

# Sharing Mobility Management Information Statewide

## Strategies and Accomplishments from MassMobility

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### BACKGROUND

In Massachusetts, community transportation is a local affair, with many decisions made at the municipal level. Nearly all of the state's 351 cities and towns have their own Council on Aging, many of which operate local transportation services for seniors. Many regional organizations – such as Area Agencies on Aging, Independent Living Centers, Community Development Corporations, and local nonprofits – also operate services. As a result, the community transportation system is fragmented and decentralized, with no statewide system of regional mobility managers.

In 2011, the Human Service Transportation Office – which manages Medicaid non-emergency transportation and other state-funded human service transportation in Massachusetts – launched the MassMobility initiative with federal grant funding awarded by the Massachusetts Department of Transportation. The goal was to support mobility management statewide by sharing information and providing technical assistance to partner agencies and municipalities.

To fulfill this goal, we had to determine how to create a network of organizations and stakeholders statewide who were engaged in community transportation or mobility management – even if they did not identify with or use those terms. Along with ongoing community outreach, three tools we have used to build this network and share information are our annual conference, website, and newsletter.



Above: 351 cities and towns of Massachusetts. Left: road signs mark when you leave one town and enter another

### FOR MORE INFORMATION

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[www.mass.gov/orgs/massmobility](http://www.mass.gov/orgs/massmobility)

Twitter: @MassMobility

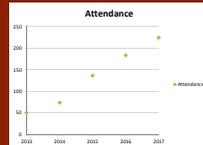
Monthly newsletter: [www.mass.gov/massmobility-newsletter](http://www.mass.gov/massmobility-newsletter)



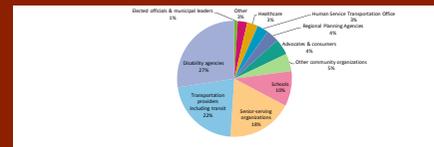
Attendees at the 2017 conference listen to four riders of community transportation services describing their experiences and perspectives in a "Voices from Riders" plenary session.

### ANNUAL CONFERENCE

In 2014, small biannual meetings of transportation coordination teams grew into an annual conference. From 2014 to 2017, the Massachusetts Community Transportation Coordination Conference grew from 73 to 224 attendees. The conference offered an opportunity for human service agency staff, transportation providers, planners, advocates and self-advocates, and others to come together, hear presentations on innovative and successful approaches to community transportation coordination or mobility management, and connect with peers from other regions.



Growth in attendance, 2013-2017



Attendance by sector at the 2017 conference

Agenda items included plenary and breakout sessions on key topics such as:

- Healthcare Transportation
- Volunteer Transportation Programs: Variations on a Theme
- Pedestrian Safety for Seniors and People with Disabilities
- Employment Transportation for Lower-Income Commuters
- Promoting Mobility and Employment through Affordable Car Ownership: Vehicle Donation and Car Loan Programs
- Three Models of Travel Instruction

In 2018, the Massachusetts Department of Transportation (MassDOT) merged the conference with its annual Innovation and Tech Transfer, creating the Innovation and Mobility Exchange – an opportunity for coordination conference attendees to learn alongside highway engineers and municipal employees.



### WEBSITE

We use our website to store helpful information for partners around the state, such as links to a statewide database of transportation services, contact information for travel training programs, information on finding funding, and reports on best practices. Because mobility management is a field that involves a lot of different stakeholders and sectors, we organize information on our website by audience: consumers and families looking for rides, human service agencies looking for promising practices to use for their consumers, employers, or transportation providers.



MassMobility website homepage



Travel training webpage

### MONTHLY NEWSLETTER

Since 2012, we have published a monthly newsletter covering new developments in community transportation around Massachusetts. The newsletter is not a forum for us to list our accomplishments, but instead to highlight what stakeholders around the state are doing to improve mobility. Every month, we talk to transportation providers, human service agency staff, and advocates to learn about new initiatives they are launching, and then we share that information with our subscribers. We also publish guest articles.

Once featured in our newsletter, partner organizations sometimes use our article as part of their own publicity. Our newsletter goes out to over 1200 subscribers, most of whom represent partner agencies in Massachusetts.



Excerpts from the March 2018 and December 2017 newsletters