

## Partnership for Mobility Management

Discussions Members Promotions Jobs Search More...



### Are You Working to Integrate Community Mobility Services?

I recognize mobility management covers a great diversity of rural and urbanized areas, mobility services, and progress made in coordinated planning and local collaboration. I am interested in a bigger picture of how to grow the supply and demand for community mobility services. So, I started this discussion on several LinkedIn groups and to offer it to PMM members.

I am actively seeking people working on business models or plans to integrate community mobility services to be resold as individual consumer solutions? I consider integrated services to include, but not limited to: transit, carshare, paratransit, taxi, rideshare 2.0, car rental, bikeshare, bicycling supports, mobility education and marketing, public sector user-side subsidies, guaranteed ride, customer fulfillment/concierge service and co-marketing with other businesses.

The business concept I am working on is called customer-directed mobility management (CDMM). There are three elements: 1) identifying a family of mobility services, including all operators and public support programs; 2) creating a comprehensive community education and information program of mobility services, programs and options; and 3) creating a mobility center to empower customers to create and finance an integrated bundle of mobility services backed up with superior customer support when problems arise.

CDMM is evolutionary by building on coordinated planning efforts to identify a family of services. The concept for community mobility education is based on Tompkins County's program Way2Go ([way2gonfo.org](http://way2gonfo.org)). The revolutionary idea is to create a mobility center (non-profit or for-profit) to resell mobility services as individual consumer bundles and to provide outstanding 24/7 customer support.

CDMM is based on the need to organize and market mobility services to appeal to mainstream Americans. The goal is to offer a second car replacement package. By doing so, we will increase the supply of mobility services, that the public sector can target user-side subsidies for clients to use.

I recognize public transit (PT) is often a backbone for community mobility. But, in many places, traditional PT service is not convenient for the vast majority of trips made by most Americans. Therefore, there is opportunity for innovative mobility services. CDMM is a framework to sell innovative mobility solutions to consumers, requiring high competency in consumer education, sales, and excellent 24/7 customer support.

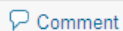
I am interested in creating a subgroup or a new group to discuss and network on integrating services. I welcome all opinions - pro and con. Thank you.

[NY Mobility Manager \(mobilitymanager.weebly.com\)](http://mobilitymanager.weebly.com) [mobilitymanager.weebly.com](http://mobilitymanager.weebly.com)  
Community Mobility Management for Tompkins County,....

1 month ago



Like



Comment



Unfollow



Flag



More

Liz Peak, Darren Bates and 2 others like this

26 comments • [Jump to most recent comments](#)



[Follow James](#)

**James McLary** • Dwight, when I first met you I knew your were a big thinker. I love your community based mobility management. I am now living in Bloomington, IN, home of Indiana University, and am a professor of Public Transportation in the Scholl of Public and Environmental Affairs. I am starting a new taxi company (January 23, 2012), which focuses on environmental issues and has as it's target market, seniors and people with disabilities. We have 4 MV-1s and 8 Prius, and our drivers are trained to be ambassadors. Would love to be part of your network

1 month ago • [Unlike](#)



3



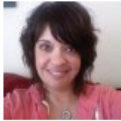
**Dwight Mengel** • Congratulations on your taxi business and your professorship. I'll send you more information and stay in touch.

1 month ago



**Dwight Mengel** • This discussion is occuring on three groups - Sustainable Transport, Modal Split and Partnership for Mobility Management. I wonder if there is a way to sync the threads.

1 month ago



Lena  
Unfollow

**Lena Bryant** • The Non Profit I work for is a Coordinatated Transportation Service Agency (CTSA) & Mobility Management Center in Santa Clara county CA. We currently work with agencys and organizations in our area to encourage & provide training/software for those interested in transportation alternatives. We provide Paratransit & Senior Transportation as well as our newest Friendly Rides program that encourages people to share rides with each other. We have transportation programs that address low income, veterans & homeless as well. Walking groups @ Senior Centers and use of public transit, Bike to Work program are other menu items that we offer. Transportation has many forms & needs within our community (as in most). Please let me know how this continues to grow! Would love to share more information!

1 month ago • Unlike



Sheryl  
Unfollow

**Sheryl Gross-Glaser** • I love the mix of modes, trip purposes and ultimate goals. This information is very useful for the many mobility managers who are beginning or expanding their programs.

1 month ago • Like



Melanie  
Unfollow

**Melanie Fyfe** • What a great package and innovation. MM is in early stages in Australia, and in many places we need integration of PT and non-PT first. Interested to find out more.

1 month ago • Like



Ella  
Unfollow

**Ella Kondrat** • Dwight, sounds interesting. Could that include a bus pass with guaranteed ride home coverage? What sorts of the public support programs would be included?

27 days ago • Like



**Dwight Mengel** • Ella,

Yes. The idea is to bundle any and all mobility services to meet an individual's needs and finance it with a monthly payment plan. Let's create a case.

Meet the Smith family, a married couple with a new baby living in a rural town on a state highway. Their address has a walkscore of 0. They live away from it all. The couple owns two cars, one with 70K miles and another with 120K miles. The husband put's 20K a year on a car commuting 30 miles each way to Silver City. The wife works at a school district 10 miles in the opposite direction. Their gross household income is \$55,000. The high mileage car is increasingly unreliable.

The Smith's contact the Go2 Center, the regional mobility co-op, to create a mobility package to help them out.

The husband can vanpool to work at a cost of \$120/month or \$1,440/ year. A car share membership with 50 hours of use costs \$550/year. Family customer support costs \$200/year including 24/7 support with travel solutions, guaranteed ride and \$500 in discounts at businesses in Silver City. Total price is \$2,190 or \$182.50 a month.

The wife found a day care enrout to her work. Also, she earns a mileage reimbursement for giving a friend, with a toddler, a ride to the Head Start center. The Smiths join and sell one car. Every quarter, they can adjust their mobility budget.

26 days ago



Louis  
Unfollow

**Louis De Beer** • Hi Dwight,

I am very interested in what you are proposing- Have you thought about adding "First Mile Last Mile" transport to the mix? I.e. incorporating bus/train schedules and getting people to and from the bus/stations stations, even to the extent compelting the last leg of the trip? I can see applications in the area of disability, but ultimately in general commuter transport, maybe designated "Green Collar Transport" or something equally catching...

26 days ago • Like



**Louis De Beer** • Er. "catchy", I meant!

26 days ago • Like



Louis  
Unfollow

**Dwight Mengel** • Hi Louis,

First mile - last mile service can certainly be included the family of services bundled for individuals. This is a common problem for rail service. I do not think there is door to door ticketing in the U.S. and, in some circumstances, the cost of the first & last mile trips will exceed the cost of the train ticket, thus negating the cost advantage of not driving a car. Clearly, this is a common problem with bus services and there are clever ideas about integrating flexible services with fixed route bus services.

See the following discussion in the Sustainable Transport & Mobility Management group: Why Doesn't this Transit Innovator Get More Love?

Richard Shultz of Austin Texas (<http://www.cmt4austin.org/>) has a solution that can potentially reduce the time for US commuters to get to work on PT in half.

23 days ago



Ella  
Unfollow

**Ella Kondrat** • Dwight, questions from my supervisor Phill Ginter: Does the mobility management center then have to manage the payment plans and contracts with providers or do they simply help people connect with the providers and work out a budget? Is the family customer support a fee paid the mobility management center to offset operating costs?

23 days ago • Like



Louis  
Unfollow

**Louis De Beer** • Hi Ella,

My two cents worth-

We have taken all billing and management of all our various processes in house, we even take the taxi bookings, aggregate them and then download them to the taxis, we deal with the complaints and billing- in short we manage the whole process. The reason is twofold: 1. Philosophical- we take responsibility for the whole process and for our client from beginning to end (hence "Mobility Management") 2. Financial- by aggregating funds and controlling the process (and expenses) you can likely get the benefits of average costing.

And clients are happier, they feel secure in that we are managing the process for them.

23 days ago • Like



Louis  
Unfollow

**Louis De Beer** • Hi Dwight,

We found there are three levels of First Mile Last Mile transport:

1. Shuttles to and from designated transport hubs to business parks and industrial precincts
2. Shuttles from own designated hubs to the above
3. Point to point transport from home to and from designated transport hubs with or without the option of the last mile as well (the last mile here is even more expensive!)

In the third iteration costs can be an issue due "thin" patronage.

Am I reading it correctly here?

23 days ago • Like



**Dwight Mengel** • Louis,  
You're correct on all points.

I was at Transportation Camp in Washington DC on Jan 21. We stayed in Arlington, VA across the river from DC. Arlington has an extensive mobility management program. The City of Arlington has three Commuter Stores in malls and two mobile commuter stores in converted buses. They have catchy marketing - with their Car Free Diet Challenge (on YouTube). The stores sell passes for multiple operators. There is car-share and bike-share. In short, Arlington has everything except for financing individual bundles and including all modes. I think the service is restricted because it is run by the City of Arlington. A municipality does not have the range of freedom as does a private entity to make mutually beneficial business arrangements.

23 days ago



1



Sheryl  
Unfollow

**Sheryl Gross-Glaser** • So, Dwight. Are you envisioning a package that one purchases for a time period - annually or monthly - in which someone can use unlimited (or up to a maximum) mix of carshare, bikeshare, transit and taxi service at any hour? As you were saying about Arlington, and Capital (DC) bikeshare is another great example, branding could be done to have the Prius effect of making visible one's good transport choices. I can see this in a big city or metropolitan area. How do you see this in a small urban/rural region?

22 days ago • Like



**Dwight Mengel** • Hi Sheryl,

People would purchase a bundle of mobility services to replace a car. People would choose the right mix for their situation. All mobility options are available. I would add car rental, bike maintenance and rideshare 2.0 to your list. Rideshare 2.0 enables drivers to be paid for carrying passengers. Clearly, there is a strong guaranteed ride and customer support aspect to the mobility center.

It's interesting to me you can see this mobility business in a big city or metro area. I think the small urban/rural regions offer good potential for demonstration projects because I think it is easier to create a consensus among operators to put a program in place in a smaller area, than in a metro area. A key ancillary market are local government agencies providing user-side subsidies for low income and other eligible clients. The mobility center provides a one stop shop for public agencies to support their client's mobility needs, while reducing public sector's administrative costs and perhaps direct costs of operating mobility services.

22 days ago



Sheryl  
Unfollow

**Sheryl Gross-Glaser** • Let's take this further. This is such an interesting idea. For the person who wants to drive less, but still have the freedom of a car, this plan can work. In a non-coordinated way, it already works in NY, Boston and other cities. For someone who does not drive at all, are there sufficient and adequate options to allow for an independent life outside of a dense city? I am thinking of the last mile and occasional taxi-type service specifically. If your answer is yes, then you have created a level playing field, as it were, for the person who is unable to drive (assuming no serious cognitive disabilities). A different, but perhaps natural, next question is how to subsidize for people who cannot afford car ownership and maintenance.

An environmentally-focused community might be a good place to try. Do you see this as a PPP with government, perhaps the mobility manager, taking the lead? I am asking too many questions.

21 days ago • Like



Louis  
Unfollow

**Louis De Beer** • And do not underestimate capitalism in this context- the whole idea is to make profit where we can, so that we can subsidise the unprofitable trips provided that they are deserving. The ones who are able to pay full price (including a profit margin) do, which in itself becomes a subsidy. I would submit that with mobility management the idea is to aggregate infrastructure and income, with the resultant benefits of lower average costings.

21 days ago • Like



Sheryl  
Unfollow

**Sheryl Gross-Glaser** • How do you figure in fare free transit systems? They use capitalism in the other direction - by saving people money as an incentive to be environmentally correct, creating transit demand, and sometimes better systems for those without a choice. This probably saves government money in many ways, but requires much popular support. Has worked successfully in quite a few places.

21 days ago • Like



Louis  
Unfollow

**Louis De Beer** • Hi Sheryl,

Wow that is a good one, my first thoughts are that we have to really get our act together in the area of marketing in the environmental space. At this stage we are looking at packaging "First Mile Last Mile" Transport as "Green Collar" transport i.e. environmentally sensible transport- there is a flicker of recognition already, I think it is well worth our while to keep flying this flag, it is more a case of "when" than "if" more funds, both private public, will be directed to this type of transport, what do you think?

21 days ago • Like • Reply privately • Flag as inappropriate



**Dwight Mengel** • Sheryl,



Fare free systems are quite rare, so we do not really need to be concerned about them. I read about one in Colorado and in Mass. Are there any more?

Two years ago when I began doing presentations about integrated mobility, I started with the question - Can we create a integrated mobility business people will choose to pay for? After all, 18% of the US GDP is the transportation sector. There is plenty of money in the consumer economy and not in the public sector. I think the public sector should use its money to purchase mobility for target populations. I also support public investment in public transit as a foundation for community mobility. But, I recognize too that there are great opportunities for private operators of all kinds. Perhaps, the most underdeveloped private operator supply is ridesharing. I also recognize active transportation and there is a public role to adapt the existing road infrastructure to accomodate it.

I envision integrated mobility as a member-based organization. It can be a co-op, non-profit or for-profit. I do not think government can sustain a successful model to provide excellent 24/7 customer service. Arlington, VA's commuter store program is a rare bird in an affluent city, (and it is not 24/7). A large part of the business model is co-marketing with other business to offer rewards or discounts for members. A public role is to subsidize the cost of membership for low income households.

Finally, I would like to create a franchise system to disseminate the model. You are right that mobility options need to exist in order to have varied options to integrate. Communities need to start where they are at. I think you can have a very small business operate this in rural or small urban areas. IT can be in the cloud. Ridesharing is the critical underdeveloped resource and rideshare 2.0 practically does not exist outside a few metro areas.

My presentations in 2010 looked forward to 2015, a world of high gas prices and worsening sustainability for rural communities. I think we are on track for change and a consumer-oriented mobility service could really help.

21 days ago



Sheryl  
Unfollow

**Sheryl Gross-Glaser** • Dwight - It would be great to see your ideas be tried out in a few different contexts and with the co-op, non-profit or for-profit strategies you mentioned. I also like the idea of involving businesses. Reminds me of the real-time bus info that Brooklyn businesses hang in their windows - and now spreading to other boroughs in NYC. Social media and technology are increasing the possibilities for ideas like yours.

Fare free is actually a model that works - in places where there is popular support. Quite a few cities have fare free central business districts, such as Long Beach, Calif., Portland, Ore., and Charlottesville, Va. Others have fare-free systems. These exist in places like Commerce, Calif. (greater LA area), Whitby Island, Wash., Edmond, Okla. (suburb of Oklahoma City), Northampton, Mass. and surrounding area (Amherst, Mount Holyoke, Smith and other colleges), Steamboat Springs, Colo. (ski and summer resort area), and a system that operates in NH and Vermont near Dartmouth and a nearby medical center.

These systems operate in areas that are metropolitan and rural, affluent and working class, and centered on a particular industry or hub and those that are not. Just like any transit system, good service is crucial. Folks who work with these systems talk about faster boarding times and a better relationship between drivers and riders. It is one tool in the toolkit.

20 days ago • Like



Charlie  
Unfollow

**Charlie Dickson** • This discussion goes to the heart of one of the major "themes" we are exploring this year at the Community Transportation Association -- how to make mobility services more affordable. This is for both the consumer and for the communities sponsoring the service. To do this communities will need to explore options that supplement traditional transit services with van pools, car sharing, carpools, taxi-like services and other innovative ideas. We will be discussing all of these at the EXPO in May. I would love to hear what mobility managers are doing to create these alternatives in their communities.

19 days ago • Like



Jo Ann  
Unfollow

**Jo Ann Hutchinson** • Charlie is right on - so many communities are thinking outside the bus these days due to mobility management strategies and funding is available to pay for a lot of them. Hope to see everyone at CTAA in May in Baltimore.

18 days ago • Like



**Dwight Mengel** • Tompkins County (Ithaca, NY) has a family of services that includes all of the mobility services on your list. (see way2goinfo.org). In addition, we have an extensive public transit system (see tcatbus.com) carrying 3.95 million passengers for a



county of 100K pop. Our issue is not creating innovative mobility services. The common problem the public transit industry and community mobility innovators face is we do not have business models to sell integrated customer solutions or to provide the level of customer service needed to break through to the mainstream consumer market. I advocate adding this organizing principle as a new element in mobility management conversations.

18 days ago