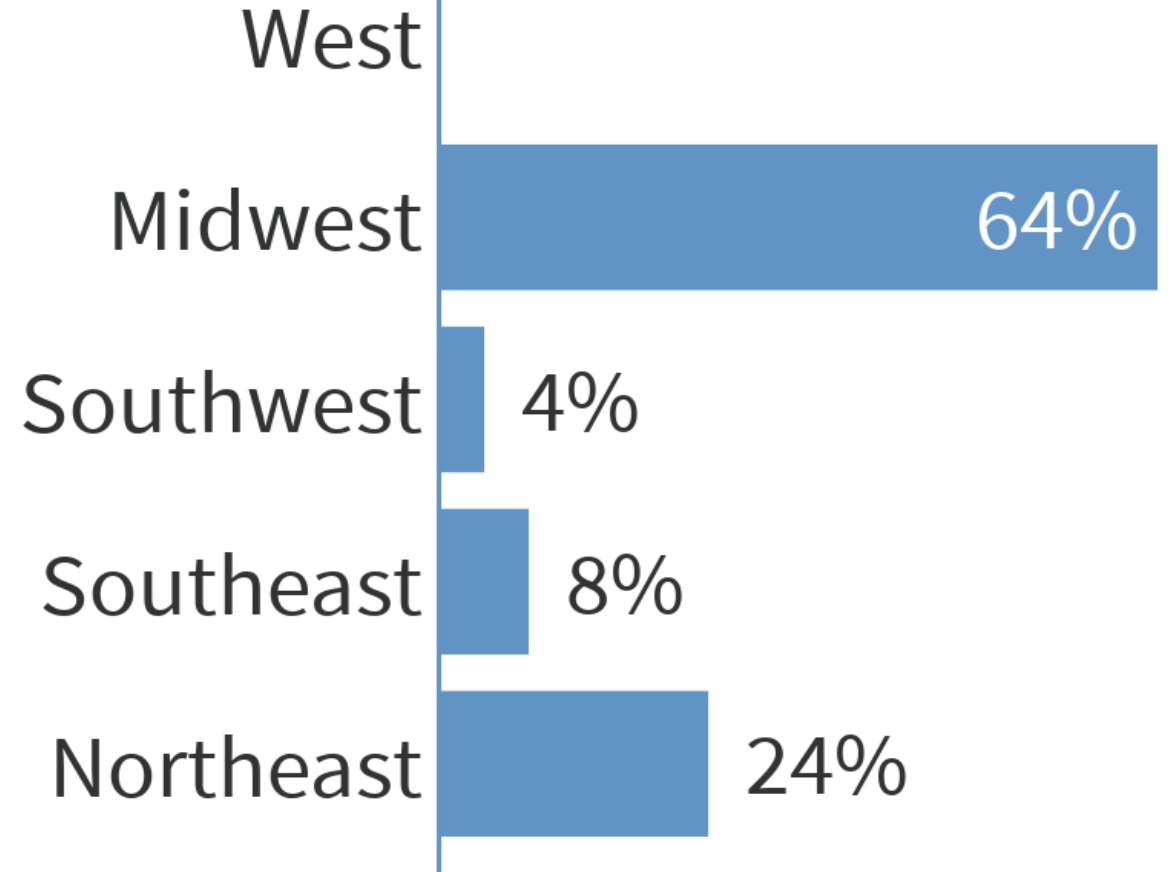


# Mobility Management Connections Conversations: Building Mobility Management Networks

October 13, 2020

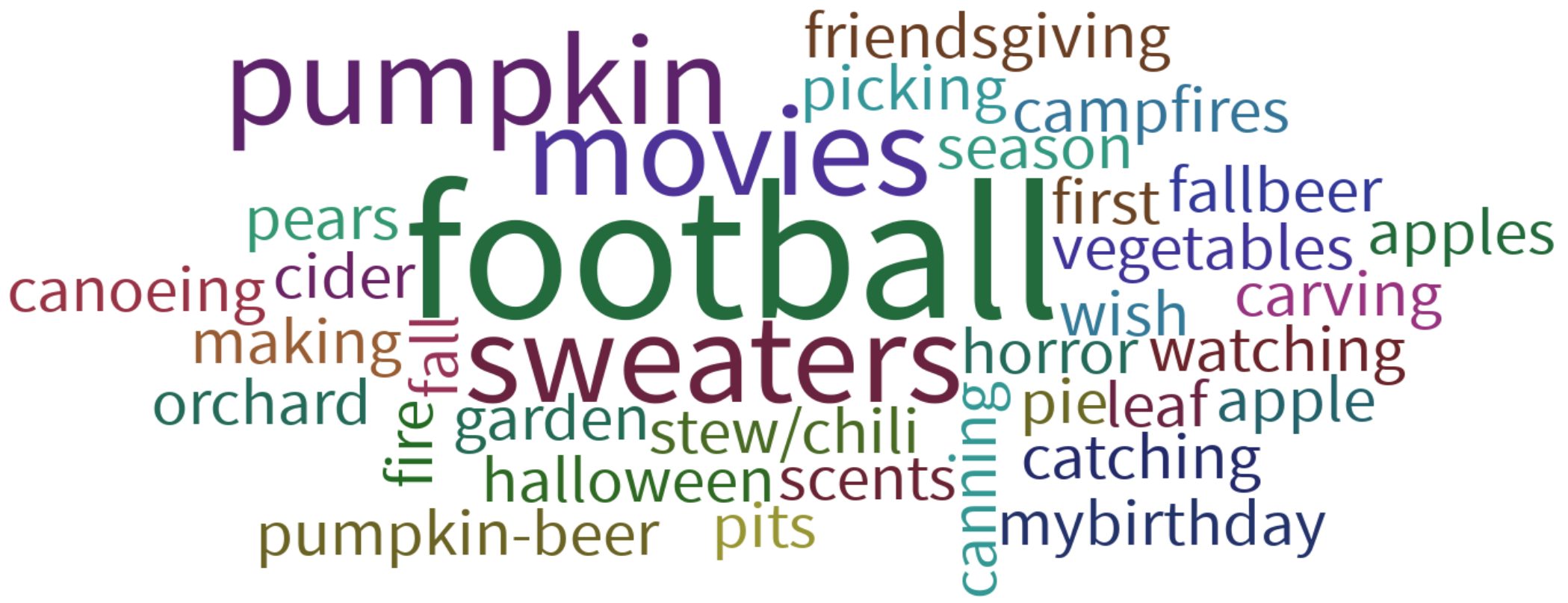
# In what region of the country do you work?



# What is one thing you've been doing for self-care?



# What is your favorite fall tradition?



# Welcome to NCMM's MMC Conversations

This meeting's purpose is to convene mobility managers and program managers, hold informal discussions, and facilitate open information exchange of issues mobility managers face in their work.



# Welcome to NCMM's MMC Conversations

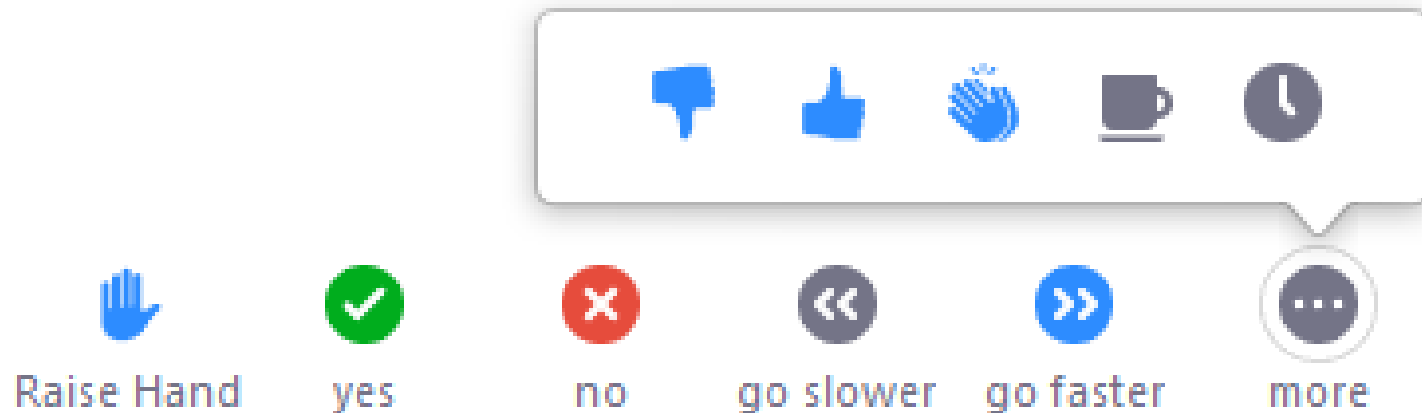
To better everyone's experience:

- Be respectful to everyone.
- Announce your name when you are speaking and speak clearly.
- Participants are automatically muted upon entry. Please mute your microphone during presentations or when not speaking. Hotkey: Alt A (command A) for muting/un-muting yourself.

# Welcome to NCMC's MMC Conversations

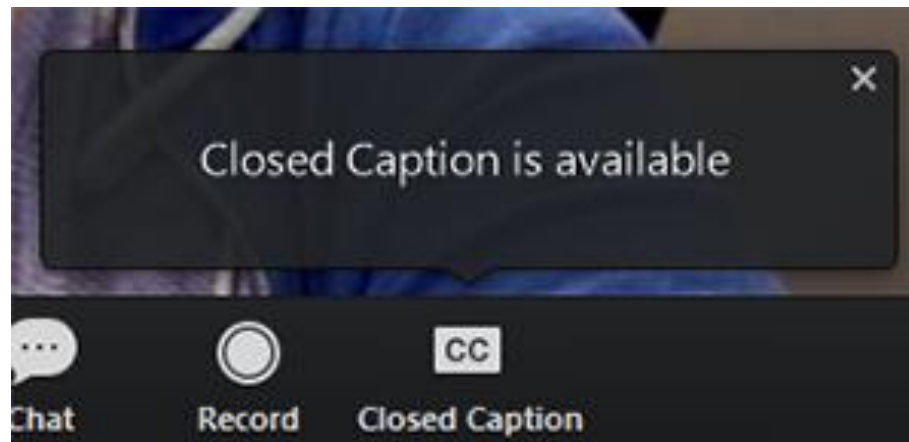
To better everyone's experience:

- Click on the participants icon to see who is in attendance.
- Use the “raise hand” feature so that everyone can have a chance to speak. The host will ask to unmute you when it is your turn to speak.
- Use Alt Y (command Y) for raise hand.



# Welcome to NCMM's MMC Conversations

- This meeting is being recorded, closed captioned, and will be posted on the NCMM website.
- If you have privacy concerns and do not wish to appear in the recording, you may turn off or “stop video” now.
- If you would like to ask a question privately, you may do so via chat to the organizer's name and not to “everyone.”







- National technical assistance center launched in 2013 – In 2<sup>nd</sup> year of second 5-year cooperative agreement with the Federal Transit Administration
- Goal of the Center: Promoting customer-centered mobility strategies to advance good health, economic vitality, self-sufficiency, and community.
- Operated through a partnership of :

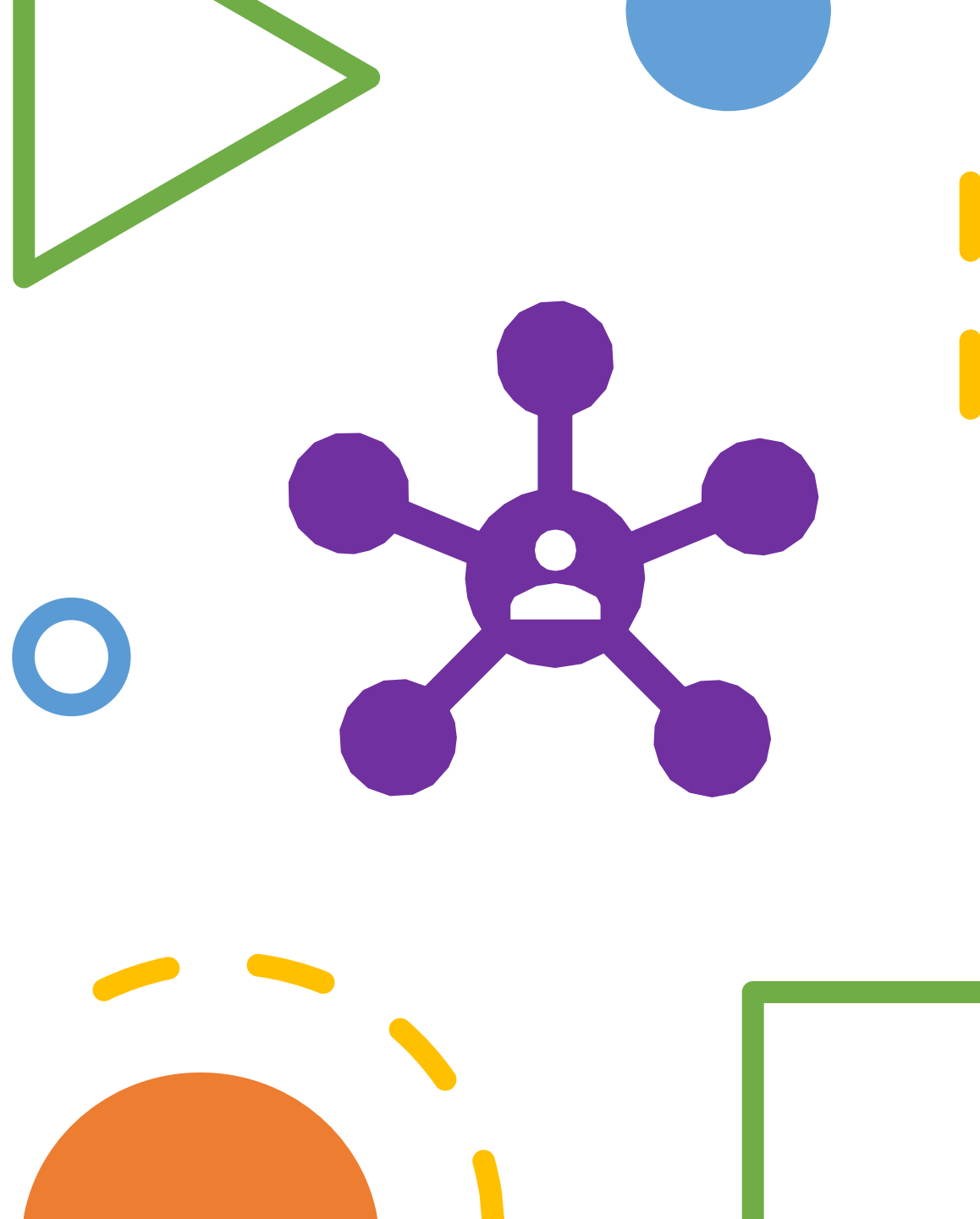


# Tap Into NCMM By...

- Accessing our training and products
- Contributing to our Mobility Lines Blogs
- Reaching out to your Regional Liaison
- Participate in our events
- Signing up for our newsletter
- Being active on Mobility Management Connections

# What is MMC? Who is it for?

- A platform to share ideas and mobility management strategies related to building transportation connections and identifying mobility solutions.
- This community is for mobility management practitioners who are actively advancing mobility management in their communities, regions and states.





Jerom Theunissen ▾



Home



Webinars



Courses



Guidebooks



Discussions



Events



Members



Contact

# Mobility Management Connections

Private  
Group

93  
Members

[HOME](#) [ACTIVITY](#) [DISCUSSIONS](#) [EVENTS](#) <sup>1</sup> [MEMBERS](#) <sup>93</sup> [SEND INVITES](#) [EMAIL OPTIONS](#) [MANAGE](#)

Welcome to the homepage of our peer mentoring platform, Mobility Management Connections (MMC). With the help mobility managers from across the country, this platform enables mobility managers from all backgrounds to engage in coordination topics. Alongside our partners at PYD, [NCMM](#) hopes that the discussion will continue to engage the community of practitioners about this dynamic field. The goal is to **build a community to share ideas and mobility management strategies related to fostering**



## GROUP INFO

This community is for mobility management practitioners who are actively advancing mobility management in their

# Mobility Management Champions

Each champion acts as a facilitator of community activity by

- Sharing questions and issues of their choice that are relevant to mobility management activities;
- Disseminate resources and tools that pertain to this topic; and
- Respond to questions posed by other mobility management professionals via the MMC discussion forum.



# This Year's Champions!



## **Amber Simmons**

Regional Transportation Educator for Move Together NY - Cornell Cooperative Ext. of Tompkins County



## **Sarah Hidalgo-Cook**

General Manager  
Southwest Area Regional Transit District (SWART)



## **Sheila Holbrook-White**

Mobility Coordinator/Policy Analyst for Washington County,  
Minnesota

# Building Mobility Management Networks

# Mobility Management Connections Conversations

## NCMM Convener



**Judy Shanley, Ph.D.**  
Easterseals Director, NCMM  
Assistant Vice President,  
Education & Youth Transition  
Easterseals

## Featured Guest Speakers



**Chris Blankenship**  
Mobility & Med-Ride Programs  
Coordinator  
New River Valley Senior Services  
Fairlawn, VA



**Katherine Newman**  
Mobility Manager at Bay Aging  
Gloucester, VA



# Mobility Management Connections Conversations

## Facilitators



**Amber Simmons**

Regional Transportation Educator for  
Move Together NY - Cornell  
Cooperative Ext. of Tompkins County



**Sarah Hidalgo-Cook**

General Manager  
Southwest Area Regional Transit  
District (SWART)



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Questions for Chris, Katherine, or Judy?

Either raise your hand (Alt+Y) at the end of the presentations or type the questions in the chat box.



Raise Hand



yes



no



go slower

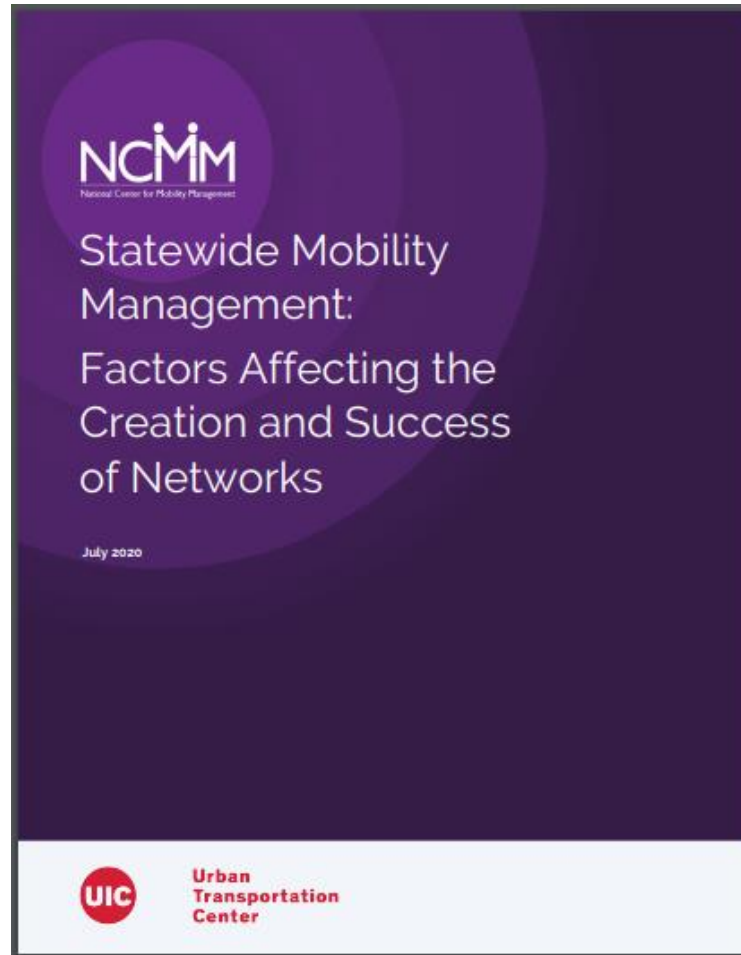


go faster



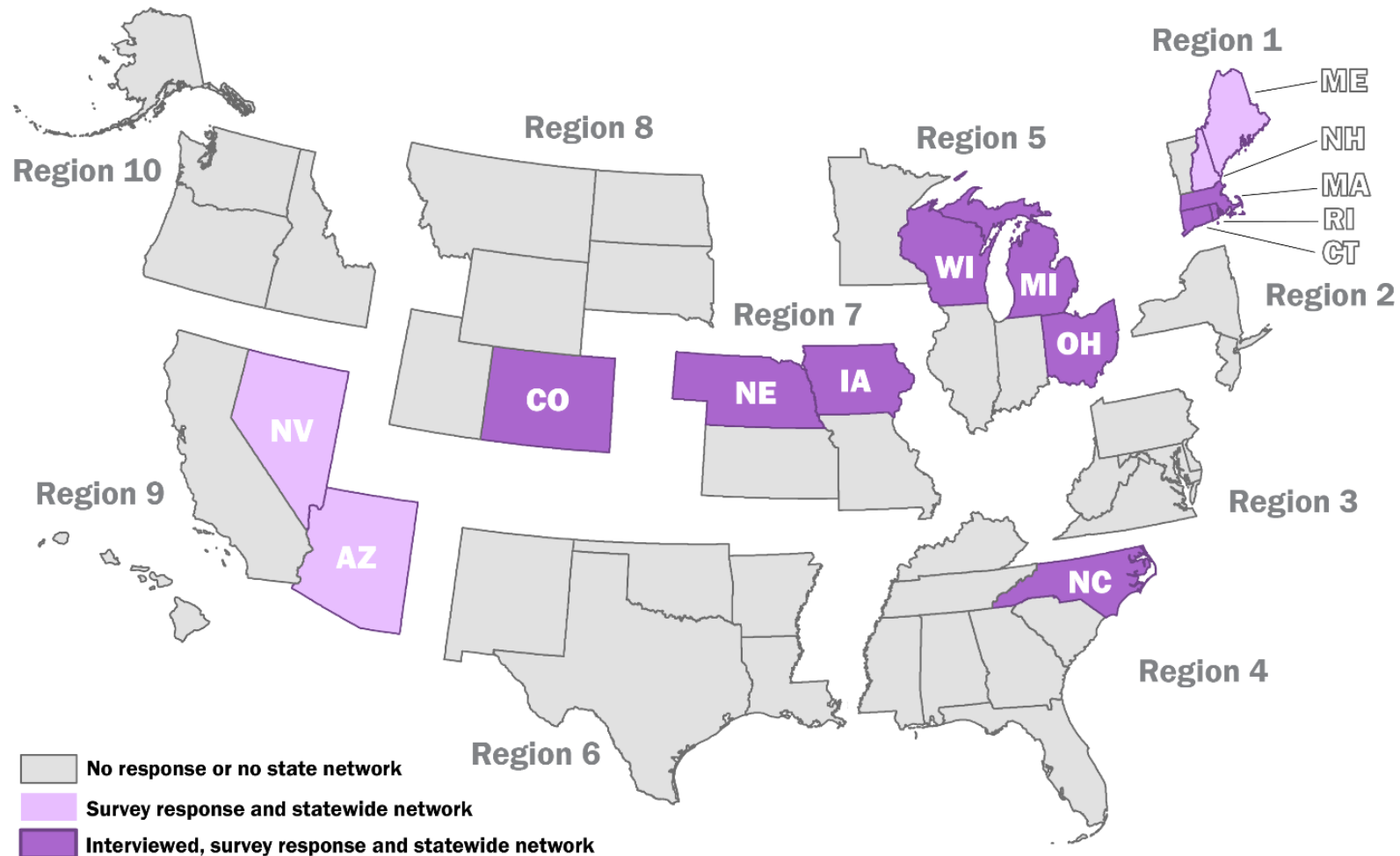
more

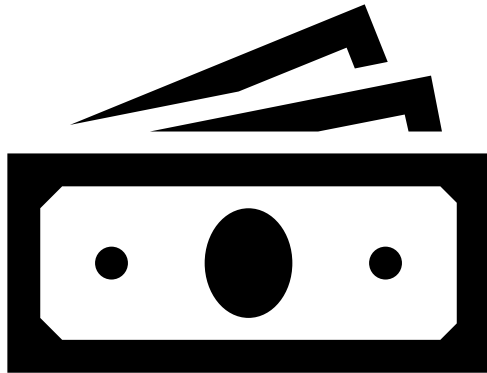
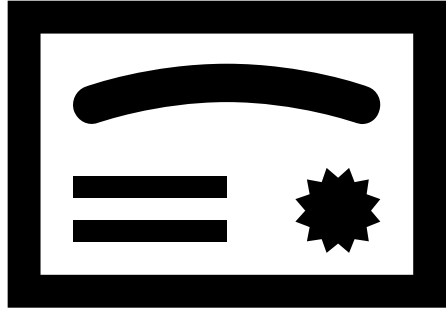
# NCMM Resource for Statewide Mobility Management



[Statewide Mobility Management: Factors Affecting the Creation and Success of Networks](#) (July 2020). Builds on the findings presented in the 2018 [Mobility Management: State of the States Report](#). It documents the ways in which statewide mobility management networks are at the forefront of the next generation of the delivery of transportation services. Although there is no single blueprint for implementing a successful network – and definitions of “success” vary widely – the research and analysis demonstrate that there exist a growing body of best or promising practices around mobility management that can greatly benefit existing and nascent networks.

# Statewide Mobility Management Networks by FTA Region



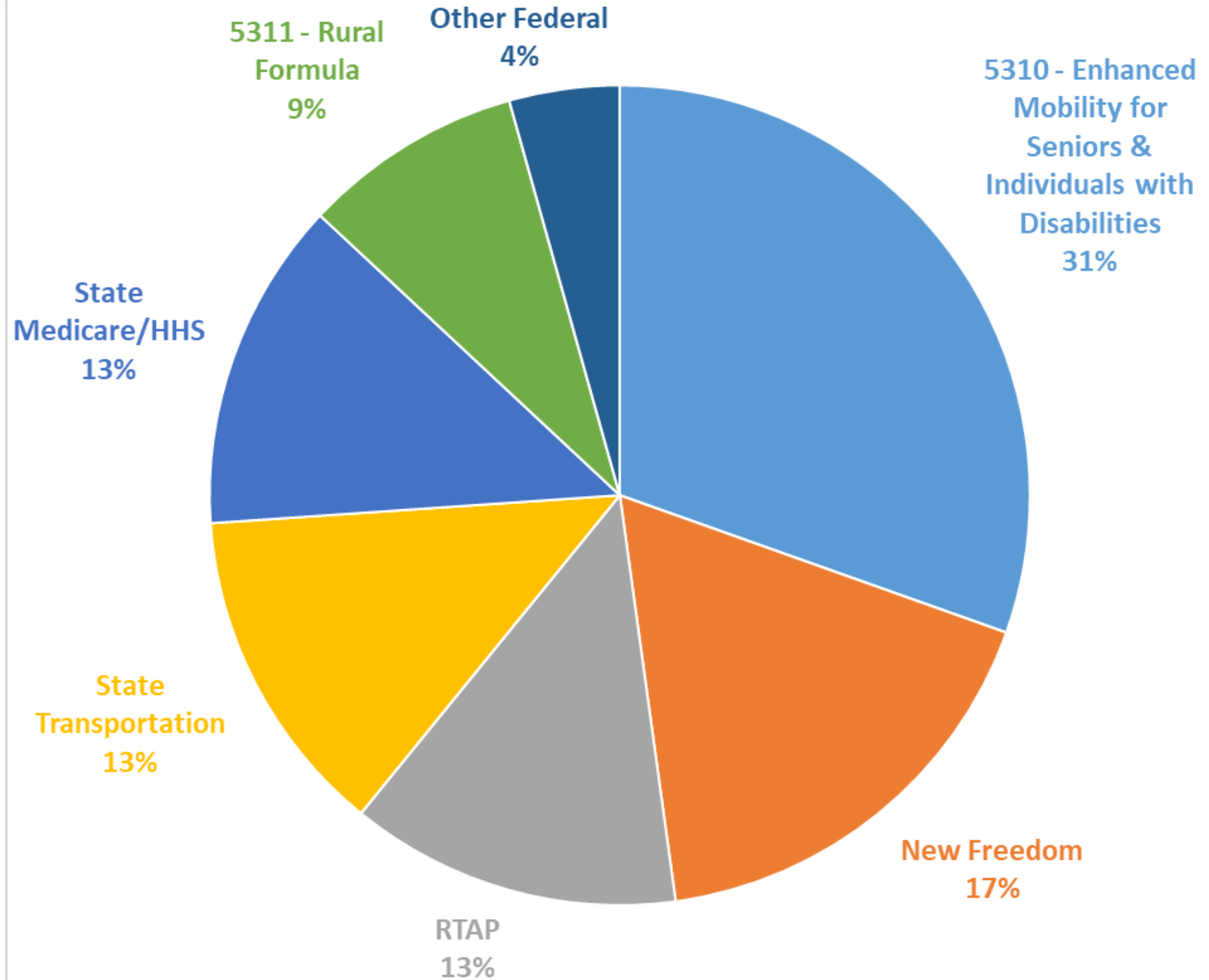


# Focus Areas

The research suggests three areas of focus for the future growth and success of statewide mobility management networks:

1. Increased **professionalization** of the field
2. Focus on appropriate, **timely messaging and external communication** on the role of mobility management to diverse audiences
3. **Funding**

# Funding for Statewide Mobility Management



# Moving Towards the Ideal Network

- Today's statewide mobility management networks are growing along multiple dimensions:
  - Collaboration among state DOTs, private transportation providers, human service organizations, and community partners continues to improve
  - State level agencies such as state departments of health, whose primary mission is not transportation, are participating in discussions about mobility management
  - Awareness of the topic increases as mobility management coordinators engage in more public outreach through their employers as well as community partners
  - Interest in mobility management as a career path is attracting talent from across sectors

# Conclusions

- Statewide MM networks are highly dependent on the individual participants in each network.
- Lack of comprehensive documentation, strategic planning, performance measurements, and/or succession planning are threats to most existing statewide networks.
- However, statewide mobility management networks are poised for greater success because
  - the individuals that comprise them and
  - the growing acknowledgement of the crucial role these networks play in improving transportation for *all* riders.



# What can you Do with this Information?

- Share information about network characteristics with colleagues (especially administrators and funders);
- Use what you learned to assess your own network and amend your network in a way that works for you;
- Take information and integrate it in communications and marketing;
- Use as a rationale for pursuing funding; and
- Develop performance measures to evaluate the process of mobility management.





# NCMM Mobility Lines Podcast

- To host interviews with subject matter experts that relates to mobility management and that can offer an alternative and complement to NCMM written products.
- First episode features a discussion about NCMM's latest report

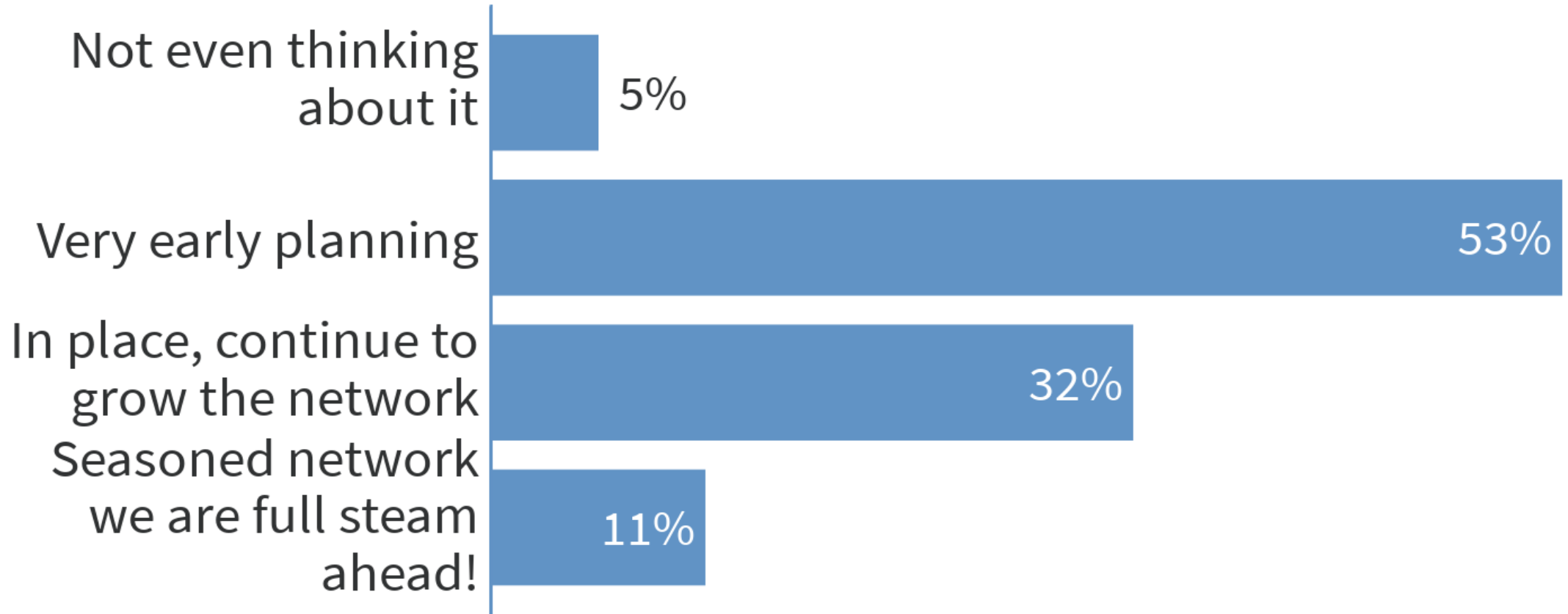
9/3/2020

## The Mobility Lines Podcast

*Episode 1:*  
***Factors Affecting  
Statewide MM Networks***  
featuring Dr. P.S. Sriraj



# What stage is your state in regards to creating a mobility management network?



# The Greatest Value that a Mobility Management Network Can Bring Is...





# Building Mobility Management Networks

THE DEVELOPMENT OF THE VIRGINIA ASSOCIATION OF MOBILITY  
MANAGERS AND HOW TO BUILD A STATE NETWORK

# How do you get started

- ▶ Identify who you want in your Network:
  - ▶ Mobility Managers in your State
  - ▶ Partnerships
- ▶ How will you reach them?
  - ▶ National Center for Mobility Management.
  - ▶ Contact your State funding source.
  - ▶ Identify other agencies that provide transportation.
  - ▶ Transportation conferences and trainings.
  - ▶ Look up on the web.

# Why have a State Mobility Management Network?

- ▶ Opportunity to create professional supportive relationships in your area of service. Helping each other reach professional goals.
- ▶ A Network that offers Security & Trust to discuss issues openly.
- ▶ Opportunity for professional development with guidance, training and leadership.

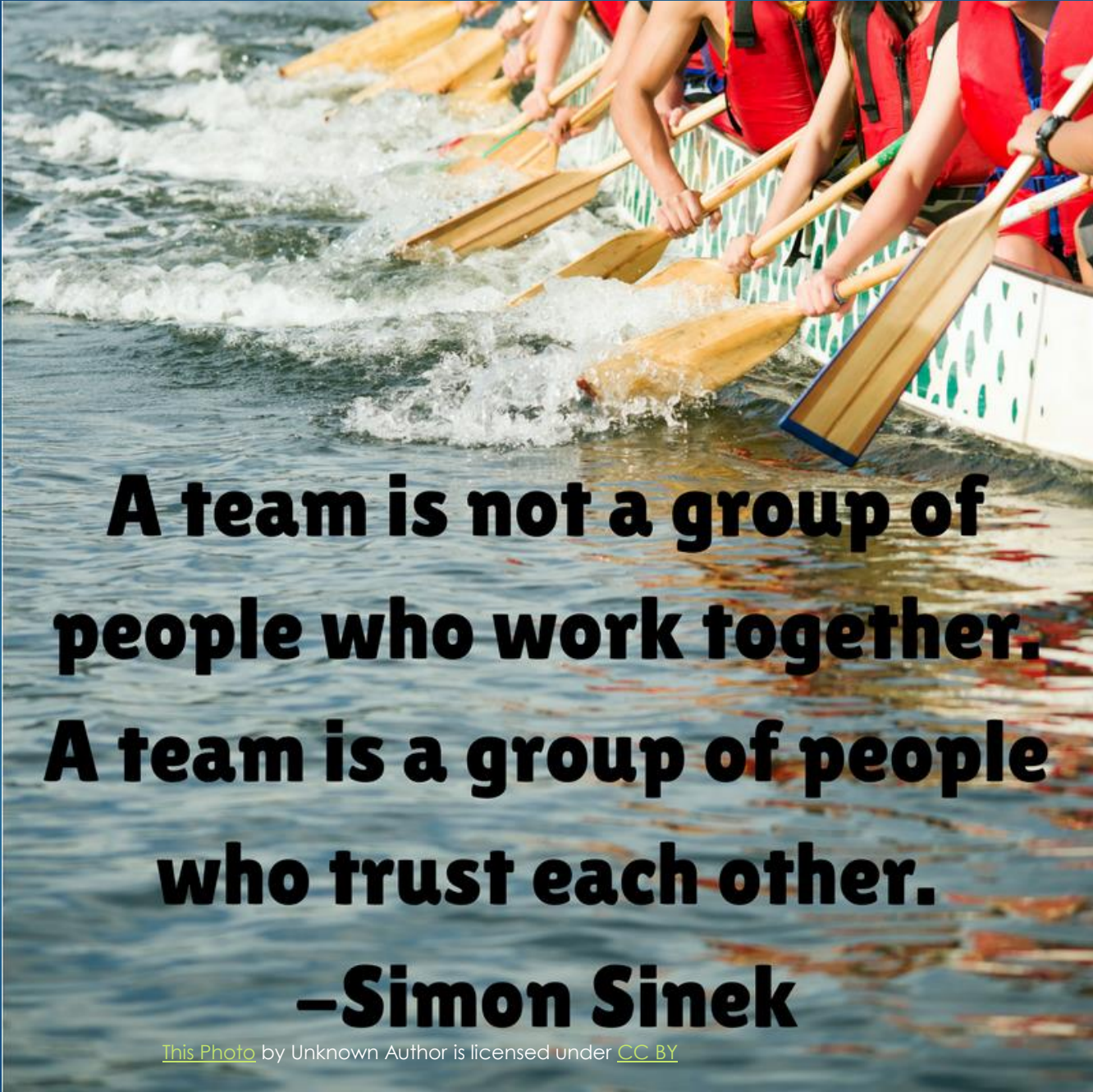




# Professional Relationships



- ▶ Cultivate relationships – at each meeting provide ample time for each member to introduce themselves and share a program success story.
- ▶ Encourage members to meet for dinner or drinks. Plan ahead.
- ▶ Email, text or call each other after meetings when you want to know more about a successful program or procedure.
- ▶ Recognize your members via group email and on the website when they have accomplishments.

A photograph of a rowing team in a white boat with green polka dots, wearing red life jackets and using wooden oars on a body of water. The text is overlaid on the image.

**A team is not a group of  
people who work together.  
A team is a group of people  
who trust each other.  
–Simon Sinek**

This Photo by Unknown Author is licensed under [CC BY](#)



# Trust and Security to Share Knowledge & Partnerships

- Challenges: If you are experiencing challenges in an area chances are someone else has experienced, it too.
- Give everyone a chance to share Program success stories and best practices.
- Don't reinvent the wheel, imitation is the highest form of flattery.
- Each member brings a network of their own.

# Professional Development

- Who is the leader? It needs to be someone who is passionate about this group. Always have the leader to follow up with tasks assigned and with the committee leaders.
  - VAMM's champion was Denis Paddeu
- Ask the members to take on tasks such as scheduling trainings, guest speakers and State funding source representation. Committees can be established on an as needed basis.
- Participation- Try to include members to assist with committees or tasks. Understand that some members will not volunteer and may need to be asked to help others to get them involved.
- Plan and encourage members to attend State and National Conferences.

# Network strategies to stay connected

- ▶ Plan ongoing activities:
  - ▶ Participation in trainings, committees and assignments.
  - ▶ Networking dinners the day before the meeting and lunches during or after the meeting.
  - ▶ Dinner or activity when a conference is held.
- ▶ Hold regular meetings:
  - ▶ Monthly, Bi-Monthly, Quarterly
- ▶ Follow-up:
  - ▶ Reminders via email and social media about meetings, conferences, trainings.
  - ▶ Email and post meeting minutes.
  - ▶ Follow up to encourage participation and offer help.
  - ▶ Request topics at future meetings.
  - ▶ Prepare a survey that asks members what can be done better.
- ▶ Update members with Mobility information on website & social media sites.

# Virginia Association of Mobility Managers VAMM the first four years

- ▶ 2013

- ▶ First meeting of 4 Mobility Managers

- ▶ 2014

- ▶ Contacted DRPT for identifying New Freedom grant recipients in VA
- ▶ Held Mobility Management Round Table discussion at the Community Transit Association of Virginia (CTAV) annual conference.
- ▶ 7 Mobility Managers involved



# Virginia Association of Mobility Managers VAMM the first four years

## ▶ 2015

- ▶ Began identifying as Virginia Association Mobility Managers
- ▶ A Statewide one-day retreat was held, organized by VAMM
- ▶ Vision Statement was developed
- ▶ Introduced to Wisconsin Association Mobility Managers
- ▶ 15 consistent members

## ▶ 2016

- ▶ Worked with National Center for Mobility Management
- ▶ Connected with Jim McLary, NTI Mobility Management Certification Instructor
- ▶ CTAV welcomed VAMM to have a Mobility Coordination Page on their website



▶ 2016

- ▶ The first two-day training track was held at the annual CTAV Conference
- ▶ Significant trainings and presentations that were held:
  - ▶ Deputy Director, Veterans Transportation Programs, U.S. Department of Veterans Affairs
  - ▶ Virginia Department of Medical Assistance Services
  - ▶ Trainings from NTI
  - ▶ NCMM training
- ▶ Virginia Department of Rail and Public Transportation (DRPT) worked closely with VAMM to establish GIS mapping

# Notable Accomplishments

- ▶ Currently there are 24 members attending meetings and on email.
- ▶ Members in other states: West Virginia and Maryland
- ▶ Website <https://www.vamobility.org/>
- ▶ Started a succession planning for VAMM leadership.
- ▶ Strong relationships with partnering organizations to help VAMM members with resources and training. NCMM and NTI.
- ▶ Currently developing Association By-Laws
- ▶ Revisiting our mission and our focus areas
- ▶ Dues are now collected to help support VAMM costs.



# Virginia Association of Mobility management VAMM

- ▶ Website  
<https://www.vamobility.org/>
- ▶ CTAV – Community Transportation Association of Virginia
  - ▶ [ctav.org](http://ctav.org)
  - ▶ VAMM Directory





# Mobility Management Connections Conversations

## Facilitators



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Regional Transportation Educator for  
Move Together NY - Cornell  
Cooperative Ext. of Tompkins County



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General Manager  
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questions in the chat box.



Raise Hand



yes



no



go slower



go faster



more

# Breakout Rooms – Hot Topics for Mobility Managers

# Mobility Management Connections Conversations

## Breakout Rooms

- Coordinating Vehicles
- Outreach
- Funding
- Partnership
- Volunteer Driver Programs
- Innovation

See a breakdown of each breakout room in the agenda.

**Please select which breakout room best suits what you would like to discuss with others. Similarly, please share your expertise!**

You will be able to select and enter rooms on your own, and move between them using the Breakout Rooms function:

1. Click the **Breakout Rooms** option in your meeting controls.



This will display the list of open breakout rooms created by the host.

2. Click **Join** next to the Breakout Room you wish to participant in, then confirm by clicking **Join** again.

3. Repeat as necessary to join other breakout rooms, or click **Leave Room** to return to the main session.

# Reflections and Closing Thoughts



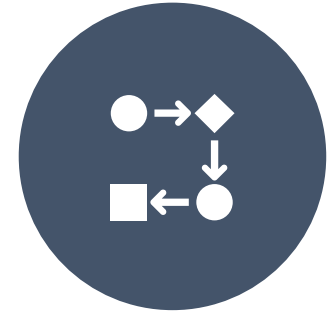
WHAT IS ONE THING YOU  
LEARNED FROM THIS  
MEETING?



WHAT WILL YOU DO  
DIFFERENTLY BECAUSE  
OF TODAY'S MEETING?



HAVE YOU MET NEW  
PEOPLE THAT YOU CAN  
NETWORK WITH?



HOW CAN NCMM  
IMPROVE FUTURE  
ITERATIONS OF THIS  
MEETING?

# Continue these conversations on MMC!

- SIGN UP - Tell us about your role as mobility manager, interest areas, and contact information
- ENGAGE - Share experiences, network, and ask questions of peers with experience in the field
- LEARN - From your peers, NCMM technical assistance, and other national resources

Register now for Mobility Management Connections via our website:  
<https://nationalcenterformobilitymanagement.org/for-mobility-managers/communications-and-networking/>

# Your feedback is important to us!



Please complete the evaluation form that will be sent after the meeting.



Your participation can help us plan better events for you.