transit services vary from one area to the next.

Mobility managers work with individuals, transportation providers and everyone impacted by the transportation services to rebuild a design that is based on the community's mobility need- not a cookie cutter model out of the box.

Federal Transit Administration (FTA):

MM focuses on meeting individual customer needs through a wide range of transportation options and service providers.

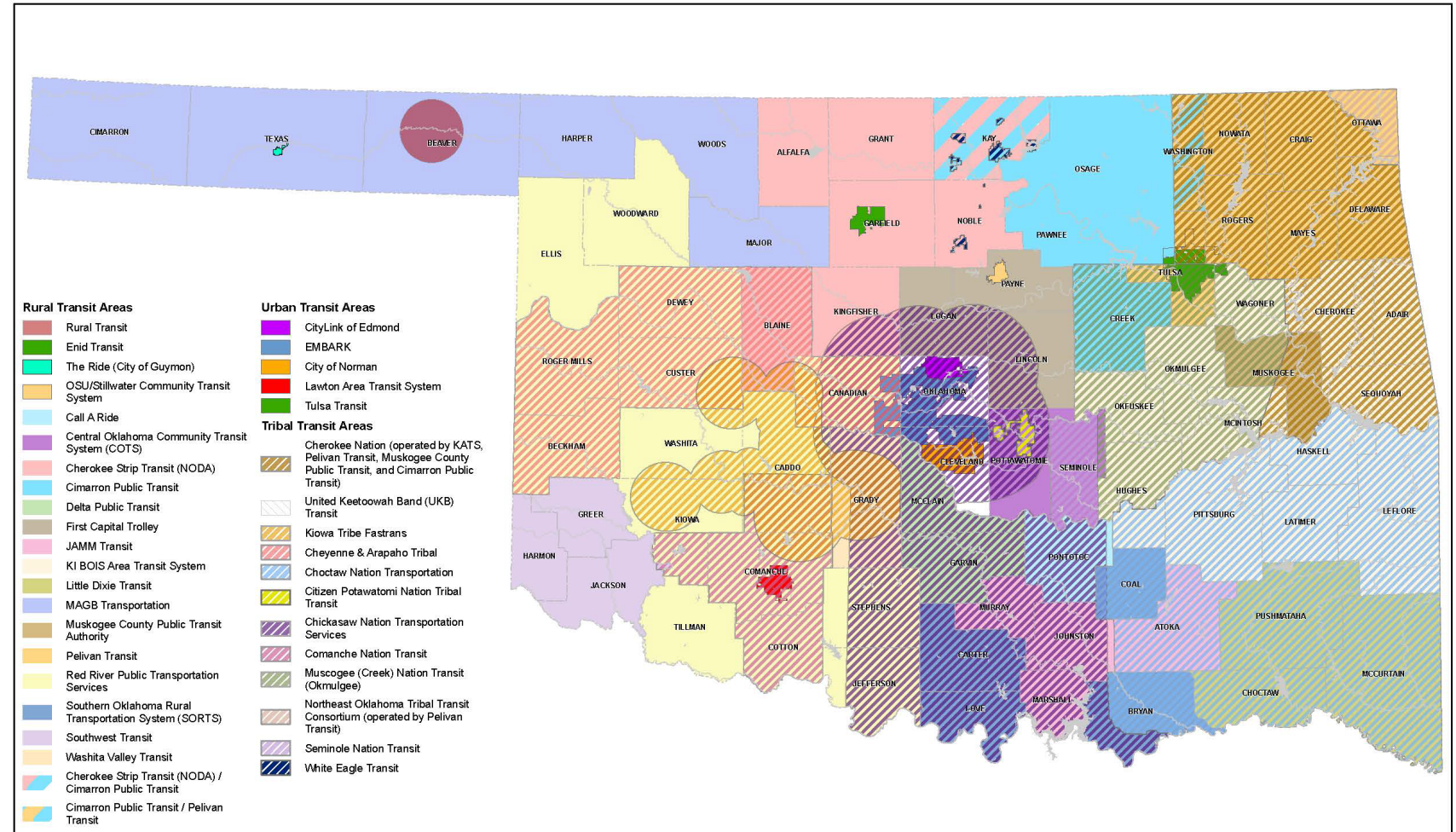


Transportation in Oklahoma

**Mobility Management brings
EVERYONE together**

Mobility management is not just a transportation program. It's a program that can eliminate the gaps between transportation and all other community services.

**Mobility managers can identify
the gaps in service that maps
don't show.**

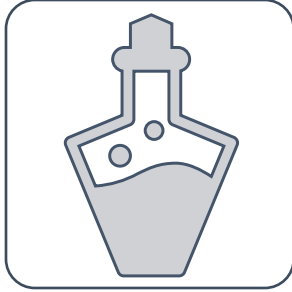


Ingredients to make a successful mobility management program



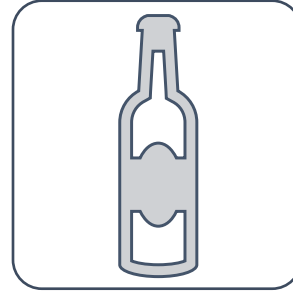
Leadership that understands the program's value and the mobility program vision

- State DOT & Transit Leaders must understand the value of the mobility program and support needs
- The success of this program will improve greatly when the DOT understands and supports mobility initiatives.
- The DOT is in a position to communicate and build awareness from other state agencies about the program and funding supports too. This also includes the Senators and House of Representatives.
- Unified vision of the program's importance to all individuals in the state and a vision of 100% state coverage with mobility management programs
- to ensure the counties without capacity to apply for a mobility program cannot become more disadvantaged by not having one



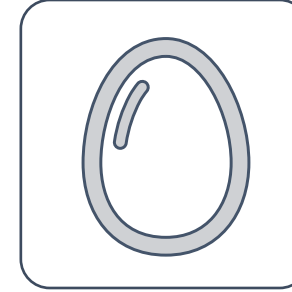
State & Local-Level Awareness & Engagement

- Include transportation providers in conversations about mobility management in the area – in all stages of the program development- not after a program is launched and leave it to the mobility manager to introduce themselves and the program.
- Inform the local area in beginning stages so that when a mobility manager is hired, the foundation is set, and the stakeholders are ready to work together with the mobility manager.
- Usually, the mobility manager is hired and has to learn the job while at the same time educating others as well as communities.
- By taking time to build awareness prior really develops the nurturing soil for a successful mobility program to grow.



Host agency

- Agencies that house the program locally must meet eligibility guidelines
- Has firm relationship in the communities, knowledge, partners, and connections.
- Must understand value of mobility management and is invested in the programs' success
- Agrees to the program requirements and vision of 100% coverage by agreeing to flex adding extra counties if needed



360 all-around effort for Funding

- Combined efforts between local managers, the host agency and state level manager to ensure funding
- Instead of just one mobility manager working on funding sustainability- it's a team effort
- Identify opportunities in existing transit grants 5310, 5311, etc.
- Funding from other sources through federal grant braiding
 - CCAM Table
- Foundations and community agencies



A Solid Program Structure w/ Supports

- Connectivity between MM's- Opportunities to talk regularly or meet with other mobility managers through virtual meetings, roundtables, etc.
- A library- Collection of resources for mobility managers and provide a way for them to share information on a regular basis
- Branding & Marketing- the program must have strong branding to not only be easily identified, but to ensure that the best information is available to individuals. The transit agencies cannot get better information to the public through MM if the MM isn't good at that outreach themselves.
- Ongoing technical assistance for MM's and host agencies – leadership support, answer questions, etc.
- Ability to work together shared projects and funds.
- Technology and tools help.

Everybody on Board!!



Agencies and organizations involved in building the infrastructure for the new program:

Federal Transit Administration

Oklahoma Department of Transportation

Oklahoma Transit Association

Federally funded transportation providers

Oklahoma Metropolitan Planning Organizations and Rural Regional Transportation Planning Organizations and Councils of Government

Eligible agencies for hosting the program locally including the regional transportation planning organizations, non-profit organizations and Oklahoma state agencies.



State agency stakeholders & parties included in conversations through the development and implementation:

Tribal Advisory Board

Office of Disabilities Concerns- including the Governor's Committee

Department of Rehabilitation Services

Department of Human Services

Department of Health

Department of Mental Health

Healthcare Authority – including Sooneride

Department of Commerce

Department of Employment Security Commission

Oklahoma Workforce

Department of Veterans Affairs

Department of Corrections

Department of Emergency Management Services

Department of Public Safety

Department of Juvenile Affairs

Department of Commission of Children & Youth

Area Agency on Aging

United Way

Homeless Alliance & City Care

SILC Oklahoma

Oklahoma Complete Health

Motivate – NEMT brokerage for Sooneride

Oklahoma State University

Cleveland County disABILITY Coalition

Community Transportation Association of America

National Aging and Disabilities Transportation Center

National RTAP

Easterseals Project Action





Chanler Cory

Oklahoma's NW Mobility Manager

Rural – 3 counties and counting (after all- this is a pilot program)

Hello and welcome to Oklahoma! I wish I could be here to meet all of you but I'm out of town on a long-awaited vacation.

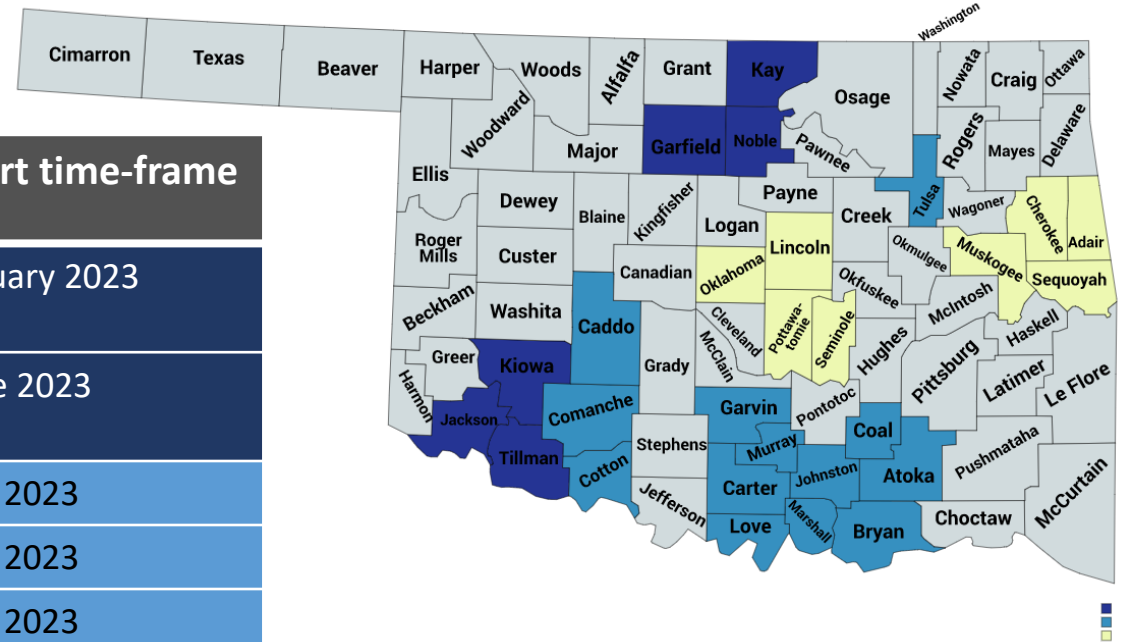
If I had to pick two words to explain mobility management, it would be inclusiveness and communication.

As a new mobility manager, I found that reaching out to other mobility managers is critical to building up your program. Because I was the first, I didn't have another mobility manager to turn to. Thankfully, the urban transit agencies mobility department took me under their wing with developing better information on transportation services. Also, the mobility managers in Ohio and Kansas were happy to bring me into their meetings providing such valuable knowledge. I am so thankful for other mobility managers.

That's my advice to you as a fellow professional in the mobility management field. I hope you enjoy Oklahoma and encourage you to get out and see some red dirt. And when you get back home, please feel free to reach out to me to network or trade some best practices!

Mobility Management 2023

Program #	Host Agency Type	Service Area	Start time-frame
MM1	Planning- NORTPO	Rural- 3 counties /pilot flex	January 2023
MM2	Planning- SORTPO	Rural- 3 counties/pilot flex	June 2023
MM3	Planning- SCORTPO	Rural- 4 counties	July 2023
MM4	Health Dept. South	Rural- 3 counties	July 2023
MM5	Health Dept. SW	Small Urban & Rural- 3 counties	July 2023
MM 6 & 7	Urban/Transit Tulsa	Urban- 1 county	late 2023
MM 8 & 9	Urban/Transit OKC	Urban- 1 county	Ready but seeking local match
MM 10	Planning - CORPO	Rural- 3 counties	Ready but seeking local match
MM11	Health Dept. East	Rural- 3 counties	Ready but seeking local match



In mobility management you get out what you put in

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Mobility management brings the network of transportation together to address the various barriers to mobility unique to each community. Work together to make great things happen!!

DOT's and leadership

Invest your time, knowledge and guidance to mobility managers pouring your support into them. In turn, those efforts will funnel through that mobility manager into the communities, individuals and transits they serve.

Leaders that look down their noses at the mobility management program don't get much out of it and in the end sabotage themselves. How can you as a leader say you're doing everyone you can for the people in the state but not supporting the program that is the boots on the ground mobility support for them?

Transit providers

Get so much value from frequent engagement by working on projects with mobility managers.

Transit agencies that refuse to work with a mobility manager or is not responsive to mobility efforts are sabotaging themselves by turning their backs on a federal FTA program that is here to improve the way their service connects with others.

Also, when public transit agencies apply for federal funding, coordination is a clear requirement and grantees are expected to make maximum efforts to coordinate.

Ignoring the mobility manager whose job is to coordinate services is an obvious refusal to participate in coordination activities.



OKLAHOMA
Transportation