

The Bay Area Regional Mobility Management Group

An ad hoc committee focused on
mobility management and human
service transportation

Regional Mobility Management Group

- 30+ members, broad range of agencies & experiences: volunteer driver programs, transit, paratransit, transportation authorities, social service agencies, senior van programs, funding agencies, mobility managers, etc.
- Focus:
 - Sharing & self-help between programs
 - Advocacy

A Customer-Centered Approach to Mobility Management

- MM is about providing mobility choices for riders, & assisting them to choose the travel modes that best meet their needs & resources.
- MM is focused on providing increased access to mobility options while also providing more efficient & cost-effective usage of transportation resources.

Suggestions to MTC for a Bay Area Regional Mobility Management Strategy

- Advocate for a national transportation re-authorization bill to promote coordination & mobility management at the local level.
- Advocate at state level for elimination of funding/regulatory silos with health & human service agencies to facilitate transportation coordination.
- Advocate for sustainable funding for human service transportation: volunteer driver programs, shuttles, travel training, etc.

Suggestions to MTC for a Bay Area Regional Mobility Management Strategy

- Advocate for inclusion of MM and human service transportation solutions in regional & local funding programs & strategies.
- Facilitate bringing local & regional transportation & human service agencies to the table for planning & coordination.
- If requested by local communities, designate Consolidated Transportation Service Agencies (CTSAs).

Suggestions to MTC for a Bay Area Regional Mobility Management Strategy

- Promote Bay Area MM & human service transportation services to the Bay Area community. –MTC & 511 websites.
- Coordinate with local mobility managers & human services transportation providers to involve them in regional policy/program decisions.
- Facilitate training on best practices in MM.

New Mobility Management Efforts in Marin

- Catch-A-Ride, voucherless discount taxi program
 - Launched Sept. 2012
 - Now providing 800 rides per month
 - Most rides are free to the rider.
- Travel Navigator & One-Stop Eligibility
 - Launched July 1
 - One-stop information/eligibility for paratransit, volunteer driver and Catch-A-Ride programs.
- Gap Grant Program – 2nd Round (idea borrowed from Naomi and Alameda CTC!)

For More Information on the Regional Mobility Management Group:

Paul Branson, Mobility Manager

Marin County Transit District

415-226-0863

pbranson@marintransit.org