

Mobility Management in Wisconsin



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Evolution of mobility management in Wisconsin

- Formation of Wisconsin's Interagency Council on Transportation Coordination (ICTC) in October, 2005
- One of the 11 priorities of the 2006 Coordinated Public Transit - Human Services Transportation Plans
- ICTC Conference in April, 2007
- Coordinated Mobility, in June 2007 (Jim McLary)
- WI New Freedom program development
 - DVR rural transportation funding pilot
- WisDOT staff
- Mobility managers
- "Mobility Management" for Transit Managers, WI Urban & Rural Transportation Association (WURTA) Sept. 2008

Mobility managers

- **29 mobility managers throughout the state in 2008**
 - 16 hired through first New Freedom application cycle for projects implemented in 2008
 - 9 funded by JARC / WETAP (Wisconsin Employment Transportation Assistance Program)
 - 4 funded by STRAP (Supplemental Transportation Rural Assistance Program)
 - 20 Mobility Manager applications –New Freedom Funding received Sept. 2008

Who employs mobility managers?

- Aging and Disability Resource Centers / Departments and Commissions on Aging
- Cities, Counties / Transit Commissions
- United Way / Women's Employment Center
- Independent Living Centers
- Community Action Coalitions / Programs / Service Agencies
- Economic Opportunity Councils
- Care management agencies
- Development groups

Projects implemented in 2008

- 3 regional mobility management projects (one includes 11 counties)
- 10 car loan programs
- 7 new service projects
- 5 voucher programs
- 4 vehicle repair programs

Projects implemented in 2008 (cont'd.)

- 3 car pool programs
- 3 rideshare programs
- 3 shuttle programs
- 3 travel training programs
- 3 volunteer driver program

Training program initiative

- RFQ for contracted services with a national consultant (McLary Management) to provide:
 - formal training and expert guidance
 - what's working elsewhere – best practices
 - national resources
- Annual program with continuation based on need

The who and what

- **Training participants**
 - mobility managers
 - those intending to apply for New Freedom funding for mobility management projects
 - City and County Para Transit Managers
- **Curriculum**
 - The “big picture” – what is mobility management
 - Resources to assist in achieving transportation coordination
 - Building relationships with community partners



The components

- Four workshops (1-1/2 to 2 days each)
 - Training provided by McLary Management
 - Local success stories and best practices
 - Emphasis on peer networking
- Monthly teleconferences
- Two Google groups
 - public – general discussions
 - private

What's it costing?

- 20 mobility managers are fully sponsored to attend this conference
- New Freedom admin
 - \$25,000 - contracted services
 - \$25,000 - workshop logistics
 - \$30,000 - conference
- RTAP scholarships
 - \$2,500 - attendee travel to workshops

What are the benefits?

- Increased education
- Increased knowledge of resources
- Increased effectiveness of programs with faster implementation – best practices and use of lessons learned by others
- Increased awareness of funding sources
- Increased coordination – more rides for more people

Want more information?

- Google group “Mobility Management Forum”
- WisDOT New Freedom information
<http://www.dot.wisconsin.gov/localgov/transit/newfreedom.htm>
- Transportation Coordination
<http://www.dot.wisconsin.gov/localgov/transit/transportationcoordination.htm>

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