



# Mobility Management

Allowed costs in the Section 5310 program





The purpose of the federal Enhanced Mobility of Seniors and Individuals with Disabilities Program is:

*“To improve mobility for seniors and individuals with disabilities throughout the country by removing barriers to transportation services and expanding the transportation mobility options available.”*





- Private non-profits that serve seniors and individuals with disabilities
- Local government agencies that serve seniors and individuals with disabilities
- Rural and small urban transit districts
- Private shared-ride taxi companies





- Projects funded through this program must be in concurrence with the Coordinated Public Transit-Human Services Plan for the region
- Projects must be designed to address a gap or objective identified and prioritized in the plan

Mobility Management activities increase transportation access to health care, employment, education, and other life-sustaining activities through coordination and focus on individual needs.

- Eligible activities must have a direct relationship to transportation access.
- Not for general operating expenses
- Not just a dispatcher





## Four general categories of activity eligible for Section 5310 funding

1. Enabling mobility access
2. Coordination
3. Technology
4. Public education





- Facilitation of access to transportation services
  - Trip planning activities for customers
  - Ride referrals
  - Centralized information on specialized transportation services in the community
- Travel training





- Working with other agencies that serve the same population
- Sharing services provided to an agency's own clientele with other seniors and/or individuals with disabilities and coordinate usage of vehicles with other nonprofits
- Expanding the availability of service among existing public transportation providers and other transportation service providers
- Support for short-term management activities to plan and implement coordinated services
- Improving transportation service efficiency and effectiveness







- One-stop transportation traveler call centers (one call one click)
- Coordinated vehicle scheduling dispatching and monitoring technologies
- Intelligent transportation technologies
- Geographic information systems (GIS) mapping
- Global positioning system (GPS) technology
- Technologies to track costs and billing in a coordinated system
- Single smart customer payment systems

**Trip Planner**

Origin

Destination

I am a Senior 65+

I am a Veteran

I have a Disability

I have Medicaid



- Public education materials about transit services and the benefits of mobility management for the population receiving 5310 service

There's a fine line between public education and marketing



## Staff

- Mobility manager salary, fringe, payroll taxes, health insurance
- For the percentage of time spent on mobility management activities
- May be more than one person
- Mobility manager supervisor for the percentage of time spent working with mobility manager

## Activities

- Talking to consumers
- Scheduling rides
- Conducting travel training
- Attending coordination meetings; includes mileage
- Outreach events; includes mileage



## Communications

- Mobility manager phone/cell for percentage of service used
- Computer for mobility manager to use software
- Mobility management software
- Internet connection for percentage of service used
- Public education materials for rider and mobility management services
- Postage for public education materials