



Joblinks - listening - transportation top barrier, one stops, tanf, CILs, DPN
Demos, locate and document promising practices, spread the model through
conference calls, trainings and conferences
Past 2 years with ES preparing training program targeted to new mobility
managers with a train-the-trainer for front line staff (Amy to share)
I want to be the warm-up act before lunch to share with you some of my
views on person-centered mob mngment, tools and Amy will discuss the
training.



Person-Centered Mobility Management

A critical link in the larger mobility management system

Enhances customers' awareness and use of available transportation

Provides input into needed services and
Enables feedback loop to ensure quality

A voice in the planning of new or changed services

A voice in the quality of that services

Iterative



Personal interactions/A name and a face

- ▶ The Invitation
- ▶ The tour, the trial run
- ▶ The financial means

Leading to the ...

- ▶ The first impression
- ▶ The possible first bus, taxi or rail trip
- ▶ A lifelong connection

This vital connection often starts here

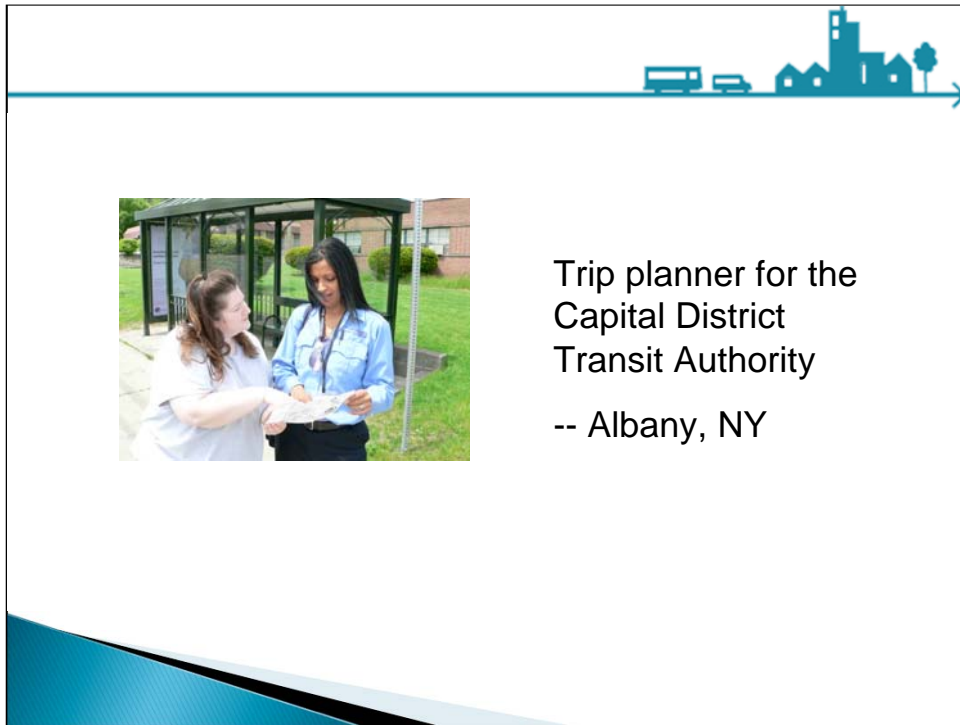


The Connection Happens

Where we visit

- ▶ The TANF office or One-Stop Center
- ▶ The doctor's office or hospital
- ▶ The town hall or community center
- ▶ The senior center
- ▶ The transit hub

A mobility manager, by staff who are cross-trained in transportation, as several speakers will describe in the panel after lunch and by Amy in a few minutes.



Capital District Transit Authority, trip planner

One trip planner's primary language is Spanish. She is the liaison with the Puerto Rican and Dominican communities

Another works out of a busy employment and training One Stop Center

The third is the "bus ambassador," rotating among a variety of bus stations answering questions and providing information

Prepare travel itineraries

Conduct one-on-one travel training

Travel orientation

Give orientations about available transportation services and funding options to DIRECT SERVICES STAFF



The Connection Is Made

Where we live

Residential Transportation
Coordinator Program
--King County, Wash.



Language barriers- prevent non-English speaking residents from understanding and using the transportation options.

King County Metro Transit, cities, non-profit organizations, including housing authorities hire residents to provide neighbor-to-neighbor transportation advice for people, in their native language

RTCs -- multi-lingual, trained and paid by Metro

Speak several languages that may include: Spanish, Vietnamese, Korean, Cambodian, Mandarin/Taiwanese, Russian/Ukrainian, Somali, Oromo, Amharic, Arabic, French, and English.

RTCs have a central number for each community. Call the number, leave a message for the language you desire, and your local RTC will contact you. You can get the information over the phone or they will meet with you to train, assist and share information. RTCs also participate at community meetings, social events and community events.



At the heart of this model is

Person-to-person interaction

Whether

- ▶ A mobility manager, travel navigator
- ▶ Case managers
- ▶ Job developers
- ▶ Transition specialist

You are a go to person in the community to help solve someone's transportation challenges



Mavens





A trusted expert in a particular field,
who seeks to pass knowledge on to others

"Information specialists", or "people we rely upon to
connect us with new information." They
accumulate knowledge,...and know how to share
it with others.

Gladwell and Wikipedia



Increasing information and usage

Empower one or more people with

- ▶ Up-to-Date Information
- ▶ Tools
- ▶ Purpose

...so they can become Agents of Change

Empower mavens



Harnessing Web 2.0 Technology for community building and knowledge sharing

- ▶ Wikis for collaboration and networking
- ▶ Wiki How-to (www.wikihowto.com)
- ▶ YouTube for relaying information about new services



Getting Started (dctransportation) - Mozilla Firefox

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Getting Started

A **wiki** is a collection of web pages designed to enable anyone who has access to contribute or modify content. Wikis are often used to create collaborative websites and to power community websites.

"Wiki" (*wiki*) is originally a Hawaiian word for "fast".

Source: <http://en.wikipedia.org/wiki/Wiki>

What is a Wiki YouTube Video

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How to Develop an Individualized Transportation Plan - wikiHow - Mozilla Firefox

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How to Develop an Individualized Transportation Plan

Transportation needs of customers can be complicated or fairly straight forward. One thing is for sure: mobility issues impact all customers across the entire range of services they are attempting to access.

The value of an individualized transportation plan (ITP) is that it examines in detail any potential transportation barriers a customer may have and customizes a solution for that person. This means it is customer-centered and goes beyond simply handing the customer a bus schedule or referring them to a website.

Building an ITP is an 8-Step Process.

Steps [edit]


1. **Determine** customer awareness of nearby transportation options
2. **Assess** customer's travel needs
3. **Identify** special considerations for customer's mobility
4. **Identify** potential transportation services for customer



Transportation Solutions:

Linking People with Their Community

**A training for Transportation Resources
Coordinators and Direct Service Providers**



Development of the Training

- ▶ Joint project of CTAA and Easter Seals
- ▶ Funded by DOL Office of Disability Employment Policy
- ▶ Administered through FTA, United We Ride team
- ▶ Guided by advisors from
 - Workforce development
 - Disability services
 - Vocational rehabilitation
 - Transportation
 - Education

Carol Maus, Co-Director

Advisory group: Kay Nordstrogm, Dale Ann Suckow, Doug Birnie, Randee Chafkin, Karen Wolf-Branigin, Mike Reardon (ODEP)



Objectives of the Training

- ▶ Increase the capacity of key staff in community-level organizations to connect customer's with the rides they need by
 - Teaching key staff strategies to gather comprehensive data on community transportation services within communities
 - Familiarizing key staff with funding options for transportation services (programmatic and individual)
 - Introducing new tools to use in this process



Objectives (cont.)

- ▶ Giving key staff the tools to train local, direct service providers in workforce development and human service agencies and organizations on local transportation options
- ▶ Identifying ways key staff can contribute to the community's transportation coordination process
- ▶ Suggesting models through which workforce development and human service agencies can fold transportation information into their activities
- ▶ Introducing ways to fund this key staff position (TRC)



What is a Transportation Resources Coordinator (TRC)?

- ▶ An individual working within a single or for multiple agencies/organizations who
 - Gathers information on transportation services and resources
 - Serves as the resource person for direct service staff and agency leaders on transportation issues
 - Instructs direct service staff on strategies, including developing an Individualized Transportation Plan
 - Collects data from direct service providers on unmet transportation needs and shares with agency and community leaders
 - Communicates with colleagues from other agencies and organizations on potential transportation solutions



Tools and Templates Provided

Building on tools developed by the FTA
and others

- ▶ The Transportation Provider Profile
- ▶ The Individualized Transportation Plan
- ▶ The Report of Unmet Individual Transportation Needs
(agency and direct service provider level)



Train-the-Trainer Component

- ▶ TRCs receive instruction and a written manual on how to implement the 4-hour training of direct-service providers, teaching them
 - About available transportation services in their community
 - Options for subsidizing customer trips
 - How to support customers in choosing and using available services
 - How to use the tools and templates
- ▶ Very localized training



This Training Enables

- ▶ Is the link between the larger system-level mobility management and the individual in the community
- ▶ Supports workforce development and human service agencies to succeed in their missions by addressing the missing link: transportation to destinations
- ▶ Fosters communication among these agencies and transportation providers



Applying the Training

- ▶ As one of several functions of a mobility manager, most likely in smaller communities
- ▶ One or more positions in a community-wide setting
- ▶ As a position co-funded by multiple agencies
- ▶ As a position or job function in one agency



Next Steps

- ▶ Two October trainings of the curriculum that includes the train-the-trainer component
 - October 2 in Washington, DC
 - October 16 in Twin Cities area, Minnesota
- ▶ Final version of curriculum completed November 2008



Availability of the Training

- ▶ Launching in early 2009
- ▶ Train-the-trainer for master trainers
- ▶ Training available through the CTAA Training Department



Thank you! For more information . . .

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