



Professionalizing Mobility Management: Developing Standards and Competencies

The National Center for Mobility Management
September 21, 2016



Today's Agenda

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



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



Community
Transportation
ASSOCIATION





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



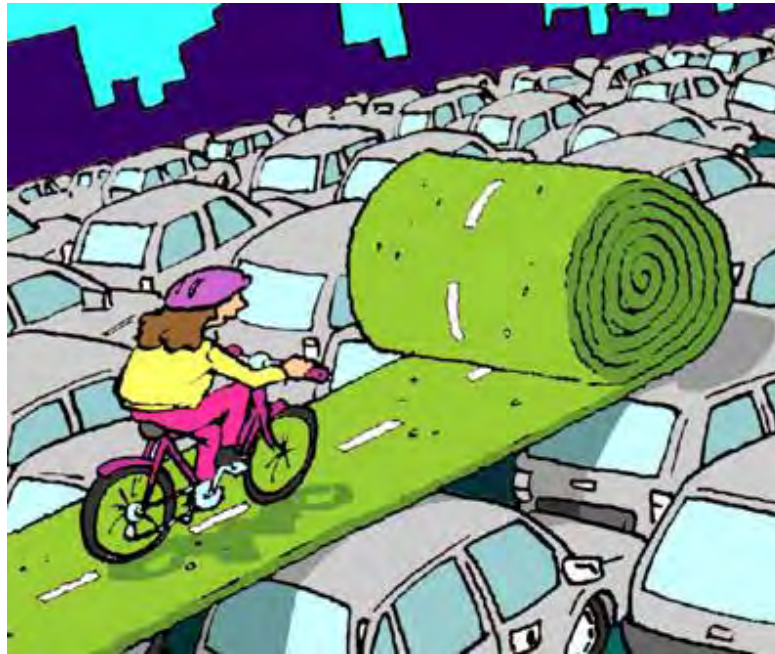
FTA Perspective

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



Guiding Thought:

Mobility Managers Plant the Seeds of Change!



Competency Work Background

- Part of NCMIM's work plan approved by FTA
- Main objectives:
 - Develop, validate and field mobility manager competencies.
 - Provide technical assistance through developed tools and products.

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

Development Process

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

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

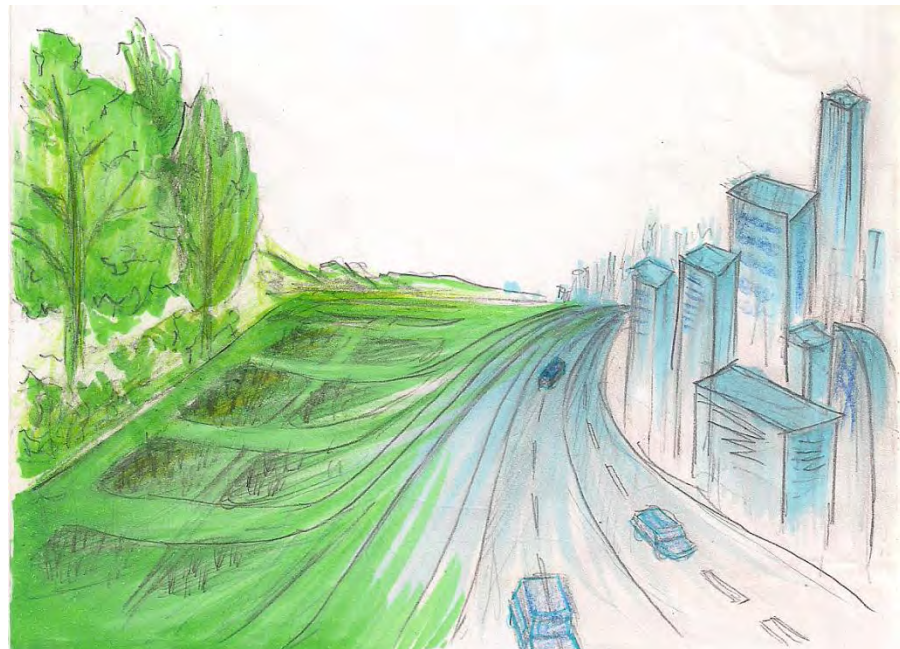
Eight Competency Areas

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



Applicable Settings

- Urban
- Small Urban
- Rural
- Tribal
- Other



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

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



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

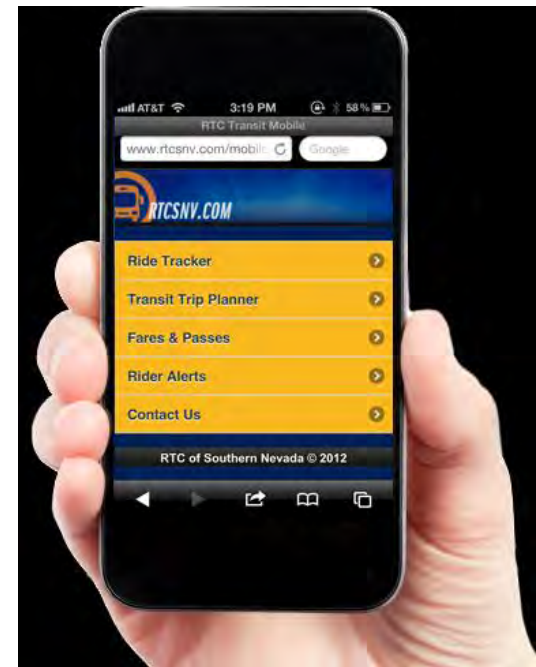
Program/Financial Administration Competencies

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



Technology Competencies

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



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

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.



National Center for Mobility Management

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

What do You Think?





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

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

A National Picture



Narrow your search by making selections below

Reset Search

Select FTA Region(s):

- Type to search in list
- (All) 10 values
- Region 1: ME, NH, VT, MA, RI, CT
 - Region 2: NY, NJ
 - Region 3: DE, MD, PA, VA, WV, ...
 - Region 4: AL, FL, GA, KY, MS, ...
 - Region 5: IL, OH, MN, WI, IN, MI
 - Region 6: TX, OK, AR, LA, NM

Select Focus of Mobility Management:

- Type to search in list
- (All) 14 values
- Bike Share Program
 - Community Accessibility
 - Community Outreach and Marke...
 - Cost Sharing Program
 - Funding Development
 - One-call - One-Click

Select Demographics:

- Rural (<50,000)
- Small Urban (50,000-200,000)
- Urban (>200,000)
- (Empty)

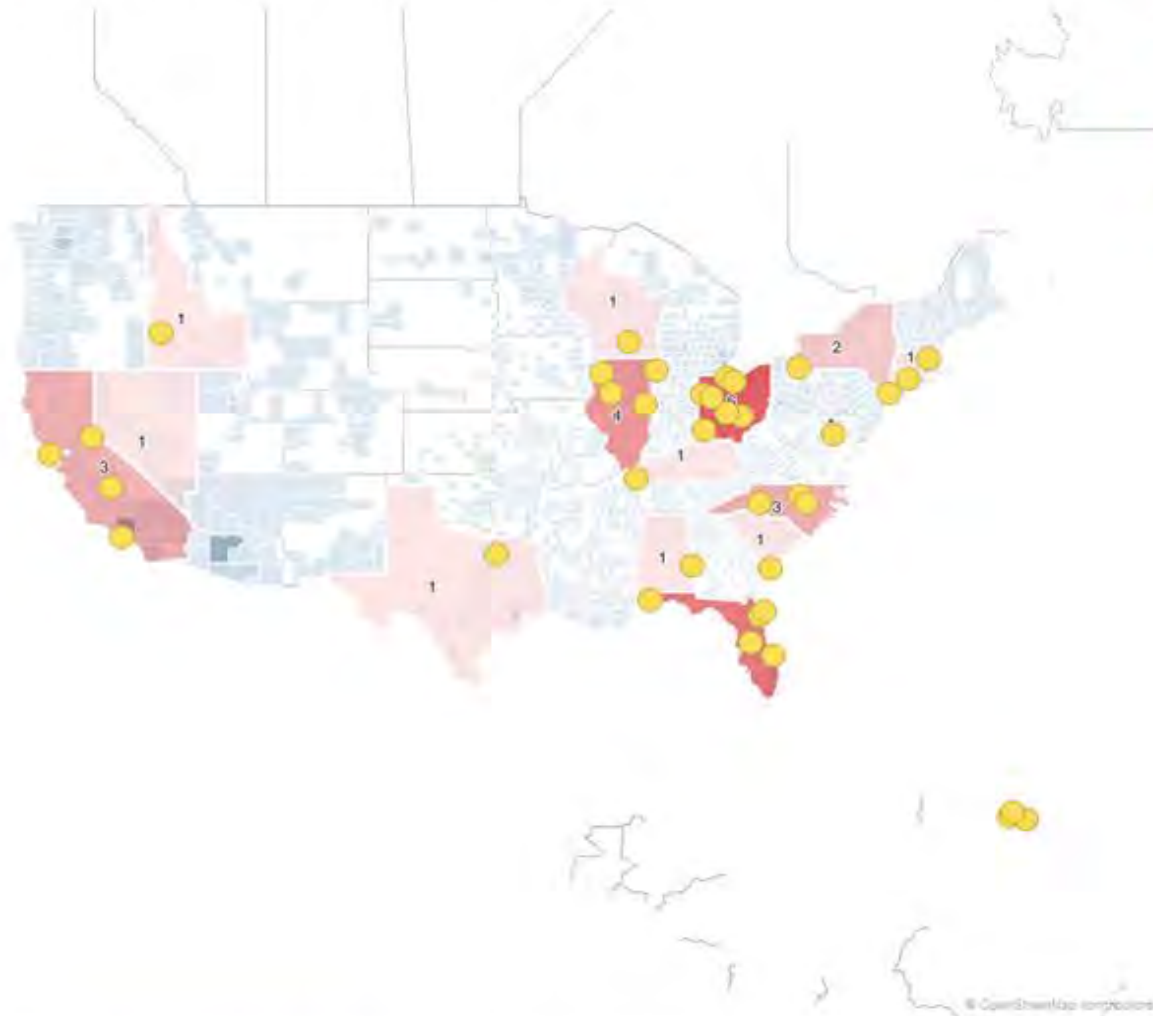
Select State:

- Type to search in list
- (All) 17 values
- AL
 - CA
 - CT
 - FL
 - ID
 - IL

Select a City:

Type to filter by text

Mobility Management Information Practices



Please Provide Feedback <https://www.surveymonkey.com/s/3MMP>



NCMM is a project of FTA:

The MMIP is a project of the National Center for Mobility Management, which is funded through a cooperative agreement (DC 26-5310) with the Federal Transit Administration.

Sample Practice Description

Practice Profile

Mobility Management Practice Profile

Travel Training Program

Location:
Chicago, IL

Lead Organization or Agency Implementing the Practice:
Regional Transportation Authority- Northeastern Illinois

Identify and describe how partners and stakeholders are involved in the implementation of this practice:
We work with over 500 agencies to do outreach to our regional customers. These agencies book presentations with our program staff, who provide educational presentations to the agency's customers about accessible transit services available in their community. We also use these presentations as an opportunity to recruit people for more one-on-one training.

Areas of Focus:
Community Outreach and Marketing, Travel Training

Description of your practice and why you believe it is innovative:
While our Travel Trainers are in the community providing one-on-one or group travel training, we educate program participants on all of the local community sponsored transportation programs that can be utilized by the individuals/group we are working with. We examine the barriers unique to each individual to help tailor the services they could use to increase their mobility and then help them sign up for services as well as practice using the services- all as a part of travel training. (So an integration of training on fixed route in conjunction with other transit services.

Describe the knowledge base and context around the practice including the goals, strategies, and implementation process. What resources are needed to implement the practice (people, organizational resources, fiscal resources, materials, etc.):
This practice requires staff that are highly knowledgeable about the services available and the processes for registration for each service.

Describe how you measure both the way that the practice is implemented and the outcomes/impact of the practice:
We track the number of people who participated in our group training program and the number of people we train individually. We complete follow-up surveys at the end of each presentation and with each of our one-on-one travel training participants at 6 months and 1 year post training.

Geography

Cook County , IL

Total population: 5,173,629

Male population: 2,526,140

Percent - Male: 48.4%

Female population: 2,688,802

Percent - Female: 51.6%

Link to additional data - <http://factfinder2.census.gov>

Filters

Type to search filters

MMIPSurveyRaw

RespondentID
3092428930 3383305778

CollectorID
49455659 55811128

StartDate
2/25/2014 ... 7/30/2014 ...

EndDate
2/25/2014 ... 7/30/2014 ...

IP Address

Type to search in list

(All) 16 values

156.63.2.242

166.102.19.210

172.56.33.248

204.148.9.202

209.49.242.225

Details-on-Demand

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

Tap into Resources



National Center for Mobility Management

<http://nc4mm.org>



<http://nadtc.org>



<http://webbuilder.nationalrtap.org>



<http://transitplanning4all.org>

Complete a Session Evaluation

- Please follow [this link](#) to evaluate today's presentation.





www.nc4mm.org

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