



Mobility Management: The Magic of Performance Metrics and Sustainability

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Today's Session

- Overview of mobility management and NCMM
- The impetus for coordination – Coordinating Council on Access and Mobility
- A look at performance measures
- Sustaining Mobility Management Programs & Activities
 - What do we mean by sustainability?
 - Introducing the MM-SAT (Mobility Management Self-Assessment Tool)
 - How can we design the MM-SAT to work for you?
- Resource sharing
- Closing Thoughts

Mobility Management is about creating community connections

- A well-connected and diverse transportation system is the key to community-wide mobility.
- It begins and ends with the **customer, rider, or client.**
- We encourage communities' visions in which the **entire transportation network works** together.
- Deliver the transportation options that **best meet the community's needs.**





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



COORDINATION IS THE KEY





A Federal Support for Coordination: Coordinating Council on Access and Mobility:



CCAM Strategy

CCAM Mission and Organization



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

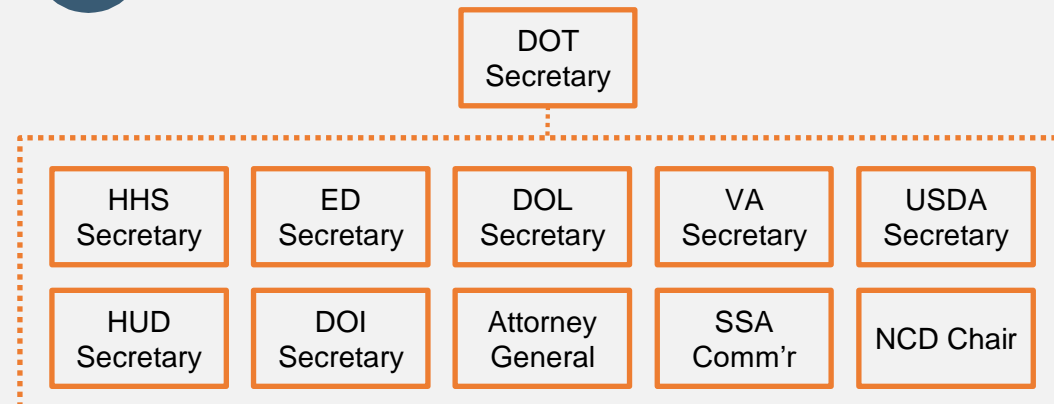


History

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



Organization

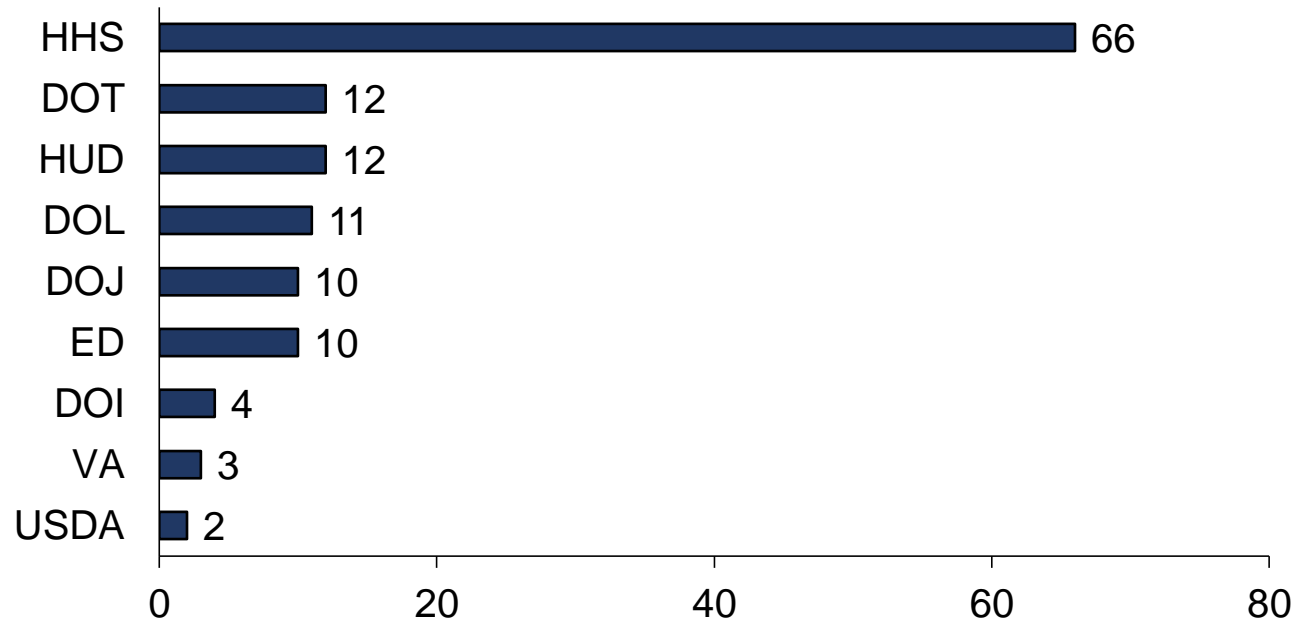




CCAM Program Inventory

The CCAM Program Inventory identifies 130 Federal programs that are able to provide funding for human service transportation for people with disabilities, older adults, and/or individuals of low income.

Number of Programs by Department that May Fund Human Services Transportation



n=130

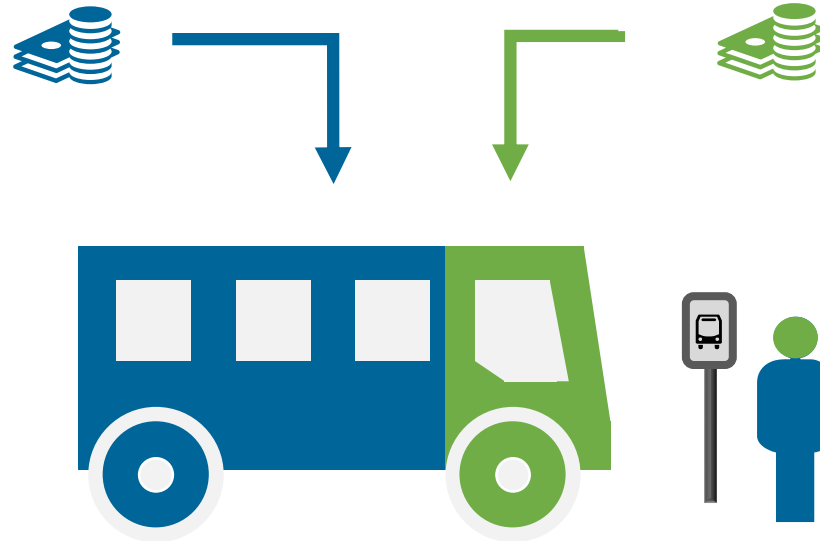
Although SSA reported that no programs may fund human services transportation, coordination opportunities were explored. NCD does not fund grant programs.



Federal Fund Braiding Guide

In 2018 and 2019, the CCAM held Federal working sessions to develop the Federal Fund Braiding Guide, a CCAM resource that clarifies acceptable Federal fund braiding for local match opportunities.

Federal fund braiding for local match is when Federal funds from one grant program are used to fulfill the local match requirement of another Federal grant.



In order to participate in Federal fund braiding, a project **must meet all requirements** of the participating Federal agencies, including eligibility requirements, reporting requirements, regulatory requirements, statutory requirements, and program guidance.



CCAM Cost-Sharing Policy Statement

The CCAM developed a three-page cost-sharing policy statement with a nonemergency medical transportation component to encourage greater State and local cost sharing.

The CCAM Cost-Sharing Policy Statement shares key information on two types of cost-sharing arrangements: **vehicle and ride sharing** and **Federal fund braiding**.

Vehicle and Ride Sharing



- Describes **general principles** that apply to any transportation cost-allocation agreement; and
- Details **principles specific to Medicaid** and the Veterans Health Administration's **Highly Rural Transportation Grants program**.

Federal Fund Braiding



- Connects grantees to CCAM resources including the **CCAM Program Inventory** and the **Federal Fund Braiding Guide**.

A Look at Performance Measurement

Using Data and Metrics to Inform Mobility Management



Question to You....

**What are the Challenges
Related to Collecting
Performance
Measurement Data?**

Measuring What Matters

The Challenge...and the Magic

- What to collect
- How to collect (cost effectively)
- How much to collect
- How to use the data to improve and inform
- How to communicate internally and externally

© 2012 Ted Goff



“Here’s a list of 100,000
warehouses full of data. I’d like
you to condense them down to
one meaningful warehouse.”

Identify Audience and Understand Their Why

Riders	I want to have safe and reliable transportation to get to....
Business	I want to hire qualified employees who can reliably get to work
Health Care Professionals	I want patients to have good health – and they need to get to appointments
Human Services	I want the individuals I serve to access inclusive community options

What's So Important about Data and Metrics?

- Informs you about performance
- Enable real-time corrections
- Important to “tell your story”
 - Funding, policy, recruitment, partnerships
- Contributes to validity of the service
- Oh yes, sometimes funders require!

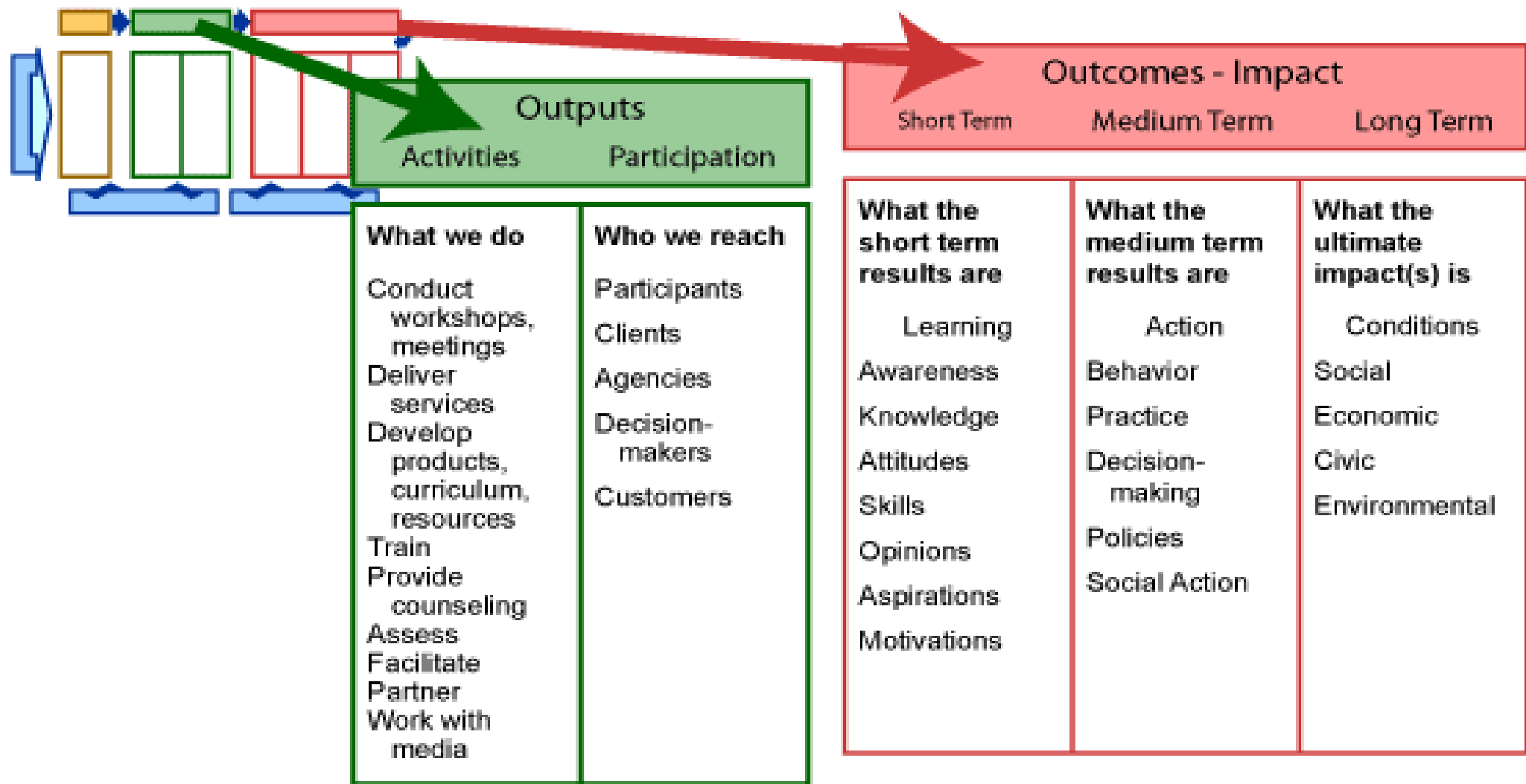
WHY?

Collecting the “Right” Data

- Know your challenge/problem
- Know your solution or strategy
- Know the metrics & method
- Know the appropriate analyses
- Know how best to communicate and report

So What Data is Important to Mobility Management?





Know your Metrics

Data at Multiple Levels

- Outcomes for riders
- Outcomes for the community and organizations
- Outcomes for transit providers



Question and Activity

Provide Examples of Outputs and Outcomes in your Mobility Management or Coordination Work


- Think about multiple levels of data collection
- Think about how you would collect these data

The Big Question...



Make the Business Case....

Rider Level Data & Outcomes

- > Satisfaction Data
- > Service use Data
- > Improved personal conditions 
 - opportunity to work
 - improved health
 - independence – less reliance on family – permits family to carry on work – life
 - ability to stay at home –and in community

Community / Organizational Level Data & Outcomes

- > Participation/access to community programs or employment!
- < Underutilized community services (full staffing, no empty seats, etc.)
- < Reduce costs of missed appointments (healthcare, services)
- > Workforce recruitment

Transit Provider Level Data

- > Ridership
- > Innovation and range of mobility services
- < NEMT costs
- > Relationships with health & community providers – unintended positive consequences
 - Cooperative community programs
 - Seek funding opportunities

It's All about ROI – What's In It For Me and My Audiences?

- Measures for employers to invest in transportation
 - ROI calculator This spreadsheet tool allows businesses to calculate the potential reduction in turnover costs by investing in a transportation solution to help employees access the workplace.

<https://www.metroplanning.org/multimedia/publication/945>

- Measures for direct health care providers to invest in transportation
 - Calculate cost of no-show and missed appointments
- Measures for human services, workforce, and care professionals
 - Client outcomes – increases in jobs, community participation, reduction of crime, increase access to services (Substance abuse & treatment)
- Measures for planners, community and economic development
 - Increase in new business, increase in tax base, businesses that expand and stay in a community, increase in philanthropy by business

KEEPING MOBILITY MANAGEMENT
SUSTAINABLE & THRIVING...



LIKE PULLING
A RABBIT OUT
OF A HAT...

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
- A measure of “stick-to-it-iv-ness”!!!

Stick-to-itiveness: Dogged perseverance : [TENACITY](https://www.merriam-webster.com/dictionary/stick-to-itiveness)
<https://www.merriam-webster.com/dictionary/stick-to-itiveness>

MM-SAT

Why Does All of this Matter?



What Do You Think? What is your Why?

It Matters Because...

- Substantiates continued resource allocation
- Makes our work more credible
- Demonstrates the continued need for coordination, transportation innovation, and partnerships
- Helps you define your network or project
- Creates a foundation for innovation
- Feels good to know your work will be around...



DEVELOPMENT OF THE MM-SAT IS BASED ON

Capability Maturity Framework (CMF)

- Federal Highway Administration
- The concept of a capability maturity framework emerged from the Strategic Highway Research Program.
- CMF was adapted from the software development world, the notion of capability maturity frameworks rest on the following three tenets:
 - Process matters. Projects fail or do not achieve desired functionality for variety of reasons unrelated to the technology;
 - Prioritizing the rights actions is important: is an agency ready, how do they know, and what should they do next;
 - Focus on the weakest link: what is holding the agency back in becoming a leader in a particular area.

Mobility Innovation Readiness Assessment Tool (MIRAT)

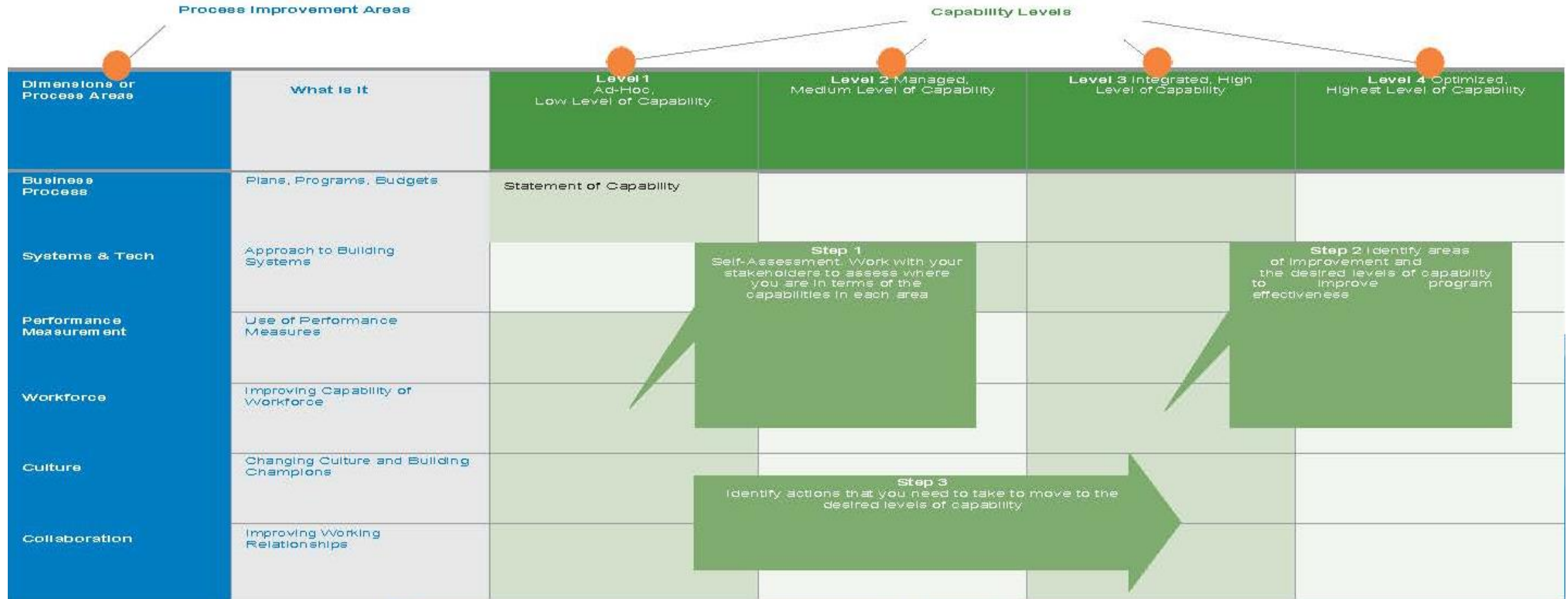
- An initiative of AIM-NNet, a partnership between the FTA and the Shared-Use Mobility Center.
- MIRAT's assessment function is intended to provide a framework for agencies to understand their own organization capabilities and be able to identify areas of improvements, as well as to help transit agencies design a roadmap to improve their organizational readiness for innovation based on their assessment of current conditions, the identification of areas of improvement, and the resources to take actions leading to accelerating innovation provided by the tool.

DEVELOPMENT OF THE MM-SAT IS BASED ON

State Office of Rural Health Proficiency Guide & Self-Assessment

- National Organization of State Offices of Rural Health & Federal Office of Rural Health Policy.
- The guide and self-assessment tool provide a framework for building capacity of state offices of rural health.
- SORH uses slightly different language than the transportation examples but shares the same core objectives.
- SORH uses target areas instead of dimensions and key elements which get scored under each target area. Scoring is organized under 3 levels: Needs improvement, competent, proficient.
- The self-assessment tool is administered through a Qualtrics survey platform that provides a numerical score of the SORH capacity and has sophisticated back-end analytic functions. NOSORH can congregate and report out data on regional, state and national levels while masking the identity of respondents. This information helps them identify trends and determine technical assistance needs of the state offices.

The Capability Maturity Framework Matrix



How Can the MM-SAT be Used?

- **Identify** the factors or dimensions that contribute to a mobility management network or project to last a long time.
- **Acquire** or design the resources and conditions that help a network develop these characteristics.
- **Integrate** these dimensions into networks and systems.

Identify
Factors



Acquire
Resources



Integrate in
Networks



SMALL GROUP DISCUSSION

Directions

- Form small discussion groups & introduce yourselves.
- Select a scribe & spokesperson.
- Each person should share with the group how s/he defines sustainability or what s/he thinks about when hearing “sustainability”.
- You will have 5-minutes to share.
- Report out to the large group.
- What are the common themes?

How do you
define
sustainability



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.



DO THE ENVIRONMENTALISTS VIEW SUSTAINABILITY MORE BROADLY?

- Sustainability is not just environmentalism. In addition to natural resources, we also need social and economic resources. Embedded in most definitions of sustainability we also find concerns for social equity and economic development.
- Sustainability is a holistic approach that considers ecological, social and economic dimensions, recognizing that all must be considered together to find lasting prosperity.
- The definition of sustainability is broad, and the world is a big, diverse places. For sustainability to remain a relevant, useful tool, it is important that it adapt to the local context.
- Sustainability is the process of living within the limits of available physical, natural and social resources in ways that allow the living systems in which humans are embedded to thrive in perpetuity.

WHAT HAS APTA SAID ABOUT SUSTAINABILITY?

- Designing and operating sustainable transit (and community transportation) requires a new way of thinking.
- A transit system can consist of the greenest of earth-friendly, energy-efficient facilities and fleet, but it does little good if it is not used. An empty bus cannot be a sustainable bus.
- If transit doesn't succeed in integrating with and serving the community, it can be an environmental and economic burden and even a scar upon the landscape.
- A holistic practice of transit sustainability leads to a healthier and happier lifestyle and a more livable community.
- While successfully reducing transportation's environmental footprint, transit agencies around the world have enhanced quality of life by making travel more enjoyable, affordable, and timely.
- For the transit industry to achieve true sustainability, it needs to do everything in the realm of sustainability which is within the control or influence of transit agencies. This requires vision and, occasionally radical, innovation.

Dimensions of a Sustainable Mobility Management Program		
#	Dimensions	Focus of the Dimensions
1	Organizational Operations	This dimension examines the internal operations of the organization including basic systems, policies and resource management.
2	Communications	This dimension examines how the organization communicates its mission, services, goals and needs internally and externally (users, the public and stakeholders).
3	Systems & Technology	This dimension examines the systems and technology used to efficiently deliver mobility services.
4	Workforce	This dimension examines the investment the organization makes in attracting and keeping good employees.
5	Culture & Inclusivity	This dimension examines both the internal (workforce) and external (customers) steps taken to demonstrate cultural sensitivity and inclusivity.
6	Collaboration & Coordination	This dimension examines way in which your organization collaborates and coordinates with stakeholders, customers and other providers.
7	Multi-modal Integration	This dimension examines how the organization integrates multiple modes of transportation into service delivery.
8	Performance Measures	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.
9	Innovation	This dimension looks at how an organization identifies areas of improvement and its capabilities to make innovative changes.
10	Environmental Impact	This dimension examines the positive and negative impacts operation of your organization has on the environment and the strategies being used to reduce negative impacts.

LET'S EXPLORE THESE DIMENSIONS OF SUSTAINABILITY

SMALL GROUP FORCEFIELD ANALYSIS

Directions

- Each group will explore two of the identified Dimensions of Sustainability.
- Select a scribe & spokesperson.
- Setup your chart paper.
- Take turns answering the questions below for each of your assigned dimensions.
- You will have approximately 15-minutes to work on both dimensions.

Dimension:	Dimension:
Supportive	Unsupportive



"Use the Force transportation professionals. Help you it will."
- Jedi Workman

1. What forces support or positively impact this dimension of a thriving, sustainable mobility management program?
2. What forces are unsupportive or negatively impact this dimension of a thriving, sustainable mobility management program?

Large Group Discussion

Design of matrix?

Make it an electronic tool?

Expand or reduce the number of dimensions?

Change the grading level?

Other....

What would make you more likely to use the MM-SAT tool?





stuck?

*"If you always do
what you have
always done, you will
always get what you
always got"*

Susan Scott
Fierce Conversations



stuck?

What to do with Information from this Workshop?

- Have discussions with colleagues across Federal agencies & their grant programs
- Undertake an inventory and collaborate on identifying local opportunities
- Integrate in regional coordination and transportation advisory work - use Federal programs resource as a sort of “checklist” for engagement
- Launch partnerships with projects across Federal sectors
- Develop communication and informational blurbs across agency programs
- Hold informational meetings to enhance awareness across sectors
- Invite representatives of these programs into advisory roles
- Consider the longevity dimensions in relation to your own work

CCAM-FTA Resources

- CCAM Program Inventory
 - <https://www.transit.dot.gov/regulations-and-guidance/ccam/about/ccam-program-inventory>
- CCAM Federal Fund Braiding Guide
 - <https://www.transit.dot.gov/regulations-and-programs/ccam/about/coordinating-council-access-and-mobility-ccam-federal-fund>
- [CCAM Cost Sharing Policy](#)

TACL: The Transportation Technical Assistance Coordination Library



<http://transportation-tacl.org>

Upcoming Twitter Chat:

Let's TACL Coordination
October 20, 2021, 2:00-3:00 PM ET
RSVP to info@nationalrtap.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 \(FTA\)](#).

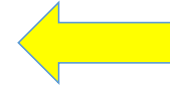
The FTA-funded technical assistance centers participating in this ongoing work with links to their coordination resources are:

- [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 \(SUMC\)](#)

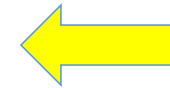
Technical Assistance (TA) Centers



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](#)



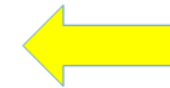
www.nationalrtap.org 1-888-589-6821
info@nationalrtap.org



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/





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