



## ENGAGE – THRIVE – SUSTAIN

# Using the Mobility Management Sustainability Assessment Tool

Mobility Management Connections  
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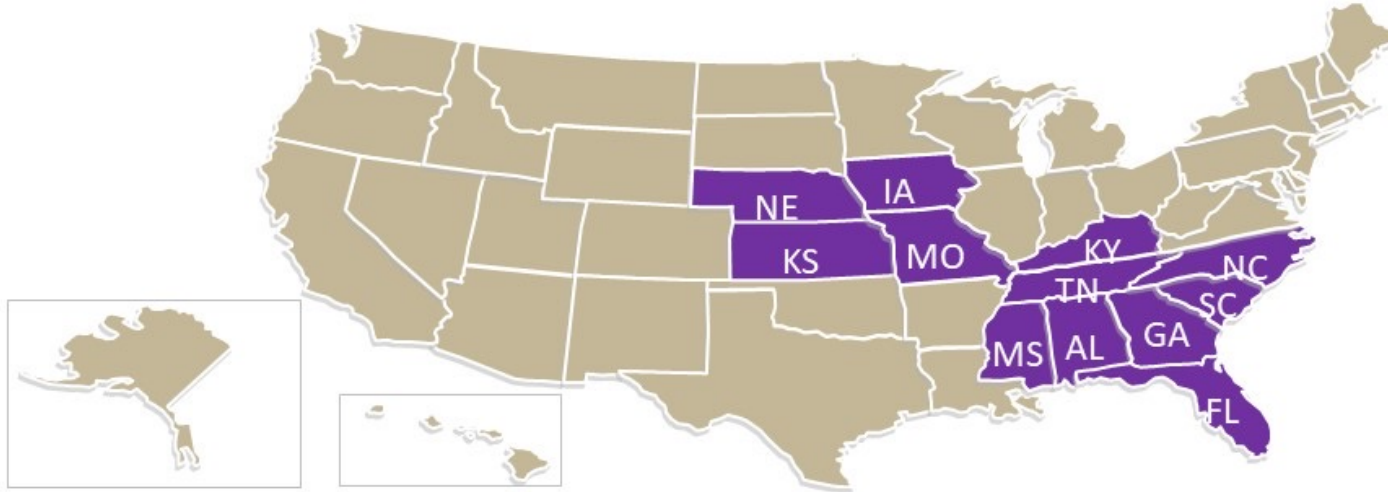
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**NCMM Regional Liaison – Corresponding to FTA Regional Offices 4 & 7**

**Region 4:** Kentucky, Tennessee, Mississippi, Alabama, Georgia, Florida, North Carolina, South Carolina

**Region 7:** Missouri, Iowa, Nebraska, Kansas



Enjoli Dixon,  
National Center for Mobility  
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- ❖ Independent Organization
- ❖ Works in the spaces between
- ❖ Convener & Coordination Instigator
- ❖ Policy Change (Advocacy)
- ❖ Strategic Innovation & Project Implementation
- ❖ Organizational Support



# Today's Agenda

- Welcome!
- Why Coordination/Collaboration?
- Thoughts on Mobility Management
- Overview of the MM-SAT
- Good Process **EQUALS** Good Outcomes
- Breakout Groups: Exploring a MM-SAT Discussion
- Breakout Group Debrief
- Final Thoughts

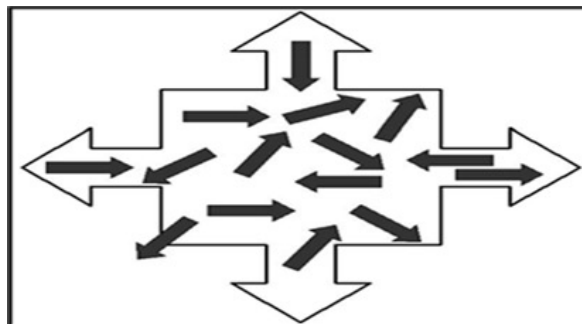




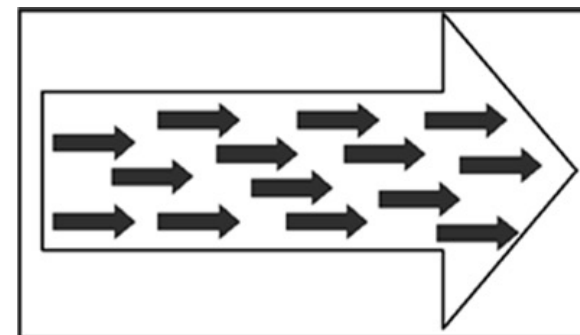
**Imagine you are on an airplane...**



*Happy  
Customer*



*Without mobility management strategies  
providers & modes lack coordination &  
shared purpose*



*With mobility management strategies.  
Providers & modes retain independence  
but work collaboratively.*

# All About Coordination

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# Mobility Management Is:

A **Theory & Approach** to delivering mobility services



An **Operational Model** for delivering mobility services



A **Professional** coordinating & delivering mobility service  
(Mobility Manager)



**AT ITS HEART,  
MOBILITY MANAGEMENT IS**

**Mobility FOR People  
BY People**



**THE MOBILITY MANAGER IN THE WILD...**



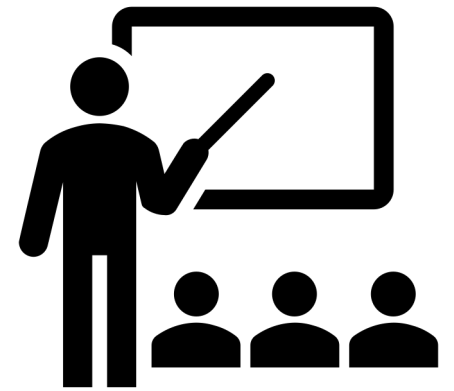
**KEEPING MOBILITY  
MANAGEMENT  
SUSTAINABLE AND  
THRIVING...**

**LIKE PULLING A RABBIT  
OUT OF A HAT???**

# IS SUSTAINABILITY JUST ABOUT THE ENVIRONMENT?

## LET'S ASK THE OXFORD DICTIONARY!

- Sus·tain·a·bil·i·ty – noun
- 1. The ability to be maintained at a certain rate or level.
- 2. Avoidance of the depletion of natural resources in order to maintain an ecological balance.



# The National Center for Mobility Management Mobility Management Sustainability Assessment Tool

A self-assessment tool to help mobility management professionals...

- Measure the overall sustainability of their programs.
- Identify the different dimensions of sustainability.
- Focus efforts to increase your sustainability
- Make data driven strategic decisions

**MM-SAT**





## THE INTERSECTION

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- **PLANNING**
  - **IMPLEMENTATION**
  - **EVALUATION**
  - **SUSTAINABILITY**
-

# Benefits of Using the MM-SAT

- **Stay in the KNOW:** It is true that what you don't know could negatively impact you. In other words, if you are not constantly scanning your environment and operations you cannot assess the overall health and sustainability.
- **Sustainability Planning:** Increasingly government and charitable funding sources are looking for evidence that your organization is thinking about and planning for long-term sustainability.
- **Relationship Building & Buy-in:** Theoretically, a single person could complete the MM-SAT and find value; however, the process of bringing people together to discuss will prove to be more effective. Think of this process as an opportunity to hear different perspectives, build relationships and create buy-in.
- **Data Driven Strategies:** The adage, that doing the same thing produces the same results is quickly thwarted when analysis and data identify strengths to build on and areas that require change. It is also easier to engage people in policy changes and funding needs when data justifies the request.
- **Expanding Capacity in the Field of Mobility Management:** The MM-SAT is one way that mobility management organizations across the country can contribute to the standardization, effectiveness and shared knowledge in the field of mobility management. Think, better together.

# Five Dimensions Examined by MM-SAT



Organizational Infrastructure



Collaboration & Coordination



Service Delivery



Evaluation & Continuous Improvement  
Systems



Environmental Impact



# SNAPSHOT OF THE MM-SAT

#	Dimension	Focus	Emerging Capacity	Moderate Capacity	High Capacity
1	<b>Organizational Infrastructure</b>	Organizational infrastructure consists of the systems, protocols, and processes that give structure to the organization, support its key functions, and routine practices. It also includes an organization's systems for operations—from human resources, training, supervision, and communication systems to data, evaluation, and continuous quality improvement (CQI) systems. Note that service delivery infrastructure is not included under this dimension and will be address under Dimension 3.			
1.a	Governance	This target examines the systems and processes by which the organization is directed, controlled, and held to account. Consideration should be given to leadership, how decisions are made, risk analysis, goal setting and accountability. Embedded in these considerations are the policies and procedures that should be in place to define roles, responsibilities, chains of command, etc. Many mobility management networks are umbrellaed by a lead agency that provides the governance structure. In this case consideration should be given to how the lead's policies govern and impact your organization's operations as well as structures your organization has put in place for itself.			
1.c	Human Resources /Workforce	This target examines the structures and policies in place to recruit, hire, manage and retain employees. Consideration should be given to how staffing needs are identified, clarity of job descriptions and required qualifications and orientation/onboarding practices. Compensation and benefit packages should be evaluated for alignment with industry rates, local cost of living considerations, opportunities for advancement and the effectiveness of the systems in place to manage these benefits. Consideration should also be given to professional development opportunities, trainings, certifications and a coaching system for employees who are struggling with job requirements or performance. Workplace culture and policies should also be evaluated for effectiveness in promoting diversity, equity and inclusion for all personnel.			
1.d	Funding	This target examines how the organization funds both its operations and services. Consideration should be given to the organization's capacity to apply for and effectively manage government and charitable grants. It also should examine how the organization uses braided funding opportunities and innovative sources of match to maximize federal funding.			
2	<b>Collaboration &amp; Coordination</b>	Coordinated transportation services are achieved when multiple entities work together in delivering one or more components of a transportation service so they can increase their capacity to provide trips, but coordination doesn't happen without collaboration. This dimension focuses on how the organization cultivates partnerships and creates or joins collaborative efforts that include transportation providers, state agencies, planners, and other stakeholders. Effective collaboration requires clear and transparent communication, group facilitation, a shared approach, public engagement, information sharing and above all, relationship building. It also requires a clear plan that defines how the coordination will work, delineates responsibilities, and identifies policy & procedures.			
2.a	Use of CCAM	The Coordinating Council on Access and Mobility (CCAM) brings together Federal agencies to coordinate efforts and improve the quality, efficiency, and availability of transportation services for targeted populations while reducing costs and service fragmentation due to inconsistent program rules and a lack of interagency collaboration. CCAM's primary goals seek to improve access to community through transportation, enhance cost-effectiveness of coordinated transportation, strengthen interagency partnerships and collaboration with state, local, and industry groups, and demonstrate innovative coordinated transportation. This target examines if and how Federal CCAM principles and resources are incorporated into your work as well as how you may have adapted these principles for your state and regional operations.			

# MM-SAT Evaluation or “Scoring” Mechanism

**Emerging Capacity:** This level acknowledges that all organizations and services have a life cycle that must include a starting point. Your organization may be new or established with a plan to expand operations through a merger, new initiative, or service.

**Moderate Capacity:** This level reflects adequate understanding of and resources to support a sub target. Think of this as a level where the organization has hit its stride and is demonstrating results in meeting its mission. It will feel like a comfortable place for the organization in contrast to an emerging capacity which can at times feel overwhelming or fraught with insurmountable challenges

**High Capacity:** This level demonstrates proficiency under a specific dimension or sub target but is slightly different in that it permeates other dimensions and sub targets. Day-to-day operations are not without challenges, but there is an overall feeling that the right system(s) are in place to address these challenges. The organizational culture embraces innovation, continual improvement and a team-approach to problem solving.

# GOOD PROCESS EQUALS GOOD OUTCOMES

## Good Process...

- Is not the enemy and no you do not need to hold hands in a circle!
- Ensures that everyone has an opportunity to participate, be heard, and be respected while moving the group toward consensus
- Builds on a common vision, shared ideals and strengths (assets)
- Does not shrink away from hot-spots, but tries to work through them

## Good Process Requires:

- Good facilitation
- A safe space to speak honestly and openly about challenges & opportunities
- Ground Rules
- A clear understanding of the work before the group
- Strives for good communication between all stakeholders
- Other requirements?

**Let's Dive In!**

**BREAKOUT GROUP MM-SAT  
DISCUSSIONS**



# Breakout Group Directions

1. You will be randomly assigned to 1 of 5 breakout groups
2. The number of your breakout group is the Dimension you will discuss
3. You will 20-minutes for a brief exploration of the dimension discussion.
4. Quick introductions (name and who you represent)
5. Assign a volunteer to take notes and report out to the large group (2-minutes each group)

Group	Dimension
1	1
2	2
3	3
4	4
5	5

## Discussion Tips

- ❖ If you were doing this back home, the discussion would focus on specific agencies, policies, regions, state operations, etc. That is not how today will work.
- ❖ Each group member should speak from her/his own perspective and experiences back home.
- ❖ You are each from different places, with different responsibilities, but you can relate to the work, challenges and successes that each of you experience back home. These are shared experiences even though the details are different.
- ❖ Think of this as a friendly discussion in the lounge with your peers from all over the country after a long day of conference sessions.

# Dimension One

This dimension examines organizational infrastructure consists of the systems, protocols, and processes that give structure to the organization, support its key functions, and routine practices. It also includes an organization's systems for operations—from human resources, training, supervision, and communication systems to data, evaluation, and continuous quality improvement (CQI) systems. Note that service delivery infrastructure is not included under this dimension and will be addressed under Dimension 3.



1.A Governance



1.B Operating Systems & Procedures



1.C Human Resources/Workforce



1.D Funding



1.E Communications (Internal)

# Dimension Two

This dimension examines Coordinated transportation services are achieved when multiple entities work together in delivering one or more components of a transportation service so they can increase their capacity to provide trips, but coordination doesn't happen without collaboration. This dimension focuses on how the organization cultivates partnerships and creates or joins collaborative efforts that include transportation providers, state agencies, planners, and other stakeholders. Effective collaboration requires clear and transparent communication, group facilitation, a shared approach, public engagement, information sharing and above all, relationship building. It also requires a clear plan that defines how the coordination will work, delineates responsibilities, and identifies policy & procedures.



## 2.A Use of CCAM



## 2.B Coordinated Transportation Plan(s)



## 2.C Local Coordination

# Dimension Three

This Dimension examines the delivery of services your organization offers and the experiences of customers/clients and stakeholders. It also examines the infrastructure, technology, collaboration, and communication required to effectively deliver the services.



3.A Determining Need/Capacity



3.B Use of Technology



3.C Innovation



3.D Multi-modal Integration



3.E Communications (External)



3.F Diversity, Equity & Inclusion(DEI)



3.G COVID-19, Disasters, & other prolonged service interruptions



3.H Travel Training



# Dimension Four

This dimension examines the performance measures that you are using to evaluate your operation. This should include internal and external measures, how you organize and think about measures and how you collect and analyze data on each measure.



## 4.A Performance Measures



## 4.B Data Collection

# Dimension Five

This dimension examines the positive and negative impacts operation of your organization has on the environment and the strategies being used to promote positive and reduce negative impacts. It is understood that a mobility management network may have little direct control over environmental impacts because you operate out of a facility under another's control, are umbrellaed under a lead agency or perhaps do not operate your own fleet. If this is true, you should evaluate the ways in which you can promote/influence environmental stewardship. This may include an environmental impact and value statements for your organization, steps being taken to reduce carbon emissions from your fleet, collaboration with local environmental efforts to promote public transportation, safe walking and biking as ways to reduce greenhouse gases, etc. The emphasis of this dimension is to underscore that there are steps that can be taken appropriate to your level to reduce environmental impacts and align with new federal IJA environmental policies.



## Policy & Analysis



## 5.B. Reduction of Fleet Carbon Emissions



## 5.C. Facility Modification

# Breakout Groups Report Out

Each group will have 2 minutes to share 1 or 2 key findings/themes, observations, AHA moments, etc. they had during the process.

# Final Thought: WE HAVE A CHOICE



# Feedback

After viewing, please take time to take the 2-minute survey on the MM-SAT Training.

<https://www.surveymonkey.com/r/MM-SATPOSTS>



# thank you



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