Professionalizing Mobility Management: Developing Standards and Competencies

The National Center for Mobility Management
September 21, 2016

Today's Agenda

- Welcome from NCMM
- NCMM Overview
- FTA Perspective regarding Competencies, Marianne Stock, FTA
- Competency Process
- Questions – Discussion
- Refresher on the MMIP

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The mission of the National Center for Mobility Management (NCMM) is to facilitate communities to adopt transportation strategies and mobility options that empower people to live independently and advance health, economic vitality, self-sufficiency, and community.

Funded by the Federal Transit Administration

APTA

Community Transportation Association

easterseals

About the NCMM

- National Technical assistance center
- Launched in early 2013
- Jointly operated by three national organizations:
  - Easterseals
  - American Public Transportation Association
  - Community Transportation Association of America
- Through a cooperative agreement with the Federal Transit Administration (FTA), U.S. DOT

FTA Perspective

- Why is competency work important?
- How does this work fit in with other Federal initiatives?

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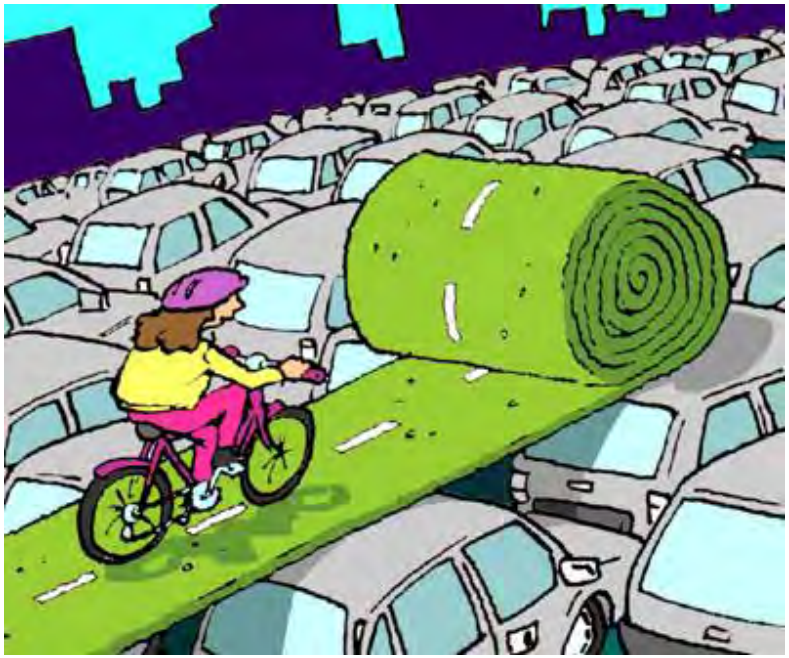
Guiding Thought:

Mobility Managers Plant the Seeds of Change!



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Competency Work Background

- Part of NCMM's work plan approved by FTA

- Main objectives:
  - Develop, validate and field mobility manager competencies.
  - Provide technical assistance through developed tools and products.

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Competencies Can…

- Enable a diverse range of mobility managers and other personnel to increase their knowledge, skills and expertise in the growing field of mobility management

- Increase professionalism in the field

- Assist both current mobility managers, those beginning a career in mobility management and those preparing to enter the field

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Development Process

- Developed general guiding principles and project deliverables
- Created a competency development advisory committee
- Produced a literature synthesis and validation process

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Development Process

- Identified both general competencies and unique competencies related to the specific type of work a mobility manager does in a given community

- Created standards for each content area with input from FTA and the advisory committee

- Analyzed results, incorporated feedback and compiled into draft field survey

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Eight Competency Areas

- General
- Transportation
- Management/Leadership
- Coordination
- Outreach and Marketing
- Program/Financial Administration
- Technology
- Additional

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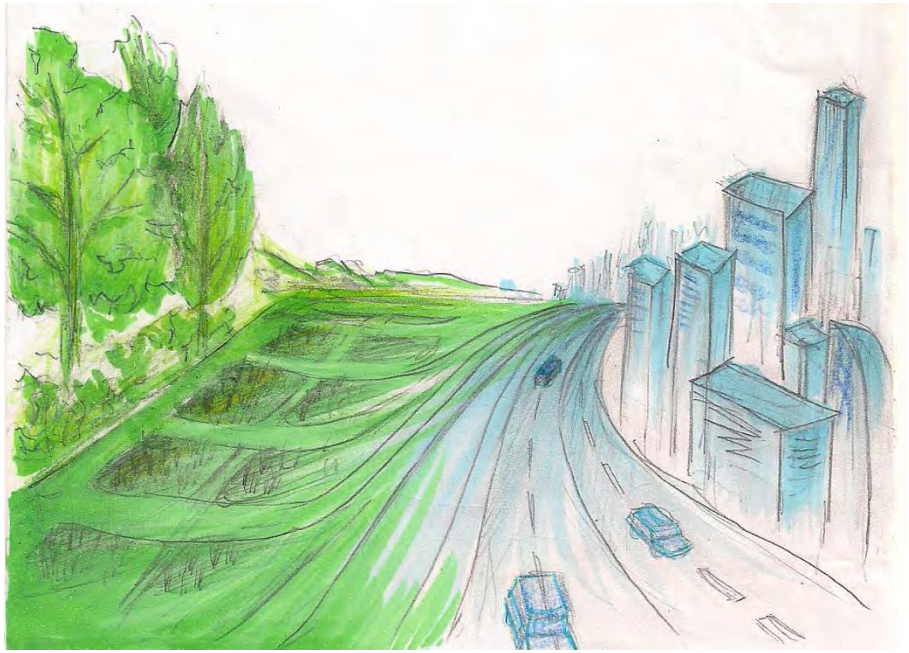
Applicable Settings

- Urban
- Small Urban
- Rural
- Tribal
- Other



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Competency Usage Levels

- Individualized mobility management/transportation navigator
- Community-based mobility management
- Transit agency support of mobility management initiatives
- State-level support of mobility management initiatives

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Select General Competencies

- Understand the unique transportation challenges faced by persons with disabilities, older adults, veterans, transitioning youth, low income individuals and other vulnerable populations

- Assess current problems and develop solutions that address unique community challenges

- Work creatively and in collaboration with stakeholders

Select Transportation Competencies

- Local transportation systems and processes knowledge (introductory, intermediate, advanced)
- Understand various trip planning methods and tools
- Local, regional or statewide information and referral clearinghouse knowledge (one-call/one-click centers)

Select Management/Leadership Competencies

- Business development knowledge
- Project or program management experience
- Staff training and development skills
- Community leadership desire
- Committee leadership experience

Coordination Competencies

- Contribute to local coordination processes
- Develop priorities for coordination
- Collaborate within small and large groups
- Engage people with disabilities, older adults and other populations in coordinated transportation planning and decision-making

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Outreach and Marketing Competencies

- Liaise and collaborate with community stakeholder groups
- Develop social media outreach platforms
- Write or edit press releases
- Attend outreach events
- Verbally “sell” program or project via networking and outreach

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Program/Financial Administration Competencies

- Strategic planning
- Grant writing
- Grant reporting
- Data collection
- Federal, state and local funding stream knowledge
- Locate and contribute to new funding opportunities

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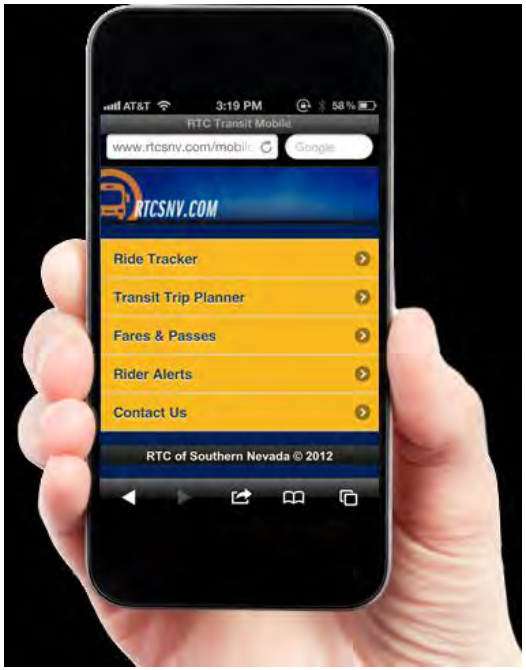
Technology Competencies

- Assistive technology knowledge/experience
- Mobile trip planning or wayfinding applications knowledge/experience
- Technology procurement experience
- One-call/one-click center practice



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Committee Feedback: Additional Competencies

- Understanding of the independent living philosophy
- Customer service: working well with consumers
- Creativity and adaptability in changing environments

Field Implementation Process

- Opportunity for the field to “test out” competencies
- Learn about implementation in varying contexts
- Refine and improve

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The Competencies will be critical for our Mobility Management Staff to speak to specific targeted audiences for our Coordinated Plans rewrites and updates. Also to conduct survey work and educate the consumers about mobility options in their perspective communities.

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Next Steps

- Post competencies on NCMM website
- Continue to amend competencies based on feedback
- Collect data regarding usage and impact upon profession and role of mobility managers

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What do You Think?

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Mobility Management Information and Practices (MMIP) Database

- Identify descriptions of mobility management practices
- Descriptive information about practices – context, demographics
- Facilitate interactivity via searchable database features
- Flexible tool - Update content continuously

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Practice Descriptions

To Help You Make Decisions

- **Innovative** features of the practice
- **Context** under which the practice was implemented
- **Stakeholder engagement** in creating the practice
- How the practice has increased the **efficiency** of delivering services (e.g., costs, operations)
- How you are **monitoring and evaluating** the practice
- The **impact** the practice has had on your community

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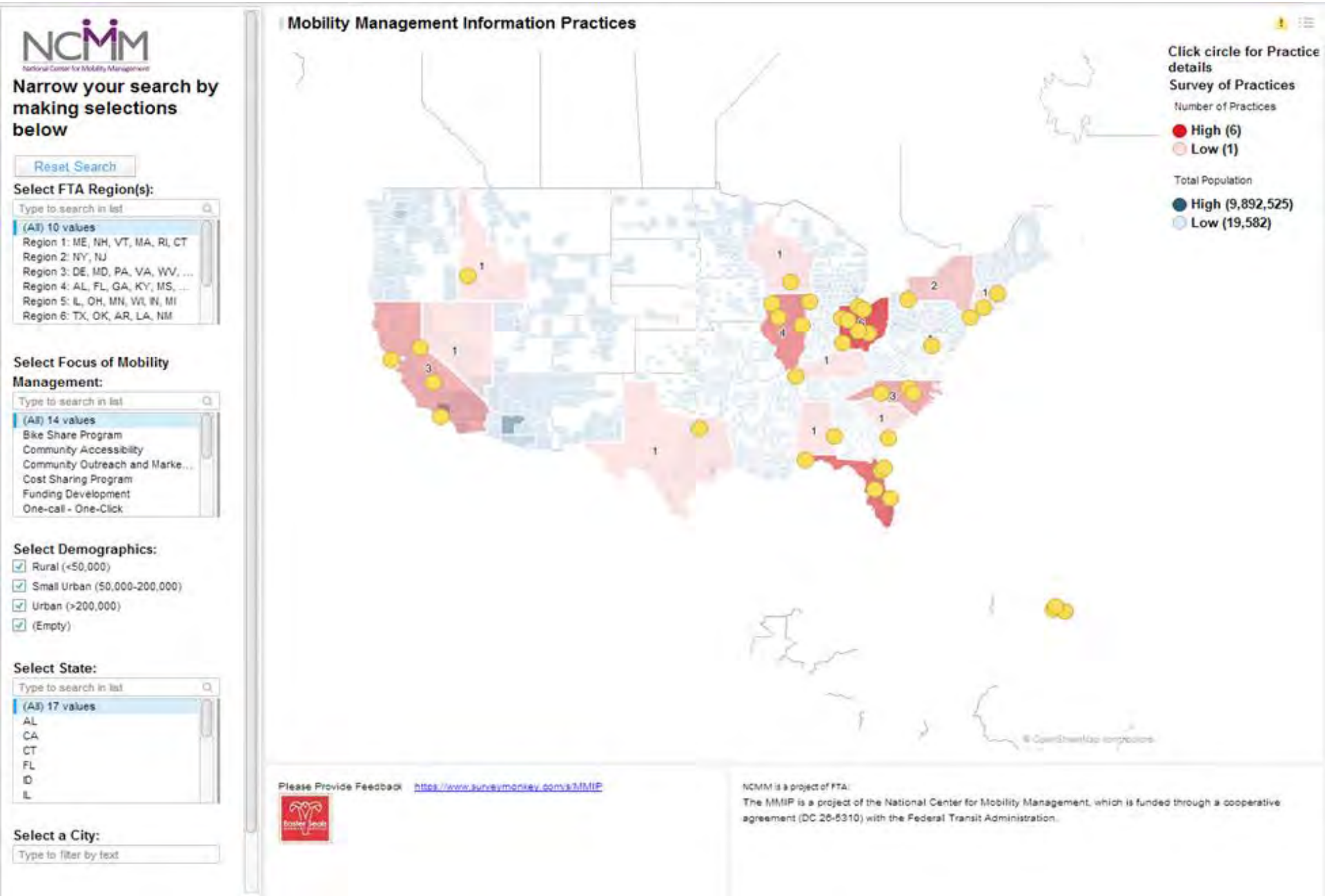
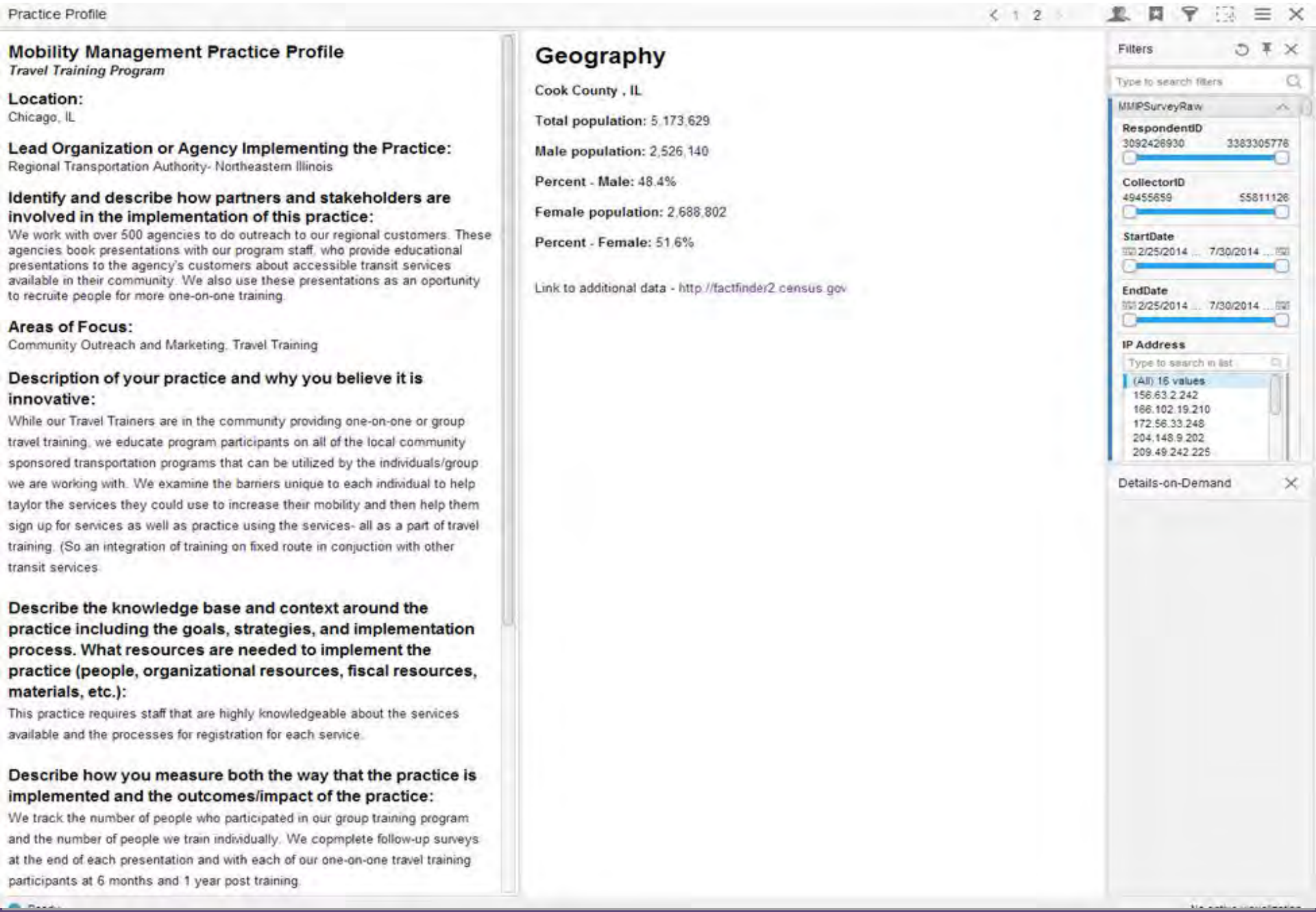
A National Picture



Sample Practice Description



Connect with NCMM

- Twitter: @nc4mm
- www.nc4mm.org:
  - Blogs, newsletters and podcasts
  - Sign up for mobility management e-newsletters
  - Access the mobility management information and practices database
  - Listen to archived webinars

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Tap into Resources

http://nc4mm.org

http://nadtc.org

http://webbuilder.nationalrtap.org

http://transitplannning4all.org

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Jordan Snow
Easter Seals Transportation Group
jsnow@easterseals.com
(312) 551-7195

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