



# Mobility Management

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# What is “Mobility Management”?

- An approach focused on individual customer travel needs that:
  - *Improves travel options and access for consumers*
  - *Improves awareness of transportation options and reduces customer confusion*
  - *Provides more cost-effective and efficient service delivery*
  - *Improves coordination/ partnerships*

# Mobility Management Concepts

- “Mobility management seeks to optimize all transportation resources in a community.” –AARP
- “It looks beyond a single transportation service to a ‘family of services’ philosophy that can offer a wide range of services and options to meet an equally wide array of community demographics and needs.” –AARP
- “Mobility management ensures that transportation is accessible and the pathways to transportation are accessible.” –ESPA

# Types of Mobility Management Activities

- “One-call, one-click” centralized call centers/websites
- Coordination of programs/agencies
- Centralized Resources
- Non-traditional services
- Technologies that increase travel options/convenience
- Influencing land use in favor of improved connectivity

