Oklahoma Mobility Management

Olivia Hook
Transportation Manager
Oklahoma Department of Transportation

Cristi Williams
Mobility Navigator
South Western Oklahoma Development Authority
Established in 2023, Oklahoma currently has 6 mobility management programs

- Goal to serve 100% of OK w/ no gaps in mobility management support
  - Currently at 58% coverage serving 45 out of 77 counties
  - 77% of counties in OK will be served by mobility management programs by the end of 2024

- Less confusion for individuals/agencies to find mobility management
  - Statewide branding

We have been growing fast!!!
How we have been building our mobility network

We invest in relationships—because we cannot do anything without them

<table>
<thead>
<tr>
<th>Transportation Providers</th>
<th>• 5307, 5311, Tribal, 5310, etc.</th>
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<tbody>
<tr>
<td>Community Service Agencies &amp; Non-Profits</td>
<td>• They are not just attending our coordination meetings- we show up at their offices, local committees, planning efforts and community assessments as representatives in mobility. And we keep coming back to the table to participate, support and collaborate solutions together.</td>
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| State Agencies | • State agencies meet with our statewide mobility contact to discuss high-level transportation projects, opportunities to become involved, partner or support transportation providers efforts (including rural areas).  
• Our next step is starting CCAM discussions with state agencies matching them up with coordinated project efforts that match the CCAM grant opp. |
| Related Programs | • 988 mental health transportation services  
  • Communicate with mobility managers for less critical mobility needs  
  • VA transportation  
  • Same- veterans don’t just need medical transportation and there are some needs the VA cannot meet- but mobility managers can help find those solutions.  
• Sooneride/NEMT brokerage  
• OK has a statewide brokerage model  
• Added MCO’s in 2024 |
And we work together a lot

The result, when you contact one of us, you’re getting support from all Oklahoma mobility managers.

Mobility managers communicate issues and address challenges as a team, so that no mobility manager is left in the dark to handle challenges on their own.
We’re building up our knowledge

Rather than spending the next 1-2 years struggling to figure it all out, we have a structure.

**TA center training**
- NCMM
- National RTAP
- And many others

**Core Oklahoma Knowledge**
- Technical onboarding with ODOT
- State-specific info that is critical to a successful mobility management program include:
  - OK Transit 101
    - Who are the transit agencies in OK and why do they operate the way they do
  - The big picture when it comes to mobility management in OK (what our role is as MM's)
  - Types of transportation plans in OK and what that means for MM's
  - Foundations and funding resources in OK & beyond
  - State agencies and programs that work with transportation

**Mentor Program**
- Mobility managers building up new mobility managers with best practices

**Project management task lists**
- Ability to easily partner with another mobility manager on tasks
- Performance reporting comes from these tasks lists
- Collaboration and documentation all on one platform
Why are we working so hard?
Because Transportation is Complicated

Mobility managers can identify the gaps in service that maps don’t show.

Mobility management is not just a transportation program. It’s a program that can eliminate the gaps between transportation and all other community services.
Highlights from the SW Region

Cristi Williams
Highlights- Lawton OKMOM event

Collaboration = Success
- Very little participation at Shawnee last year
- Multiple groups sharing information about Lawton event - had to turn people away at 11:00am on the final day.

Oklahoma Mission of Mercy
FREE Dental Event

OKLAHOMA MOBILITY MANAGEMENT PROGRAM
COORDINATED WITH
LAWTON AREA TRANSIT SYSTEM (LATS)
AND
RED RIVER TRANSPORTATION
TO PROVIDE TRANSPORTATION TO THOSE IN NEED

BEFORE
ALMOST 1,000 PEOPLE RECEIVED FREE DENTAL SERVICES

AFTER

Her Story....
Young lady had a partial denture procedure done. She called her loved one to say.... I’m finally beautiful
Highlights- Sooneride NEMT

- SoonerRide/Modivcare/Ok Healthcare Authority
  - Client/Health worker with frustrations navigating the automated system, dropped rides and denied rides
    - Mobility navigator shared the issue
    - Contacts were made to bring Modivcare and Oklahoma Healthcare authority to meetings

Results:
- Direct contact numbers to the Oklahoma Healthcare Authority for those assisting clients
- Quick reference flyer for clients with basic numbers to contact and steps to navigate SoonerRide
- Direct line to Modivcare for those assisting clients
- Training for organizations on SoonerRide.

Positive Examples:
- Rides denied by SoonerRide because of mileage restrictions are now being covered
- Healthcare and Transit Agencies sharing Mobility Management information with clients
Mobility Navigator received a call from a case manager in Lawton. Veteran spouse needed not only the transportation, but also an escort to travel with her. The cost, however, would be more than the veteran spouse could afford.

The home care agency told the mobility navigator about a veteran assist program. This program would pay for services; however, the application process would be completed after the veteran spouse's upcoming appointments.

Mobility navigator reached out to multiple people within the military community in Lawton. Organizations and individuals came forward to pay for her transportation or take her to her upcoming appointments.

Client was overwhelmed by the support and extremely grateful to all that came forward within the community to assist.
Highlights- Transportation Chat
A Community Forum

The Mobility Management Programs in Northwest and Southwest Oklahoma have begun talking with the community about transportation needs, concerns and strategies for improvement.

This chat is important because it brings the community together to discuss and focus on transportation issues and solutions that work for everyone.

Thus, ensuring that the solutions are efficient and consider the needs of citizens, businesses, organizations, and transit agencies.
And, we're just getting started

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Thank you!!
Mobility Management in Washington State

Bill Baumann, Community Transportation Planner (WSDOT)
Bree Boyce, Senior Manager of Mobility Coalitions (Hopelink)
Laura Loe, Program Manager of Find a Ride (Hopelink)
Session Agenda

- Overview of Mobility Management in WA State  
  Speaker: Bill Baumann

- Overview of Mobility Management in King County  
  Speaker: Bree Boyce

- Role of Marketing in Mobility Management  
  Speaker: Laura Loe
Mobility management in the state of Washington

Bill Baumann, Community Transportation Planner
March 21, 2024
Mobility management network

• Informal group of mobility managers:
  ✓ Quarterly meetings
  ✓ Growing and building membership
  ✓ Fostering connections and relationships
  ✓ Sharing best practices and experiences
  ✓ Working together to develop solutions to complex problems
WSDOT funded projects

- Community Action of Skagit County
- Cowlitz-Wahkiakum Council of Governments
- Homage Senior Services
- Hopelink
- Island Transit
- Lewis County Transit
- Link Transit
- Mid-Columbia Economic Development District
- People of People
- Pierce County Human Services
- Skagit Transit
- Special Mobility Services
- Tri-County Economic Development District
- United Way of Pierce County
- Whatcom Council of Governments
- Whatcom Transit Authority
- Workforce Snohomish
Project highlight

• Gorge Regional Transit Network – Mid-Columbia Economic Development District (MCEDD):
  ✓ Led by Kathy Fitzpatrick, Mobility Manager
  ✓ Two-part project; includes travel training and regional planning
Mobility Management in King County, WA

Bree Boyce, Senior Manager of Mobility Coalitions
Hopelink Mobility Management (MM): Overview

- Housed within a non-profit agency (Hopelink)
- Primarily serving King County in Washington state
- Some of our programs also serve Snohomish and Pierce Counties w/o duplicating
- MM team of 14!
Hopelink MM: Funding

• Primarily funded through the Federal Transit Administration’s Section 5310 funding (via WSDOT’s Consolidated Grant)
• Often use smaller grants to fund specific projects & initiatives:
  – National Rural Transit Assistance Program (RTAP)
  – National Center for Mobility Management’s Issue-Focused Meetings & Ready-to-Launch Grants
  – Contracts with local cities & transit agencies (Ex. Transportation Demand Management programs)
  – Graduate School cohorts
  – And more!
Hopelink MM: Our Role

Educate

Advocate

Coordinate

Vision: A coordinated transportation network that allows all people to move freely around King County and the Puget Sound region.
Community Partnerships

RTPO

Transportation Providers

Municipalities

Human Service Providers

Mobility Managers & Experts

Riders/Advocates

WSDOT
Hopelink MM: Programs

Mobility

Education & Outreach

Mobility Coalitions

Volunteer Transportation
Mobility Education & Outreach Program Overview
Hopelink MM: Volunteer Transportation

- Manage a volunteer driver program (Community Van) in partnership with King County Metro
- Volunteer recruitment & training, marketing & outreach, trip coordination, vehicle maintenance, etc.
Hopelink MM: Coalition Overview

- 7 different cross-sector Mobility Coalitions that bring people together to improve mobility for all.
  – Different geographies and scopes
- Research & data collection, needs assessments, advocacy, information & resource sharing, etc.
- Example:
  – Rides & Smiles pilot through NCMM’s Ready-to-Launch grants
  – Cross-County Transportation Project with University of Washington
Hopelink MM: Coalition Overview

1. Identify needs & gaps
2. Draft solutions
3. Cross-sector coalition engagement
4. Finalize solution collectively

5. Apply for funding/resources
6. Human-Centered Design
7. Ongoing support & coalition engagement
8. Sustainable funding & program evaluation
Central Puget Sound’s Multimodal Trip Planner and Referral System for King, Pierce and Snohomish Counties

One-Call/ One-Click system

Phase 1
Inclusive Planning: Then & Now

• Transit Planning 4 All Grant (2018-2020)
  Evaluated “how do older adults, people with disabilities, and caregivers find and secure transportation?”

Learn more at https://www.kcmobility.org/kcmc-inclusive-planning-grant
Find a Ride’s Governance

Mobility for All

- Hopelink
- King County Mobility Coalition
- Advisory Committee
- Technical Advisors
- Ad Hoc Community
In 2023 we completed a user testing report and began recruiting for community testers.

- We received a grant from NADTC for their Every Ride Counts campaign support and completed a Marketing Report.

- We completed a four-month community testing period with over 100 people signing up for access to our website.
Find a Ride

Our trip planner is be part of our existing Find a Ride service discovery website.

https://www.findaride.org/
Transportation Services

+ many more services!
Every Ride Counts (Find a Ride & NADTC)

WE HELP YOU GET WHERE YOU NEED TO GO!
Find your ride on Find a Ride.

Find a Ride is a multimodal trip planner for King, Pierce, and Snohomish counties, featuring specialized transportation options for older adults and people with disabilities.

JOIN US IN TESTING OUR NEW TRIP PLANNER!
Your feedback will help create a program that delivers an accessible trip planning experience.

Visit finderide.org or scan the code to sign-up to be one of the first travelers to use our trip planner.

For more information, call: 425-943-6760

Mobility for All
October & November 2023

The Every Ride Counts Campaign included:

• A Full Social Media Kit
• Graphics to Share
• Posters to Put Up
• Fliers to Bring To Events
• Infographics to Engage
• Magnets to Distribute
Community Engagement

• Our Community Engagement Launched in October 2023

• We have already engaged with Spanish and English speaking community members in Kirkland

• We visited a local farmer’s market in Redmond.

• We sent out a Partnership Marketing kit, including newsletter blurbs and sample social media

• And there’s more to come!
Images from the ERC campaign
White Cane Day 2023
Thanks to our funding partners!

We received Phase 1 funding through 2027 from WSDOT.

We applied for Phase 2 funding through the FTA ICAM grant in February 2024.
Thanks to our project vendors!
For more information:

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Program Manager, Find a Ride  
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Staci Sahoo  
Director, Mobility Management  
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Questions?

Bill Baumann, Community Transportation Planner (WSDOT)
Bree Boyce, Senior Manager of Mobility Coalitions (Hopelink)
Laura Loe, Program Manager of Find a Ride (Hopelink)
Agenda

Map
Funding
Regional Programs
Community Partnerships
The Role of Mobility Management in Iowa
Funding for Mobility Management

• 2021 NCMM Challenge Grant Award – Johnson County
  • Focus Question: How can we improve access to affordable transportation for residents of Johnson County, IA who are experiencing barriers as they seek economic opportunities, including employment, education, and childcare?

• 2023 NCMM Challenge Grant Award – Waterloo Area
  • The mission of the Waterloo team centers on offering disadvantaged youth safe, secure, dependable, and sustainable access to programs that foster meaningful relationships, nurture positive physical and mental health development, and offer transformative engagement in various activities and essential resources.

• U.S. DOT Grant ITS4US - Heart of Iowa Regional Transit Agency (HIRTA)
  • The project aims to enhance convenience, availability, and reliability of healthcare transportation, improving healthcare access for the one-third of Dallas County residents who fall in at least one underserved group.
Johnson County – Ride the Bus Training

• Mobility Coordinator – Kelly Schneider
  • Johnson County’s single point contact for transportation referrals, education and community outreach

• 2021 NCMM Challenge Grant Award
  • Focus Question: How can we improve access to affordable transportation for residents of Johnson County, IA who are experiencing barriers as they seek economic opportunities, including employment, education, and childcare?

Ride the Bus Training

• A virtual training available on Johnson County’s website
2023 NCMM Mobility Design Challenge Grant

- Iowa Northland Regional Council of Governments (INRCOG)

Waterloo’s Mission and Goals of the Grant

- The mission of the Waterloo team centers on offering disadvantaged youth safe, secure, dependable, and sustainable access to programs that foster meaningful relationships, nurture positive physical and mental health development, and offer transformative engagement in various activities and essential resources.

- The impetus of the application is to develop and ultimately implement a solution that will address barriers to transportation experienced by disadvantaged youth in the Waterloo metropolitan area. At the core of this grant program lies the mission to provide a service that will advance the personal well-being of metropolitan youth and create more favorable conditions regarding social determinants to health and quality-of-life.
DART – How-to-Ride Monthly Training

• Mobility Coordinator – Catlin Curry

How-to-Ride Training

• DART staff provides small group training to help individuals learn to ride the bus in Greater Des Moines. Training will demonstrate how to plan a trip, read maps and schedules, recognize bus stops, pay fares, practice rider safety and more. How to Ride Training sessions are free and open to the public. No reservations are necessary.
• All trainings will be held in the Multimodal Room, on the second floor of DART Central Station (620 Cherry Street, Des Moines).

2024 Trainings

February 12, 2024 10 - 11 a.m.
March 11, 2024 3 - 4 p.m.
April 10, 2024 12 - 1 p.m.
May 9, 2024 10 - 11 a.m.
June 10, 2024 3 - 4 p.m.
July 11, 2024 12 - 1 p.m.
August 13, 2024 10 - 11 a.m.
September 11, 2024 3 - 4 p.m.
October 14, 2024 12 - 1 p.m.
November 12, 2024 10 - 11 a.m.
December 11, 2024 3 - 4 p.m.
HIRTA – Flex Connect

• Outreach Coordinator – Danny Schnathorst
  • Danny handles all outreach needs, designs materials, social media & this website

Flex Connect

• Vision of Flex Connect
  • Our vision is to provide a service where all customers can have quick and easy options to pay fares, board buses, and arrive safely and comfortably at their destination. We strive for a future where transit agency borders and service boundaries blur; where interconnected transit options become apparent and easy for users and where we operate with cultural competence. This is just one step in the right direction to make that happen.
  • A checkpoint-style transit service available in the city of Perry that allows people to catch a bus at several designated areas to enhance access to healthcare, employment, shopping, education and community services, such as the food pantry or financial assistance.
HIRTA – Flex Connect

Flex Connect Stops/Schedule (M-F)

1. Trinity Lutheran Church - 8:00, 9:00, 10:00, 11:00, 12:00, 1:00, 2:00, 3:00, 4:00
2. Dallas County Hospital - 8:10, 9:10, 10:10, 11:10, 12:10, 1:10, 2:10, 3:10, 4:10
4. El Rey Market - 8:30, 9:30, 10:30, 11:30, 12:30, 1:30, 2:30, 3:30, 4:30
6. Northgate Estates - 8:45, 9:45, 10:45, 11:45, 12:45, 1:45, 2:45, 3:45, 4:45
HIRTA – Health Connector

• The U.S. Department of Transportation launched the ITS4US Program in 2021 to support seamless travel for all users across all modes, regardless of location, income, or disability.

• The Health Connector solution intends to demonstrate an innovative concept that will address various bottlenecks associated with healthcare transportation access for HIRTA communities, focusing on mostly rural Dallas County, Iowa.

• It aims to enhance convenience, availability, and reliability of healthcare transportation, improving healthcare access for the one-third of Dallas County residents who fall in at least one underserved group.
HIRTA – Health Connector

3 Phase Project

• Phase 1: The first phase is to spur Complete Trip deployments nationwide, identify needs and challenges by populations, develop and deploy mobility solutions that meet needs, measure impact of integrated deployments, and identify replicable solutions and share lessons learned.

• Phase 2 (current phase): Over this 24 month period, the HIRTA Public Transit team and partners will work to design, test and deploy a Complete Trip Solution. Evaluations on the framework and planning will be completed.

• Phase 3: A minimum of 18 months will be spent to demonstrate multiple large-scale deployments. The team will share data and lessons learned. The overall goal is to sustain operations for a minimum period of five years after the program is completed with no additional funds focused on rural areas.
HIRTA – Health Connector

Project Video
Statewide GTFS Feed

- General Transit Feed Specification (GTFS)

**Iowa GTFS**

- National Transit Database (NTD) now requires all systems that operate fixed routes must have GTFS
- The Iowa DOT contracts with Optibus to provide GTFS software for Iowa agencies that have fixed routes
- [iowa-gtfs.com](http://iowa-gtfs.com)
Iowa Rideshare Update

• Contracting with DART to utilize HBSS-Qryde for the State’s ride matching website

Goals for the New Site

• Similar functions to the previous site
• More user friendly for the public and administrative users
• Same domain name – iowarideshare.org
The Role of Mobility Management in Iowa

- As you can see, the role of mobility management in Iowa varies from region to region, city to city, but the overarching goal is to provide Iowans with transportation options that help them efficiently and effectively get from point A to point Z.
Questions?

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iowadot.gov/transit
Mobility Management

City of Wichita Transportation

March 21, 2024
Department Overview

• Population of nearly 400,000
• City of Wichita Department
• Largest Transit Provider in the state of Kansas
• 120 employees including drivers, mechanics, and admin.
• 11 battery electric buses; 8 battery electric vans
• Core services: Fixed Route, Paratransit, Q-Line, Multimodal
• 20 routes
• Nearly 1.2 million rides in 2023
Mobility Management Tips

• Social Service Provider
• Know community resources and understand gaps
• Attend local and regional meetings
• Looks for ways to say YES
• Pilot Programs
• Listen to RIDERS
• Travel Training
Community Engagement

- Resource Fairs
- Pop-up Events
- Bus Rides/Transit Center Visits
- Community Meetings
Ridership Programs

- Veteran Ride Free
- Wichita State University
- Wichita Public Schools
- International Rescue Committee
- Substance Abuse Center of Kansas
- Child Start
Association of Travel Instruction

- Professional Development Webinars
- Discounted Conference Registration Fee
- Members Only Section
  - Monthly Blogs
  - Members Forum
  - Previous Conference Presentations
- Networking Opportunities
- Social Media Access
  - @associationoftravelinstruction
  - Association of Travel Instruction
  - @associationATI
  - @associationoftravelinstruc702
Association of Travel Instruction

July 30-August 1, 2024
Annual Conference
Charlotte, NC

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www.travelinstruction.org