

MOBILITY MANAGEMENT IN MASSACHUSETTS

A virtual forum



February 3, 2022



10am-noon



Welcome!

- Zoom webinar
- The session is being recorded
- Share your thoughts!
 - ▣ Enter **questions into the Q&A box** at any time
 - ▣ Use the chat box to share thoughts with other attendees
- Introduce yourself in the chat
 - ▣ Name, organization, region, why you're interested in mobility management

Today's agenda

- Introduction
- Examples of how agencies incorporate mobility management practices and strategies
 - An educator
 - An Aging Services Access Point/Area Agency on Aging
 - A Council on Aging
 - A transit authority
- National Center for Mobility Management
- Funding to support mobility management

What is mobility management?

The problem

It is **confusing and difficult** to find transportation options for older adults, people with disabilities, and others who lack access to transportation because transportation options are **decentralized and fragmented**

Mobility management

- A set of tools & strategies to **navigate** and **streamline** community transportation options
- Person-centered
- Focusing on the consumer & how to meet their needs through a **family of services**

Who can do mobility management?

People whose title is
“Mobility Manager”

People whose title is not
“Mobility Manager”

**Anyone who helps older adults, people with
disabilities, and others figure out transportation**

Urban
agencies


Suburban
agencies

Rural
agencies

YOU

Key tools and resources

Look for options with Ride Match



A one-stop searchable directory of public, private and accessible transportation options in Massachusetts



Find your ride match

Transportation Providers by City/Town

-- Select your City or Town --

- OR -

Plan a Trip

From:*

To:*

Day: Time:

Purpose:

Any special needs for this trip? Select all that apply.

- ☐ I'm a senior 60+
- ☐ I'm a student
- ☐ I'm a veteran
- ☐ I'm a person with a disability
- ☐ I need to travel with a wheelchair
- ☐ I need a lift to access the vehicle
- ☐ I need a personal care attendant

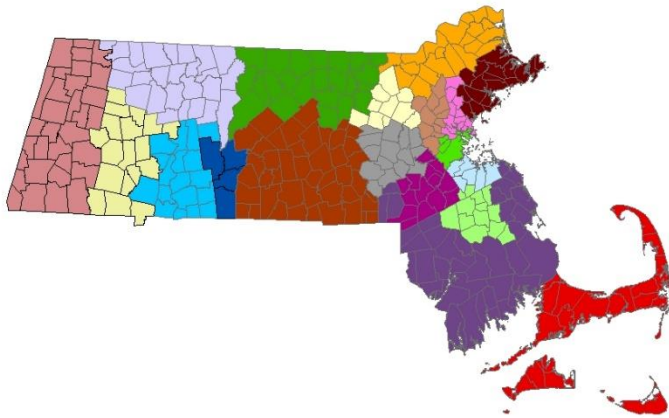
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go

www.massridematch.org

Connect with partners

Regional Coordinating Councils on Community Transportation



[www.mass.gov/info-
details/regional-coordinating-
councils-for-community-
transportation](http://www.mass.gov/info-details/regional-coordinating-councils-for-community-transportation)



More tools for agencies

- www.mass.gov/mobility-management-and-transportation-coordination
- www.mass.gov/human-service-agencies-and-community-transportation
 - ▣ Funding opportunities
 - ▣ Staff training
 - ▣ Guides on implementing transportation programs & services
 - ▣ Outreach & marketing
- www.mass.gov/massmobility-newsletter
- www.mass.gov/lists/massmobility-reports

Today's speakers

- **Navigating** community transportation options
 - ▣ Sherry Elander, Westfield Public Schools
 - ▣ Ruth Lindsay, SeniorCare
 - ▣ Maria Foster, Brookline Council on Aging
- **Coordinating** transportation to streamline options
 - ▣ Angie Constantino, Greater Attleboro Taunton Regional Transit Authority
- National perspectives
 - ▣ Judy Shanley, National Center for Mobility Management
- Funding for mobility management
 - ▣ Jenna Henning, MassDOT



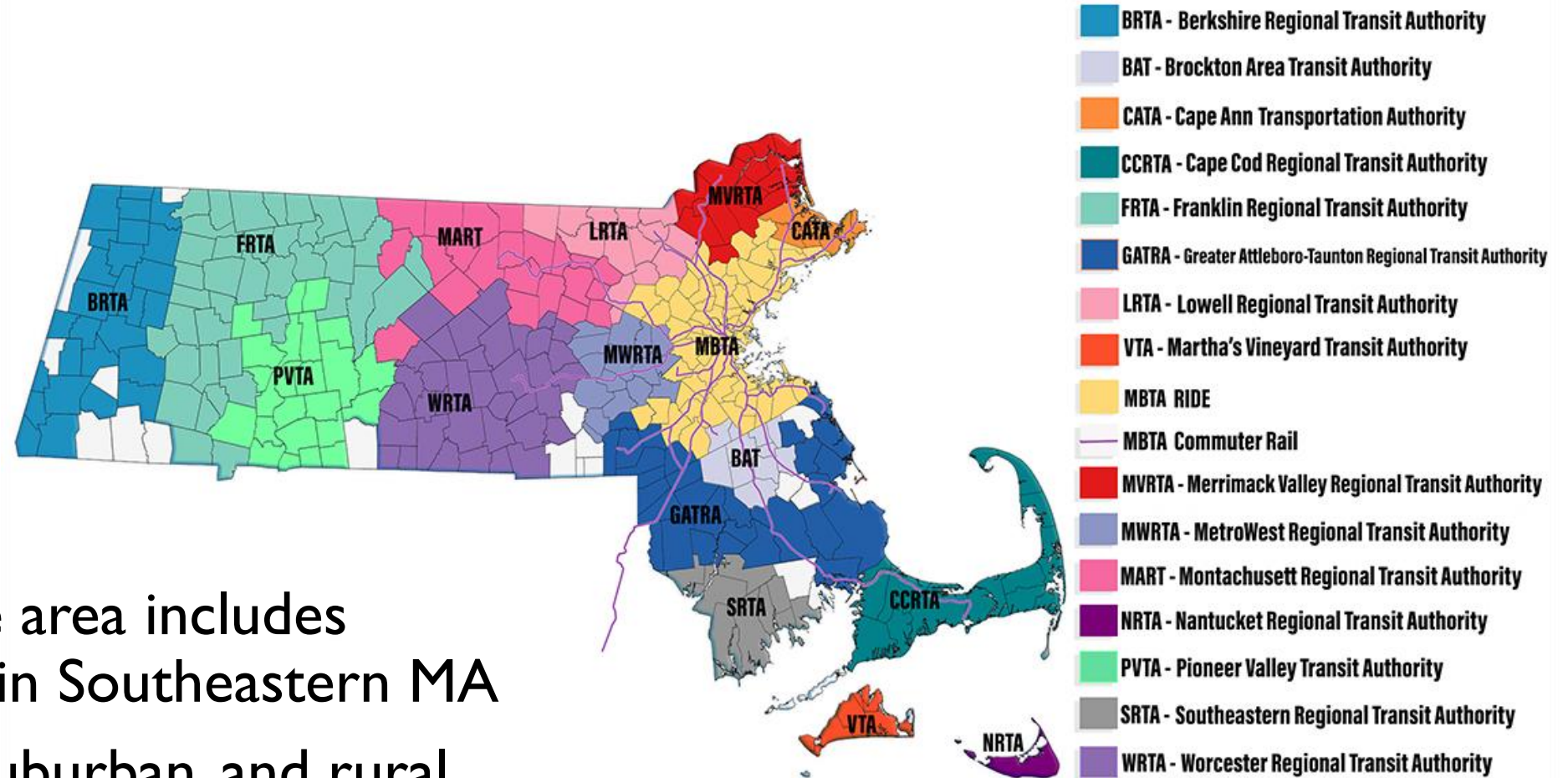
Mobility Management

Not your Mother's mobility...or is it?

Angela Constantino
Mobility Manager

10 Oak Street • Taunton, MA
800-483-2500 • www.GATRA.org
 GATRATRANSIT

GATRA is 1 of 15 Regional Transit Authorities in Massachusetts



GATRA's service area includes
29 communities in Southeastern MA

- Mix of urban, suburban, and rural



29 communities means a diverse service area and results in the need for a diverse mix of service types

Fixed Route

Fixed routes in 2 cities
and systems in 2 smaller
communities

Intercity route

Multiple in-town routes

GATRA GO Microtransit

4 individual microtransit
systems

Paratransit/ Dial-a-Ride

Dial-a-Ride service in all
29 communities

Operated in some
communities by Councils
on Aging and regionally
in others by private
operators

Long Distance Medical

Medwheels

United Local & Long
Distance

Boston Hospital Bus

Regional Coordination – Example I

Wareham - New Bedford Connection

NEED: Wareham services (DTA, Career Center, DMV, etc.) are located in New Bedford and there wasn't an affordable transportation option to access them.

ACTIONS: The Regional Coordinating Council and GATRA convened stakeholder meetings to identify needs and timing

SOLUTION: GATRA obtained a Community Transit Grant to run the service and partnered with the Southeastern Regional Transit Authority to operate the service



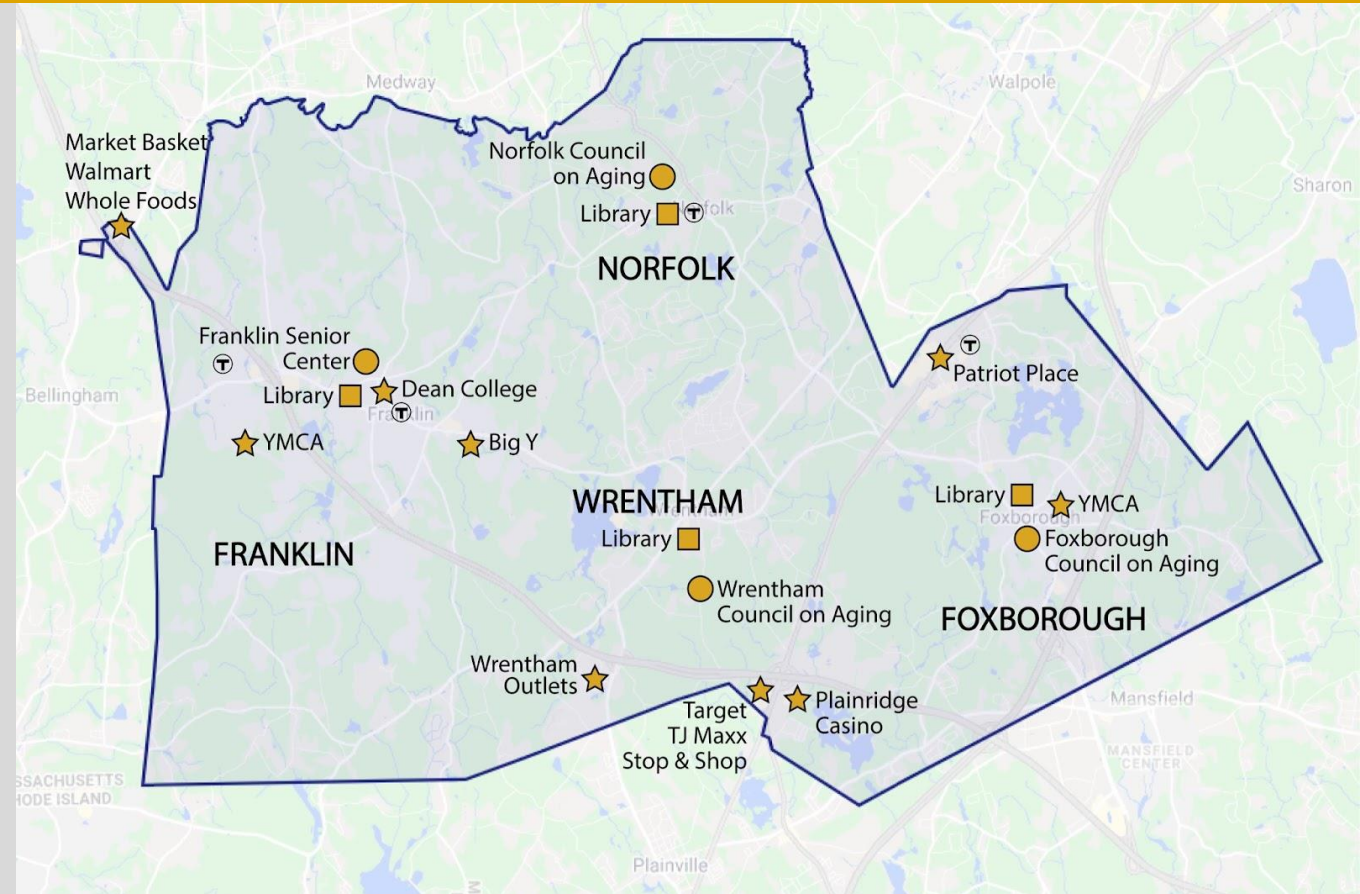
Regional Coordination – Example 2

GATRA GO United Service Area

Foxborough | Franklin | Norfolk | Wrentham

Before microtransit

- Fixed route connecting all communities
- In-town fixed route
- Regional Dial-a-Ride service
- Local & Long distance medical transportation



Microtransit Service

Foxborough | Franklin | Norfolk | Wrentham



UNITED

Current Service

- Started December 2020
- Monday - Friday 7:00AM – 6:00PM
Saturday 9:00AM – 6:00PM
- Can book using the app or call dispatch
- Local/long distance medical transportation service for seniors and persons with a disability runs parallel with a shared fleet
- 3-4 vehicles

Highlights

- Council on Aging paying for rides to/from the Center
- Town paying for rides for their residents
- College paying for students to ride



Download the
App Today!





www.MassRideMatch.org

- A one-stop searchable directory of public, private, and accessible transportation options in Massachusetts
- Started at GATRA as a need to keep track of local and grant funded transportation options
- Is now a statewide resource after partnering with MassDOT and other regional transit authorities to create a robust treasure trove of transportation options



History of RideMatch



2010

The Greater Attleboro Taunton Regional Transit Authority (GATRA) awarded a Mobility Management grant to design and implement services for older adults & people with disabilities



2011

Compiled first inventory of transportation providers in Southeastern Massachusetts



2012

Launches the first RideMatch website in December 2012

History, continued



2015

Received a Community Transit Grant (CTG) from MassDOT to expand database statewide – Berkshire Regional Transit Authority, Worcester Regional Transit Authority, Nantucket Regional Transit Authority, and Franklin Regional Transit Authority are the first RTAs to sign on



2017

RideMatch launches enhanced search feature utilizing Google Transit data that provides users with access to real-time transit schedules and step-by-step route information



2019

RideMatch adds a new home page search function that allows users to search for transportation options by city or town



Coordination and Mobility Management A National Picture

Judy L. Shanley, Ph.D.
Asst. VP, Education & Youth Transition
Easterseals Director, NCMM

MA Virtual Mobility Management Forum
February 2022





nc4mm.org

Who We Are

A national technical assistance center funded through a cooperative agreement with the Federal Transit Administration and operated through a consortium of three national organizations



Our Mission

To promote customer-centered mobility strategies that advance good health, economic vitality, self-sufficiency, and community.

We work to promote cross-sector partnerships and help communities create/improve transportation options – “mobility management”

Access NCMM Resources

- Research products and tools
- Our blog, Mobility Lines
- Participate in our events
- Share our online e-Learning modules
- Take advantage of our grant programs
- Encourage your MM colleagues to join MMC
- Connect with your regional liaison

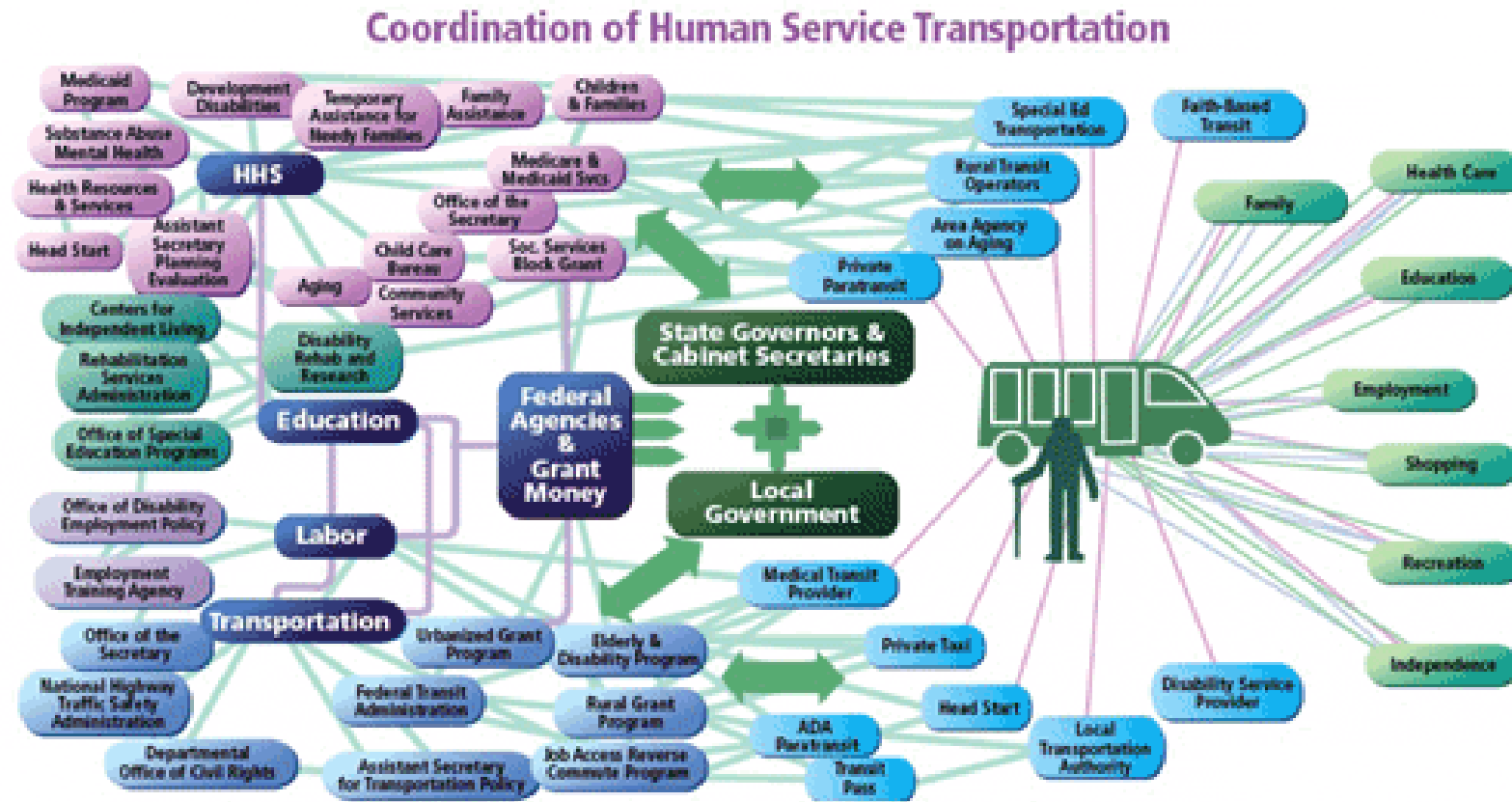


The Current Picture - Voices from the Massachusetts Field

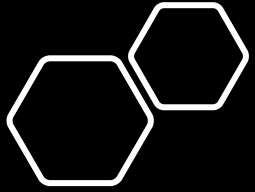
- We are siloed
- Choppy service
- Little replication
- No one-way to know about services
- Inconsistent means to access services
- Fragmented service
- Need a larger pool of services



The Reality – Here and Nationally



.Photo: USDOT



An Obvious
and Key
Solution is
Coordination!




The Solution is to Coordinate...Coordination can Work If...

- The Right People / Organizations are at the Table (but, really its everyone's business)
- There is an Action Plan or Logic Model to Carryout the Work
- Clear objectives and outcomes are articulated (performance measures)
- Communication, governance, and decision-making processes in place
- Align plans and accountability (HST plans, community health plans, complete streets, STIP, etc.)
- Activities are based on environmental scans, needs assessment, and resource maps
- Everyone shares the “spirit” to coordinate



Strategies to Make Coordination Actionable, Doable, Practical



CCAM at the
State and
Regional levels

Mobility
Management
Networks

CCAM Overview



Mission

The CCAM issues policy recommendations and implements activities that improve the **availability**, **accessibility**, and **efficiency** of transportation for the following targeted populations:



Individuals with Disabilities



Older Adults



Individuals of Low Income

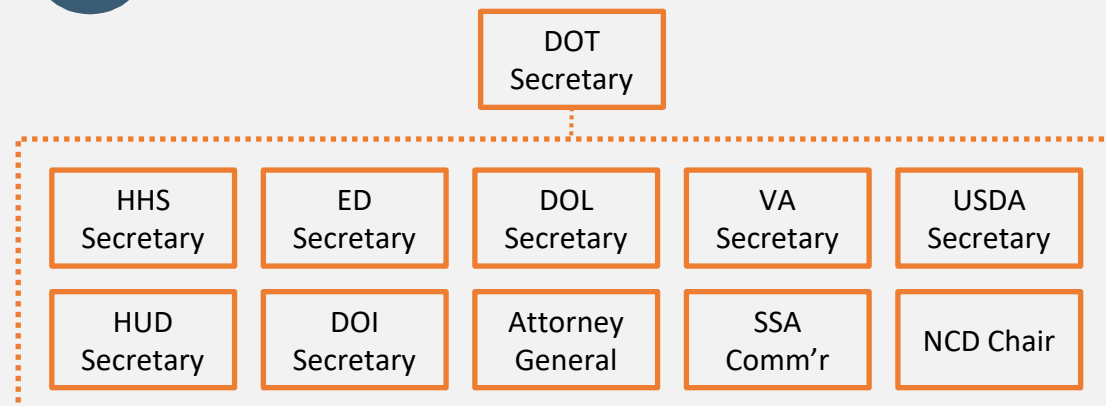


History

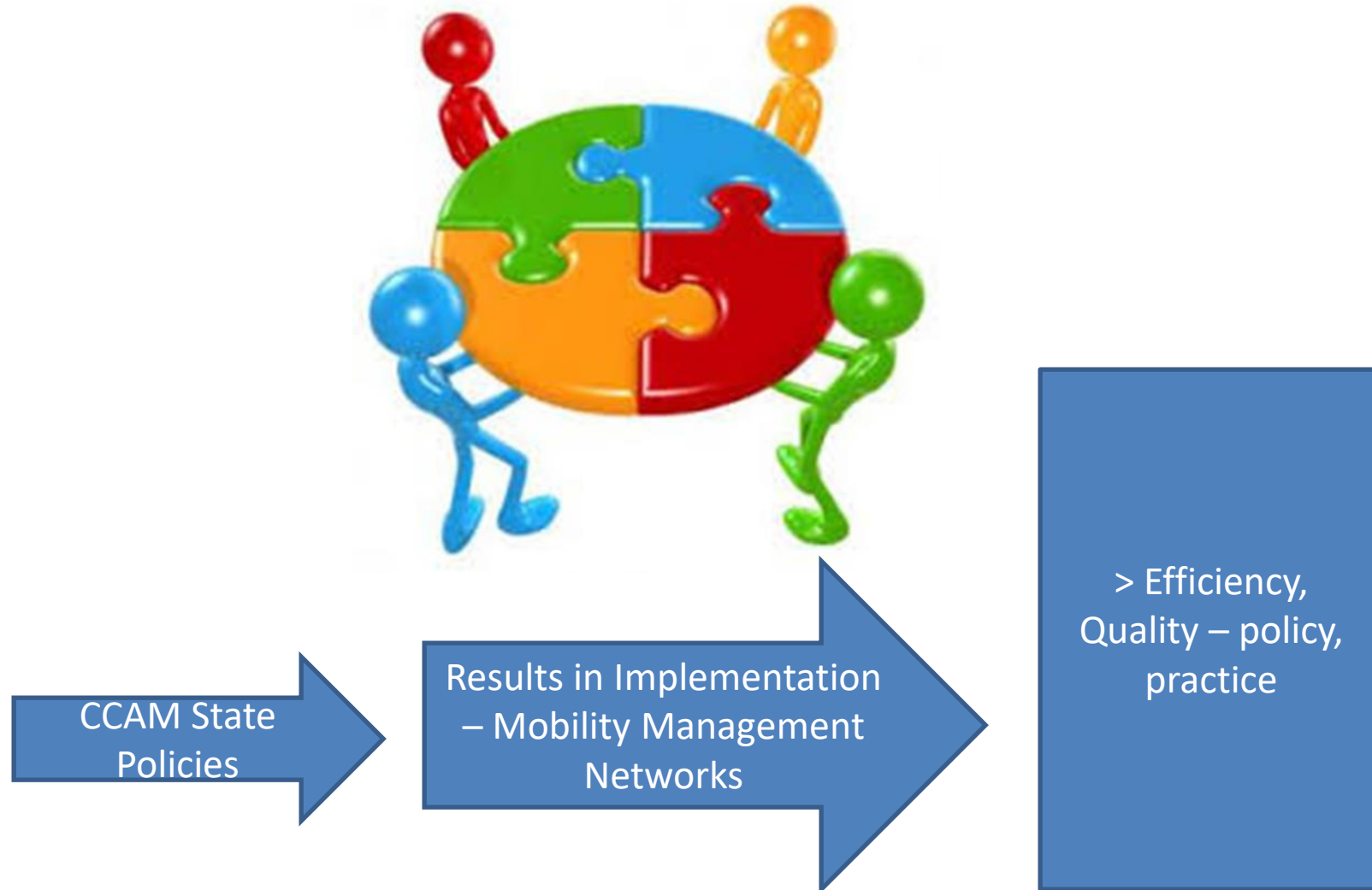
The CCAM is an interagency partnership **established in 2004 by Executive Order 13330** to coordinate the efforts of the Federal agencies that fund human service transportation for CCAM targeted populations.



Organization



“Good CCAM” Leads to Mobility Management: *Putting the pieces together*



Benefits of Coordinated Transportation & Mobility Management

- Shared funding;
- Extended service hours, services to new areas or new communities and to more people;
- More trips made by persons needing transportation;
- Services more responsive to schedules, points of origin, and destinations of customers;
- Greater emphasis on safety and customer service;
- Opportunity for multi-modal service;
- Increased potential for innovation;
- More flexible payment and service options; and
- Enhanced relationships with non-traditional partners – unintended benefits.

Moving Forward...State Example

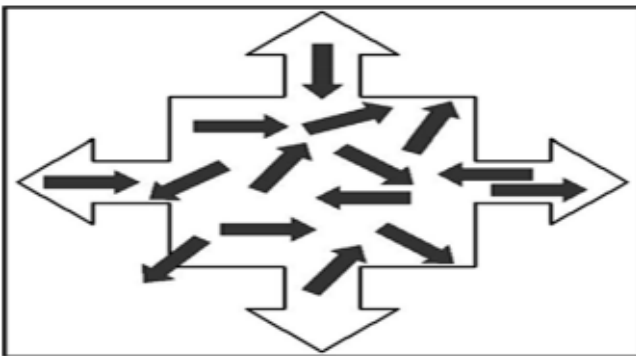


Vision

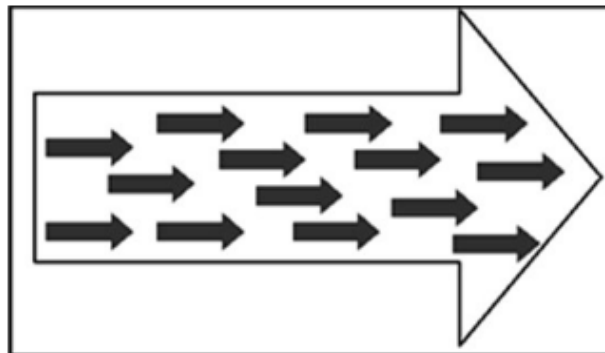
New Hampshire envisions an integrated system of safe, reliable, and sustainable transportation options that allow residents to maintain independence and participate in community life no matter their age or ability.

- Ideal outcomes include:

- Ease of use for customers
 - Eliminate confusion related to patchwork approach
 - Single call/click will get customers to best person
- Braided State & Fed funds
 - Single distribution method for various sources of transportation-eligible programs
 - Ensure tax dollars are maximized
- True coordination of services
 - Avoid redundancy
 - Economies of scale



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



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



**Happy
Customer**

New Hampshire
DOT
Department of Transportation

Rural Example



Mixing Funds – A Grassroots Effort

- **Calhan Connection - Rural El Paso County Colorado** – 2158 Square miles, 20 people per square mile. Envida – non-profit transit agency – organized and provides the service
 - First mile – last mile – becomes first 10 miles – last 10 miles
 - Developed a deviated fixed route – seven stops – along highway, ended at the transfer station for City of Colorado Springs Mountain Metro Transit
 - Ran two days a week – twice a day – expanded to Monday-Friday, three times a daily.
 - The U.S. Department of Transportation's Rural Transportation Assistance Program and the county's Community Development Block Grant Program (HUD) provided funding to launch the service.
https://gazette.com/news/calhan-connectionhttps-bringing-public-transportation-to-rural-el-paso-county/article_beb02ac4-d316-11e8-9de4-bb19d09ad7c9.html

“If you always do what you have always done, you will always
get what you always got”

--Susan Scott, Fierce Conversations



Recent CCAM Resources

Together, the [CCAM agencies](#) developed the following:

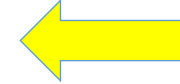
- [CCAM Report to the President](#), *published September 2020*
- [CCAM Cost-Sharing Policy Statement](#), *published July 2020*
- [Cost Allocation Technology for Non-Emergency Medical Transportation Final Report](#), *published June 2020*
- [CCAM Federal Fund Braiding Guide](#), *published June 2020*
- [CCAM Focus Group Report](#), *published 2019*
- [CCAM Program Inventory](#), which identifies 130 Federal programs that are eligible to provide funding for human services transportation for transportation-disadvantaged populations.
 - No single law or statute created these programs, therefore no uniform requirements on program administration or delivery exists, and each program maintains its own regulations, eligibility requirements, and operating procedures. Thus, there is duplication across Federal programs in services funded.



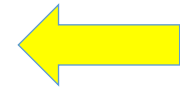
Technical Assistance (TA) Centers



www.nc4mm.org 1-866-846-6400
info@nc4mm.org [Annual Community Grants](#)



www.nadtc.org 1-866-983-3222
contact@nadtc.org [Annual Community Grants](#)



www.nationalrtap.org 1-888-589-6821
info@nationalrtap.org



Shared-Use Mobility Center
www.sharedusemobilitycenter.org 1 312.448.8083
info@sharedusemobilitycenter.org



National Center for Applied Transit Technology
www.ctaa.org/about-n-catt/



TACL: The Transportation Technical Assistance Coordination Library



<http://transportation-tacl.org>

The Transportation Technical Assistance Coordination Library (TACL) provides a sustainable methodology and platform to access rural and tribal transportation coordination resources across a diverse range of transportation technical assistance centers and the [Federal Transit Administration \(FTA\)](#).

The FTA-funded technical assistance centers participating in this ongoing work with links to their coordination resources are:

- [National Aging and Disability Transportation Center \(NADTC\)](#)
- [National Center for Applied Transit Technology \(N-CATT\)](#)
- [National Center for Mobility Management \(NCMM\)](#)
- [National Rural Transit Assistance Program \(National RTAP\)](#)
- [Shared-Use Mobility Center \(SUMC\)](#)

Parting Thoughts

1

Always think about the connections between coordination and mobility management.

2

Continuously examine what and how you are putting in place coordination and mobility management.

3

Measure, assess, and measure outcomes and impacts!

Thank You

Judy Shanley, Ph.D.
Easterseals Director NCMM
Asst. VP for Education and Youth Transition at
Easterseals

JShanley@easterseals.com



Funding for mobility management

Community Transit Grant Program

- CTGP disperses Federal Transit Administration (FTA) Section 5310 and State Mobility Assistance Program (MAP) funding to provide and strengthen the transportation services available to meet the mobility needs of older adults and people with disabilities

www.mass.gov/community-transit-grant-program

Eligible Entities

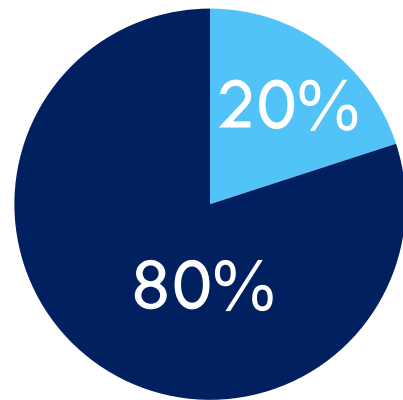
- ❑ Non-profit organizations
- ❑ Municipalities
- ❑ Councils on Aging
- ❑ Regional Transit Authorities

Eligible Projects

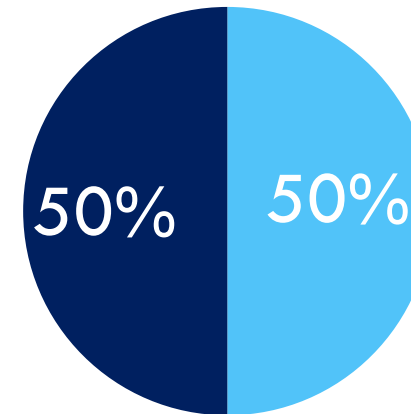
- Eligible Activities/Projects
 - Vehicle (Replacement or New)
 - Operating
 - Mobility Management
- Must be covered in local Coordinated Public Transit-Human Services Transportation Plan
 - www.mass.gov/service-details/community-transportation-coordination

Local Match Requirements

Capital Expenses



Operating Expenses



■ Local
■ Federal

Eligible sources: local government appropriations; local dedicated tax revenues; private or foundation donations; net income from advertising/concessions; agency contracts (such as human service program funding); non-DOT Federal Funds; and in-kind (such as donated goods or volunteer services)

FY23 Approximate Timeline



Mobility Management Project Examples

- ❑ Travel training (salaries and materials)
- ❑ Managing mobility option/resources
- ❑ Short range planning and technology



Additional Funding Resources

- National Center for Mobility Management
 - <https://nationalcenterformobilitymanagement.org/external-grants/>
- Other Funding Opportunities
 - www.mass.gov/info-details/funding-for-community-transportation

Where do we go from here?

Coming soon...

- The MBTA plans to incorporate Mobility Management into their new Mobility Center (coming July 2022)
- Sign up to learn more: www.tinyurl.com/MBTA-MobilityCenter

Continue the conversation!

- Massachusetts-based attendees are invited to sign up for an informal discussion on mobility management:
 - February 10, 1pm
 - February 11, 10am
 - February 17, 2pm
- Connect with local partners through your Regional Coordinating Council
 - www.mass.gov/info-details/regional-coordinating-councils-for-community-transportation

Keep in touch!

- Contact the co-hosts

- Jenna Henning, jennifer.n.henning@dot.state.ma.us

- Rachel Fichtenbaum, rachel.fichtenbaum@mass.gov

- James Fuccione, james.fuccione@mahealthyaging.org

- Contact the presenters

- Sherry Elander, s.elanderschoolsofwestfield.org

- Ruth Lindsay, ruth.lindsay@seniorcareinc.org

- Maria Foster, mfoster@brooklinema.gov

- Angie Constantino, aconstantino@gatra.org

- Judy Shanley, jshanley@easterseals.com

Thank you!

Evaluate today's forum

www.surveymonkey.com/r/MM-MA-eval

Thank you for everything you are doing to expand mobility in Massachusetts!

