

WHAT IS MOBILITY MANAGEMENT

According to the American Public Transit Association (APTA), mobility management starts with the creation of partnerships among transportation providers in a particular region, in order to expand the range of viable options that communities have for transportation. Communication is also a critical component of mobility management, as the general public must be made aware of these options.

With the mobility management approach, transit resources are efficiently coordinated, enabling customers to make better decisions, as well as improved customer service.

According to the Federal Transit Administration (FTA) - Mobility management is an innovative approach for managing and delivering coordinated transportation services to customers, including older adults, people with disabilities, and individuals with lower incomes. Changes in demographics, shifts in land use patterns, and the creation of new and different job markets require new approaches for providing transportation services, particularly for customers with special needs. Mobility management focuses on meeting individual customer needs through a wide range of transportation options and service providers. It also focuses on coordinating these services and providers in order to achieve a more efficient transportation service delivery system for public policy makers and taxpayers who underwrite the cost of service delivery.

Mobility managers serve as policy coordinators, operations service brokers, and customer travel navigators. As policy coordinators, mobility managers help communities develop coordination plans, programs, and policies, and build local partnerships. They also work to promote land-use policies that favor transit-oriented development, public transportation, and pedestrian access.

Through a mobility management program, the patron is provided resources to access multiple modes with a single source of information, to pay for multiple modes with a single payment device and to plan travel using multiple modes + carriers.

The agencies and regional planning organizations are provided resources to coordinate movement of vehicles with other providers, address provision of

multiple mode service to patrons and integrate payment on multiple modes across multiple providers.

In addition, through the comprehensive use of mobile payment technologies that can be a key component of a mobility management platform, the agencies are enabled to install effective, equitable fare management systems into demand response vehicles, such as paratransit, vanpools or other ancillary, non-fixed-route services.

Mobility management can present patrons with last mile movement offerings using non-public transport providers. With linkages between public transit and private ride and bike-share operators, a patron can plan and pay for a trip using multiple providers using a single payment instrument and transaction. In addition, the data generated by the fully integrated trip planning and payment tools can provide regional planning organizations (MPOs) and operators with exceptional “Big Data” protocols that can be employed to effectively manage transportation movements in a region, through better curb management and traffic planning.

Effective mobility management programs require tools such as:

- Consolidated payment technology with acceptance and settlement across multiple providers
- Trip planning with information from fixed route transit, shared ride, shared bike, demand response transit
- Vehicle siting sourced from fixed route transit, transit demand response, shared ride and shared bike.

At this time, the APTA, through the efforts of its Mobility Management Committee are beginning to craft standards and platforms across which all transportation providers within a region can begin to cross-pollinate management tools and services to integrate the travel planning and payment requirements of the patrons.

The success of such programs will rely heavily on development of open architecture and system integration capabilities, through mechanism such as a APIs

to allow separate systems to work together with legacy systems in delivering payment planning and analytical services.