

United We Ride: Highlights & Lessons from a Mobility Management Coordination Pilot

Nandita Chaudhuri, Ph.D.

Public Policy Research Institute, Texas A&M University

Regionally Coordinated Transportation Planning Workshop: You've Got the Power

November 3, 2016: Austin, Texas



Presentation Outline

- I. PPRI Introduction
- II. UWR Program Context & Goals
- III. Evaluation Approach & Methods
- IV. Success Highlights from Findings
- V. Future Considerations

Public Policy Research Institute

- ✓ Located in the College of Liberal Arts, Texas A&M University
- ✓ Established in 1983 to develop policy-relevant information for the Legislature
- ✓ A major policy analysis and program evaluation hub for numerous state and federal agencies
- ✓ Over the last 30 years, conducted hundreds of program evaluations and policy analyses studies

UWR Program Context



United We Ride (UWR) Pilot Program Context

Nation-wide, **mobility management** has emerged as a key coordination strategy to facilitate use of public transportation

Key Concern:

Although consumers and transit agencies feel the need for highly coordinated mobility options to facilitate use of local transportation, well-synchronized mobility services are absent in many Texas communities & transportation providers are usually unaware of unmet needs

To Address Concern:

United We Ride...implemented as a pilot with the help of federal funding (FTA) in order to support the local regional transportation coordination efforts in Texas

UWR Pilot Program Goals

Explore Innovative Options

- ✓ **Improve communication among key social service agencies and transit agencies**
- ✓ **Increase Public Transportation Ridership**
- ✓ **Simplify Access for Customers to Public Transportation**

Specific Objectives:

- Case workers & mobility managers from diverse agencies are fully informed of transportation resources & needs in their communities
- Diverse agencies integrate practices to assure individual transportation needs are routinely met as part of each agency's standard operating procedures

Partners:

TXDOT, PPRI, CTAA,
Selected Pilot Sites

UWR Pilot Program Crux

Transportation Solutions Coordinator at Selected Sites

- ✓ **Receive Mobility Coordination Training (2.5 days) from Community Transportation Association of America (CTAA) in July 2010, adapt training to local contexts & create individualized transportation plans**
- ✓ **Provide at least 2 trainings to local frontline caseworkers on transportation options (+travel planning website, online portal for documenting unmet needs)**
- ✓ **Assist caseworkers to link their clients with available transportation services**
- ✓ **Help simplify transportation access for local populations & increase public transportation usage**

Evaluation Approach



Key Evaluation Questions & Tools

Were the TSCs effective in meeting their goals and implementing innovative practices for their targeted areas?

- ✓ Data on demand response rides, number of rides, monthly totals on fixed route and demand response usages
- ✓ Focus Groups on CTAA training, local trainings, strengths & weaknesses of the pilot programs
- ✓ Pre and Online Post Surveys, Telephone Interviews

- ❑ Process & Outcome Based Methodology
 - ❑ Logic Models
- ❑ Both Qualitative & Quantitative Data Sources

Findings Highlights



Key Findings



Mobility Management Trainings

Successful in increasing awareness, improving information availability, customer knowledge & coordination practices for the caseworkers



Transportation Usage

Increased use of public transportation (#unique riders, # rides provided, passenger miles traveled); Increased demand response and fixed route rides



Confidence Improvement

More confidence in providing transportation advice & necessary assistance

HOTCOG: Nov 2010 Training & Success Data

RIDERSHIP

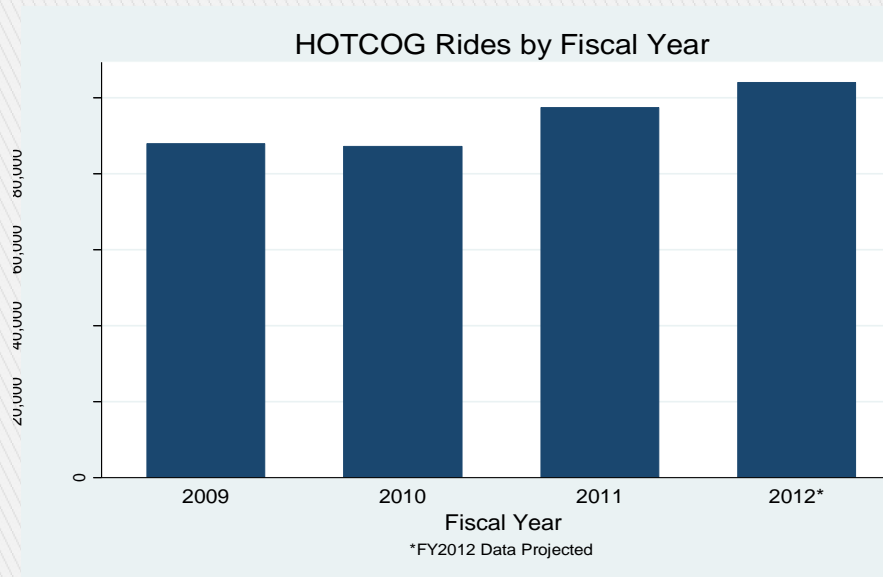
- ✓ A sizeable increase (7.4% compared to 3.9% in the previous year) in the number of unique riders served by HOTCOG during FY 2011

NUMBER OF RIDES

- ✓ A sizeable increase (11.7% compared to .7% decrease in the previous year) in the number of rides provided in FY 2011 compared to 2010

PASSENGER MILES

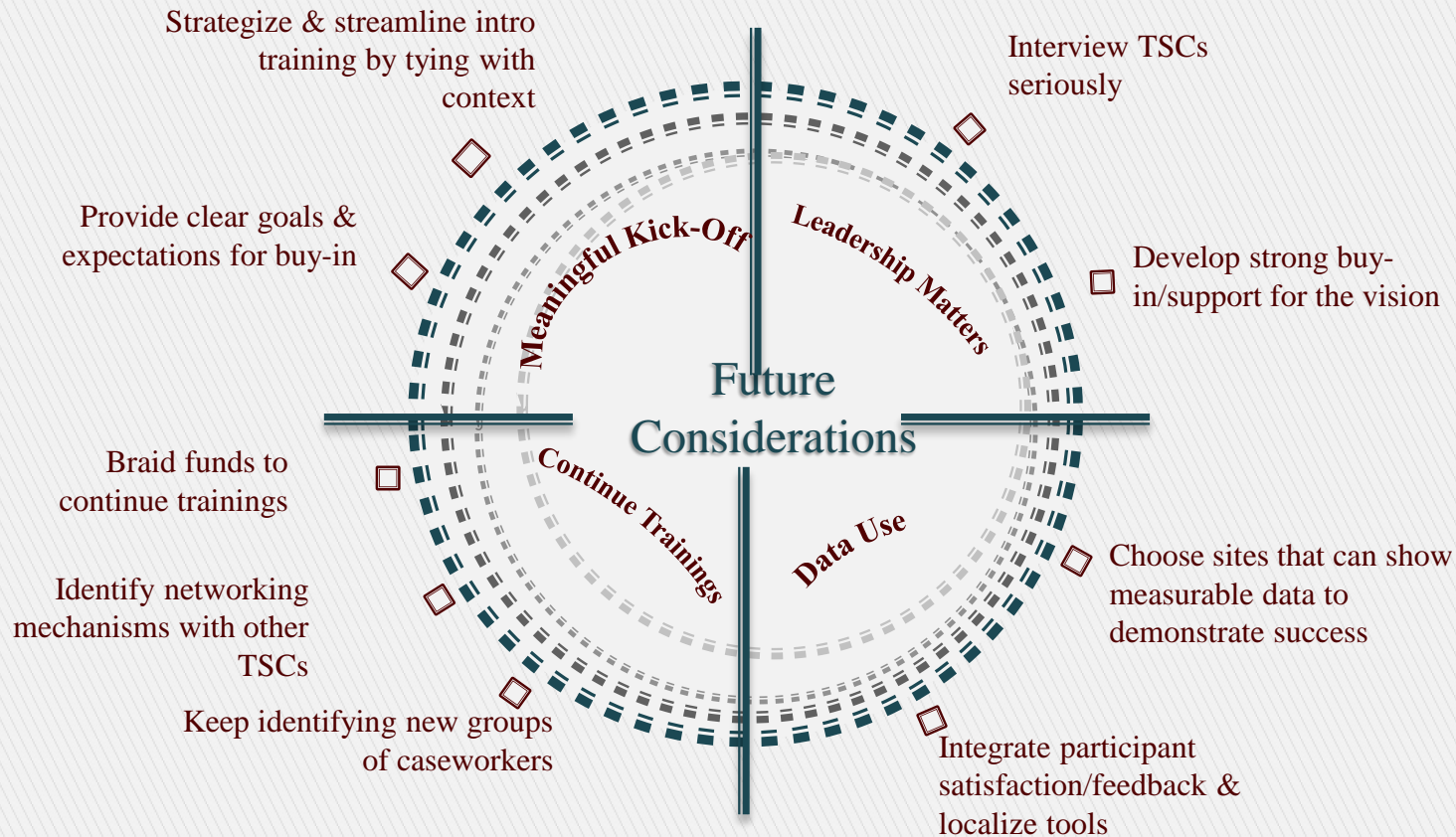
- ✓ FY 2011 witnessed a 16.1% increase in passenger miles relative to FY 2010



Note:

1. *Multivariate techniques removed the impact of long-term trends and seasonal effects*
2. *Survey data indicated that 92% training attendees found it difficult to identify transportation assistance for their clients prior to training*

Factors Contributing to Pilot Effectiveness & Recommendations



Discussion Considerations



How to Replicate Locally?

- ✓ Demonstrate Unmet Needs
- ✓ Assess Climate, Buy-In, Resources & Identify Leadership
- ✓ Identify a Funding Source and/or Mobilize Existing Resources
- ✓ Find Partners for Proposal Applications
- ✓ If Funded, Plan Sustainability from the Beginning
 - ✓ Consider Cost-Effectiveness

THANK YOU!

Contact Information:

Nandita Chaudhuri Ph.D.

Research Scientist, Public Policy Research Institute, Texas
A&M

979.845. 6759

nchaudhuri@ppri.tamu.edu

Miner P Marchbanks III Ph.D.

Associate Research Scientist, Public Policy Research Institute,
Texas A&M

979.458.3250

trey@ppri.tamu.edu

