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Mobility management is helping people get where they need to be by providing a range of transportation options and services



... it is customer not provider driven.

rideline

The image is a slide with a black background. On the left side, the word "Purpose" is written vertically in orange, with each letter on a new line. To the right of this, there is a paragraph of white text: "Mobility management is helping people get where they need to be by providing a range of transportation options and services". Below this text is the Rideline logo (a blue circle with a white stylized 'E') and the word "rideline" in grey. At the bottom of the text block, it says "... it is customer not provider driven." in white. In the bottom right corner of the slide, the word "rideline" is written in blue.

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The role of a regional transportation authority is to develop and coordinate regional transportation



rideline

.... to ensure efficient use of resources.

rideline

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The goal of rideline is to connect and expand existing communication systems so that customers can

- get information
- make reservations
- purchase service

.... for any option, through any point of contact, from any provider.

rideline

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The goal of rideline is not to centralize customer service for all transportation providers and human service agencies....

.... unless it is more advantageous for them to purchase the service than provide it.



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