



Project Summary

Texas Department of Transportation

0-6633: Determine Performance Measures for Public Transit Mobility Management

Background

Mobility management is an innovative approach for managing and delivering coordinated public transportation services that embraces the full family of public transit options. At a national level, there are currently no industry-recognized performance indicators to measure performance of mobility management programs.

Toward the objective to define performance measures, this research looks at the state of mobility management practice throughout Texas, as well as national best practices in mobility management. The research also provides an overview of the varying roles of state departments of transportation in public transit mobility management efforts. To help agencies implement programs, the research presents examples of applied mobility management and a menu of performance measures they can use depending on the type and level of program implemented.

What the Researchers Did

The research team investigated 28 mobility management programs nationally and profiled 20 case studies. In addition, the team examined the roles of state departments of transportation in varying levels of support of mobility management. The team outlined best practices in mobility management and current performance measures in use by mobility management programs and state departments of transportation.

The research team developed a survey instrument for examining the current mobility management efforts under way in Texas, seeking to define the programs and document experiences. Researchers identified all of the mobility management activities under way in the state by contacting all possible entities who could be engaged in the execution of such actions.

The research team developed the following series of overarching goals for mobility management based on the U.S. Department of Transportation's transit themes of policy, safety, accessibility, sustainability, equity, coordination, and livability:

- Focus on the individual.
- Improve coordination.
- Promote accessibility and livability.
- Offer greater diversity of products and services.
- Foster education and awareness.
- Promote financial sustainability.
- Ensure safety and security.

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Based on the above goals, the research team designed objectives and performance measures to better capture the outcomes of mobility management program implementation. Researchers developed a menu of meaningful measures that will aid in reflecting individual program strengths and weaknesses.

What They Found

Mobility management is an innovative approach for managing and delivering coordinated transportation. In some cases, the needs of the individual may warrant diversification of transportation services currently available in a given area. Overall, mobility management emphasizes the movement of individuals through a wide range of transportation options and service providers in order to achieve a more cost-effective and efficient transportation system.

The research team found that agencies that have implemented mobility management activities use different methodologies for evaluating the programs. These range from the more traditional transit evaluations such as regular performance reviews and trip tracking, to the more qualitative methodologies such as surveys and client feedback. The majority of the evaluation methodologies are the same as those used to evaluate public transit services. While there are many good mobility management efforts taking place across the state, agencies need a better method to track the success of mobility management since it is a broader concept than operating traditional transit services.

What This Means

The research creates a framework for mobility management and provides an overview of the many definitions of the term. The report documents federal and state regulations in support of mobility management and describes programs in place in Texas as well as national case studies and best practices. Additionally, the research provides a menu of recommended performance measures that can be applied as appropriate to various mobility management programs and offers suggestions for applied mobility management. The menu of performance measures presented in the research is intended to provide transit providers with a sense of direction when navigating the variety of activities that may be reflected in a mobility management program.

The results of the research and the presentation of the menu of performance measures are not intended to mandate use of the measures but offer guidance for agencies currently providing or planning to implement mobility management programs. So as not to stifle innovation, mobility managers have the option of selecting performance measures applicable to program typologies as well as specific mobility management actions that have been implemented. The menu is not all encompassing and is intended to expand as programs change and grow.

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