



NATIONAL AGING AND DISABILITY TRANSPORTATION CENTER

## 2021 FTA Section 5310

### Mobility Management and FTA Section 5310

#### Background

In 2007, an exciting concept was developed as a way to connect with transit riders on a more personal level. Mobility Management may have been part of many staff responsibilities; however, this role was never defined on its own until the Federal Transit Administration (FTA) developed and promoted the [United We Ride](#) initiative, which was an organized effort as part of the [Coordinating Council on Access and Mobility](#) (CCAM). This initiative is a Federal interagency council that works to coordinate funding and provide expertise on human service transportation, focused on people with disabilities, older adults, and individuals of low income. The CCAM works at the Federal level to improve Federal coordination of transportation resources and to address barriers faced by States and local communities when coordinating transportation. Transit agencies are encouraged to coordinate their services throughout the community and to understand how the various services offered can work together using CCAM principles.

Mobility Management or Coordination can be described as a person-centered approach to transportation, acting as a case manager for transit services within the community. These positions have the ability to step away from the office and connect with community providers to promote transportation services. Mobility Managers can develop a resource listing of transportation options, not just public transit, but one that includes volunteer driver services, taxi cabs, human service providers or shared ride options within the



*Photo: MetroWest Regional Transit, Framingham, MA*

community. Other tasks for the Mobility Manager can include marketing, promotion, outreach, education, and travel training.

Mobility Management is an eligible expense under FTA Section 5310, and can support staff wages, marketing efforts, bus fares or whatever the program might need to assist in training riders. The primary focus of Mobility Management is to develop a program as a way to enhance the ability of the transit agency to network and connect with community providers, funders and riders to promote a better understanding of the transportation options available.

## Community Examples

### *Mounting Horizons, Inc., Galveston County, Texas*

Mounting Horizons was established in 2003 as an agency to assist persons with disabilities in Galveston, Houston and Texas City. In 2009, they were awarded a grant to develop a Center for Independent Living (CIL), which would allow them to further assist and educate young adults and persons with disabilities. Becoming a certified CIL has allowed Mounting Horizons to build community awareness and educate their clients to be independent and advocate for themselves. While developing their new programs, they quickly learned that transportation was a barrier to accessing jobs and essential medical appointments for their clients. This allowed them to develop a Travel Training program in partnership with Island Transit, Connect Transit and Metro Lift.

Travel Training clients are referred to Mounting Horizons by partner agencies, and the Mobility Manager can meet with riders, providing valuable information about the services available and planning a trip that is tailored for a specific service that fits the needs of the rider.

Mounting Horizons prides itself on making connections with the community and improving the lives of younger adults and persons with disabilities. The Transportation Collaboration Program



*Photo: Mounting Horizons, Inc.*

has partnered in many community initiatives, all geared toward improving the lives of youth transitioning into adulthood, building life skills, advocating for themselves and overcoming barriers to life in the real world. Young Adult Advocates Leadership (YAAL) Program works with elected officials and community leaders to encourage advocacy and policy change, and has trained over 250 young adults since 2017.

### *Heart of Iowa Regional Transit Agency (HIRTA Public Transit), Urbandale, Iowa*

HIRTA Public Transit has been on the leading edge of mobility management since 2012, first hiring a mobility manager to connect with local community providers in the seven-county region,

surrounding the Des Moines metropolitan area. This provides a unique program delivery offering very rural trips within the seven counties, however, needing to maintain access to major medical centers for specialty appointments in the urbanized area. The mobility manager has the ability to step away from the office, connect with local communities and really assess the need of the riders. HIRTA has evolved their mobility program into an Outreach Coordinator and has a true focus on marketing and developing methods of program delivery.



A recent project has launched, promoting the idea of [“Do You Have Transportation?”](#) as a way for local business, medical facilities or human service providers to think about transportation first, rather than an afterthought. This campaign emphasizes the importance of connecting people to transportation for medical appointments and partnering with local medical providers to routinely

ask clients “Do You Have Transportation?” before scheduling their next medical appointment, ultimately reducing missed appointments and no-show rates.

*Mountain Ride Transportation Resource Center, Silverthorne, Colorado*

Housed at the Northwest Colorado Council of Governments, [Mountain Ride](#) provides Mobility Management services through a resource center serving eight rural counties: including demand response, fixed route, volunteer driver, intercity bus services and commuter rail information into the Denver metropolitan area. Mountain Ride was developed as a need for the community to learn about the best transportation solutions for the aging population and people with disabilities. Recently, their mobility manager has developed resources for non-emergency medical transportation (NEMT), connecting riders with valuable information to arrange their trips, as a benefit covered under Medicaid.

## Summary

Whether it is during a pandemic or operating under more traditional circumstances, Mobility Management can be a way to network with the community or enhance the knowledge and skills of the aging community, persons with disabilities, and the public -- allowing riders to travel safely and independently throughout their service area. Public transportation can be challenging for those who have not ridden a bus in their lifetime, often relying on friends or family for a ride to their vital medical appointments, essential trips, grocery shopping or social outing. Travel Training is a mobility management tool used to enhance a rider’s confidence in riding on their own and broadening their ability to independently access the services they need.

## References

United We Ride

<https://www.transit.dot.gov/ccam/resources/united-we-ride-brochure>

Coordinating Council on Access and Mobility (CCAM)

<https://www.transit.dot.gov/coordinating-council-access-and-mobility>

Mounting Horizons, Inc.

<https://mountinghorizons.org/>

Heart of Iowa Regional Transit Agency

<https://www.ridehirta.com>

Mountain Ride Transportation Resource Center

<https://mtnride.org/ride-resources-transportation-solutions>

## Resources

National Aging and Disability Transportation Center

<https://www.nadtc.org/mobility-management/>

National Center on Mobility Management (NCMM)

<https://nationalcenterformobilitymanagement.org/>