



Mobility Management in the Bay Area: Regional Vision and Progress

Alameda CTC Senior and Disabled
Mobility Workshop

October 7, 2013

Overview

- MTC's Recent Coordinated Plan Update
- Nine Bay Area Counties – Progress & Approach



Coordinated Plan Background

- Federal coordinated planning requirements
- Also serves as a “blueprint” for MTC and regional partners to identify and address transportation gaps for senior, disabled and low-income persons

Bay Area Coordinated Plan Update

- Developed in 2006-2007; Updated in 2012-2013
- New research
 - Regional demographic and transportation data update
 - Regional and statewide best practices and innovative approaches
- Stakeholder input: Review and update
 - Transportation gaps
 - Transportation solutions
 - **Regional coordination strategies**

Bay Area Coordinated Plan Update

MTC's Coordinated Plan Update recommends strengthening mobility management in the Bay Area

Recommended Regional Coordination Strategies		Partners
Institutional	Identify and designate agencies to lead mobility management and coordination efforts at the county/subregional level	Local agencies and service providers
Functional	Provide customer information and distribute demand across a family of transportation services	Transit agencies, human service providers, mobility managers and travel training providers
Legislative	Improve efforts to coordinate funding with human service agencies to sustain coordinated service delivery	MTC, Bay Area transportation agencies, human service agencies

Regional Mobility Management Summit

- February 27, 2013
- Broad range of key stakeholders from around the region
- To solicit feedback to MTC on the regional vision for Mobility Management included in the Draft Coordinated Plan update, and to offer suggestions for the best role for MTC in advancing mobility management strategies throughout the region

Regional Mobility Management Summit - Feedback

- Generally supported the regional vision
- Greater emphasis on expanding the range and variety of local services available to seniors and people with disabilities, in addition to access to information and referrals to services through enhanced coordination
- Some counties need help identifying or strengthening institutions to serve as mobility managers. Technical assistance desirable.

Regional Mobility Management Summit - Feedback

- MTC should lead efforts to enact legislative changes at the state and federal level to remove barriers to coordination and provide greater resources for services
- MTC should help broaden the range of organizations engaged in coordination of information and services; Develop a forum for periodic discussion of MM-related issues and progress in the region

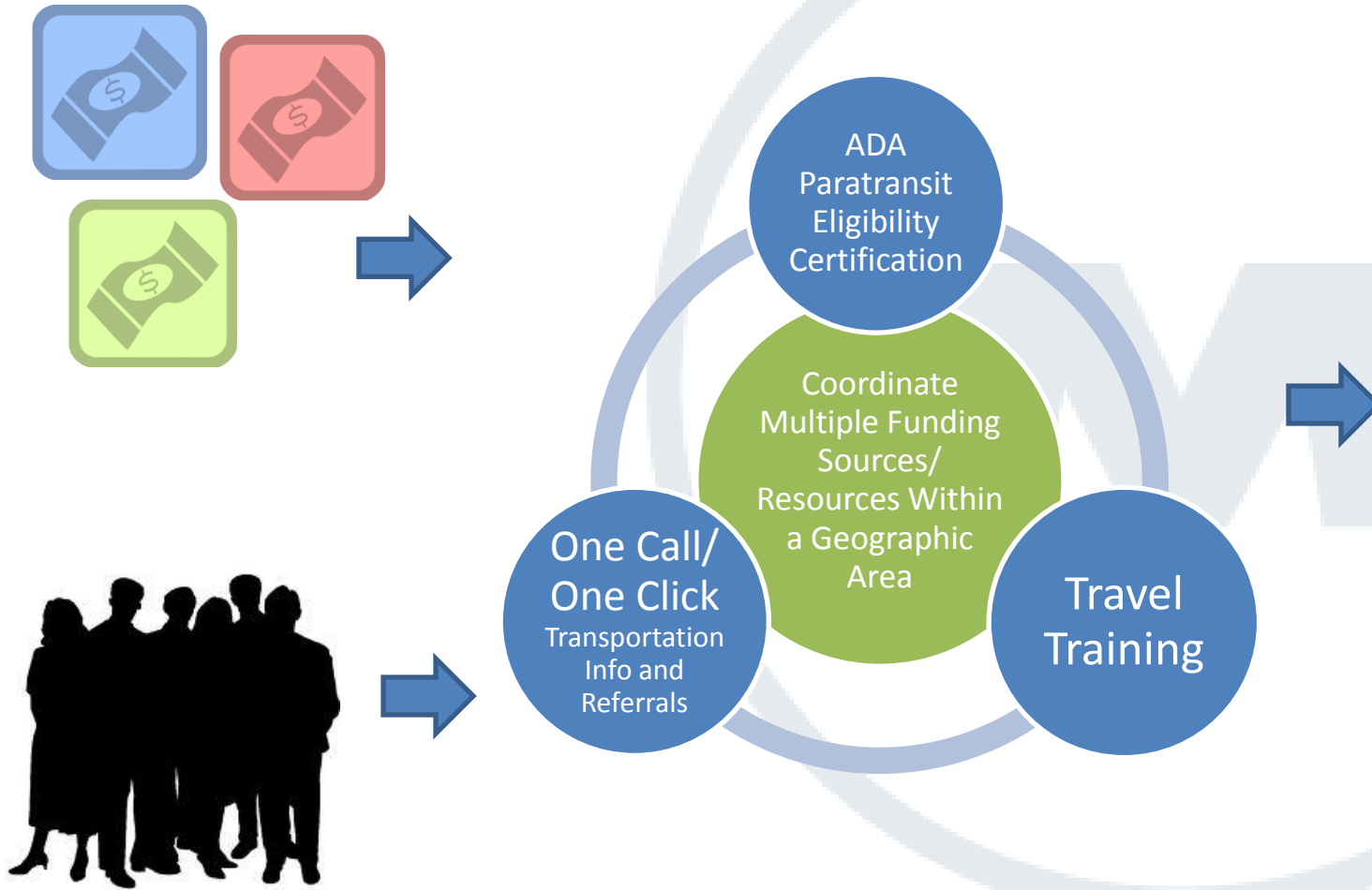
A Vision for Mobility Management

- A strategic, cost-effective approach to **encourage the development of services and best practices in the coordination of transportation services connecting people needing transportation to available transportation resources within a community.** Its focus is the person's individual needs, rather than a particular transportation mode.

A Vision for Mobility Management

- Through partnerships with many transportation service providers, mobility management **enables individuals to use a travel method that meets their specific needs, is appropriate for their situation and trip, and is cost-efficient.**

Mobility Management: What Can It Look Like?



Monday thru Friday						Southbound	
Northbound			Southbound			Levee	Mount
Ly	Jeffers	Jeffers	Jeffers	Jeffers	Madison	Washington	Jeffers
5:28	4:57	4:56	5:13	5:32	5:51	6:10	6:30
4:38	4:58	5:06	5:23	5:43	6:02	6:22	6:43
4:47	5:08	5:16	5:33	5:53	6:12	6:32	6:53
4:57	5:18	5:26	5:43	6:03	6:22	6:42	7:03
5:06	5:28	5:36	5:53	6:13	6:32	6:52	7:13
5:16	5:38	5:46	6:03	6:23	6:42	7:02	7:23
5:26	5:48	5:56	6:13	6:33	6:52	7:12	7:33



Nine Bay Area Counties: Progress and Approach Varies

Alameda	<i>To be presented by other members of the panel</i>	*
Contra Costa	Countywide Mobility Management Plan nearing completion. Draft recommends forming a new Consolidated Transportation Services Agency (CTSA) to serve as the lead mobility management agency for the county.	*
Marin	<i>To be presented by other members of the panel</i>	*

* Elements funded by MTC grants

Nine Bay Area Counties: Progress and Approach Varies

Napa	NCTPA recently initiated a vehicle sharing program	
San Francisco	SFMTA is creating a new mobility management position	
San Mateo	<p>Peninsula Rides Program includes the following activities:</p> <ul style="list-style-type: none"> • Senior Mobility Guide and Inventory • Mobility Ambassadors • Peninsula Fleet Share (vehicle sharing demonstration program) • CHP Senior Driver Training 	*

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Nine Bay Area Counties: Progress and Approach Varies

Santa Clara

- Well-established Mobility Management Center operated by Outreach & Escort, Inc. Designated as a Consolidated Transportation Services Agency (CTSA). Activities include:
- Brokerage for ADA, Seniors, CalWORKS, Low-Income, Veterans, Homeless, HHS, Managed Care, etc.
 - Online Searchable Database of Community Providers
 - Web-based software tools for taxi trip reservations, emergency preparedness, fleet inventory management, etc.
 - Robust resource sharing activities (e.g., vehicle sharing)

*

* Elements funded by MTC grants

Nine Bay Area Counties: Progress and Approach Varies

Solano	<p>MM Implementation Plan nearing completion. Focusing on four components:</p> <ul style="list-style-type: none">• Countywide in-person ADA eligibility assessment (<i>just launched</i>)• Countywide travel training (<i>coming soon</i>)• One-stop call center and website (<i>estimated 2014</i>)• Senior driver safety information	
Sonoma	<p>Sonoma Access one-call/one-click call center and website to be implemented soon (<i>estimated Fall 2013</i>)</p>	*

* Elements funded by MTC grants

Next Steps

- Develop a Regionwide Mobility Management Implementation Plan in Consultation with Local Stakeholders
 - **Fall 2013:** Follow-up to February Mobility Management Summit
- Inform Future Funding Decisions Based on Coordinated Plan Update Strategies
 - **Fall 2013:** Last New Freedom grant cycle
 - **Present to 2014:** Statewide Section 5310 dialogue

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