Mobility management involves creating partnerships with transportation providers in a community or region to enhance travel options, and then developing the means to effectively communicate those options to the public through both traditional and state-of-the-art channels. It requires moving beyond the usual patterns of doing business.
Mobility Management

Birth in Marin County

Sept 2007 • Completed Taxi Study that recommended establishment of a Marin Transit Mobility Manager Office

April 2009 • Marin Transit hired a Mobility Manager

April 2010 • Completed Senior Mobility Action Plan

April 2010 • Transportation Coordination Summit

June 2010 • Formed Marin Mobility Consortium

Nov 2010 • Passage of Measure B providing a dedicated and ongoing source of funding for Mobility Management in County
Marin County’s Aging Population

Marin County Population

<table>
<thead>
<tr>
<th>Year</th>
<th>62 years and older</th>
<th>under 62 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990</td>
<td>15%</td>
<td></td>
</tr>
<tr>
<td>2000</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>2020</td>
<td>31%</td>
<td></td>
</tr>
<tr>
<td>2030</td>
<td>39%</td>
<td></td>
</tr>
</tbody>
</table>
Marin Transit has identified two primary focus areas for its mobility management program:

- Transportation Information and Referral
- Service Planning and Implementation

First and foremost you need to get people talking to one another!
Marin Mobility Consortium

- Formed in June 2010 to create forum for coordination, conversation, and input on mobility management programs
- Open to the community
- Currently over 50 stakeholders, advocates, and other interested parties involved
- Full committee meets quarterly
- Three subcommittees
Community Outreach

Other Committees and Regional Efforts

• Marin Paratransit Coordinating Council

• Housing & Transportation Committee — Marin Commission on Aging

• Bay Area Partnership Accessibility Committee

• Regional Mobility Management Group
The Call Center, part of the Marin Access Paratransit operation, receives approximately **100 calls per month** requesting transportation information. Phone: 415-454-0902

The website, [www.marinaccess.org](http://www.marinaccess.org) operated by Marin Transit, has a searchable data base of transit options, and typically receives **175 web hits per month**
Program Brochures:

- Marin Access Mobility Management Center
- More Mobility: Volunteer Driver Programs in Marin
- Marin Catch-A-Ride
• Printed guide to work as companion to Marin Access website and call center
• English and Spanish versions
• Currently in initial draft stage
• Funded by a New Freedom Grant
Hands on Training and Events

• Large scale events featuring multiple providers: Next ABCs of Senior Transportation scheduled for Feb. 20

• Group presentations which focus on seniors and their non-driving options

• Small group bus trips

Coming Soon:

Volunteer Transit Ambassador Program
Paratransit Service Improvements

- Providing diverse services for increasing aging population
- Responding to recent trends:
  - Increased demands from human service agencies
  - Increased demands for non-emergency medical transportation
  - Managing increasing operating costs: fuel, etc.
Low-Income Scholarship

- Paratransit rides for ADA riders who need financial assistance
- 20 one-way rides over 90-day period

**launch date:** April 2012

**eligibility:** approved for ADA paratransit **AND** supplemental security income (SSI) recipient

**results:** tickets issued: 1,680 July - December
Volunteer Driver Program

- Transportation reimbursement for older adults and people with disabilities living in Marin County

**launch date:** 2011

**eligibility:**

- seniors age 60+ OR approved for ADA paratransit

**results:**

- Cost per Ride $14.03 (July—December 2012)
- Cost per Mile $1.22 (July—December 2012)
Catch-A-Ride Program

- Subsidized taxi ride program for seniors age 80 and older
- Eight rides per month
- Additional discount for low income seniors

Launch date: September 2012
Eligibility: seniors age 80+ OR non-driving seniors age 60+
Results: Enrollment: 402 (as of January 1st 2013)
Rides per month 350+
Gap Grant Program

- Small competitive grant program to fund creation or expansion of transportation options
- Projects may focus on: providing rides, older driver safety, travel training, education

launch date: May 2012
eligibility: public agency/non-profit providing transportation or other services to seniors & people with disabilities
results: First grant awarded to Marin Villages for volunteer driver program improvement & expansion
• Technical assistance and coordination of transportation resources (e.g. West Marin, Non-profits)
• Job Access Mobility Institute
• Veterans’ Transportation Grant Partnership
Goals

• Ability to access all information through one portal
• Eliminate individual program eligibility and create a one-stop eligibility process for all Marin Transit programs
• Individually customize information — “Travel Navigator” for those who need more hands-on support
Projects

- Volunteer driver management software for multiple programs
- Upgrade paratransit scheduling and dispatching capability
- “Clouding” paratransit management software
Funding

Mobility Management and Local Paratransit

Paratransit and Mobility Management Funding

Marin Transit Programs

- Fixed Route: 64%
- Local Paratransit and Mobility Management: 21%

GGT: 19%
Measure A: 51%
Measure B: 19%
Fares: 6%
Other: 5%
### Mobility Management Grants

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
<th>Source</th>
<th>Project</th>
</tr>
</thead>
<tbody>
<tr>
<td>2006</td>
<td>$89,661</td>
<td>MTC</td>
<td>Taxi Study</td>
</tr>
<tr>
<td>2009</td>
<td>$115,850</td>
<td>New Freedom</td>
<td>Mobility Management Start Up</td>
</tr>
<tr>
<td>2011</td>
<td>$91,875</td>
<td>New Freedom</td>
<td>Volunteer Driver</td>
</tr>
<tr>
<td>2011</td>
<td>$171,730</td>
<td>New Freedom</td>
<td>Mobility Management Expansion</td>
</tr>
<tr>
<td>2012</td>
<td>$143,881</td>
<td>New Freedom</td>
<td>Premium Paratransit</td>
</tr>
<tr>
<td>2012</td>
<td>$22,835</td>
<td>New Freedom</td>
<td>Transportation Guide</td>
</tr>
<tr>
<td>Pending</td>
<td>$350,000</td>
<td>JARC</td>
<td>MM Technology</td>
</tr>
</tbody>
</table>

**Total Grants To Date $985,832**
Marin Transit compared to Typical Transit

<table>
<thead>
<tr>
<th>PROGRAMS / SERVICES</th>
<th>MARIN TRANSIT</th>
<th>TYPICAL TRANSIT AGENCY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fixed Route Bus</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>ADA Paratransit</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Non-Mandated Paratransit</td>
<td>Yes</td>
<td>Maybe</td>
</tr>
<tr>
<td>Volunteer Driver Programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Discounted Taxi Programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Travel Training Programs</td>
<td>Yes</td>
<td>Maybe</td>
</tr>
<tr>
<td>Low-Income Paratransit Discounts</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>“Gap Grant” Programs</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Mobility Management Center — Call-in and Web-Based Information &amp; Referral</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Technical Assistance and Coordination of Community Resources</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Low Income Youth Pass Program</td>
<td>Yes</td>
<td>Maybe</td>
</tr>
</tbody>
</table>
Questions