



Coordinated Mobility

November 2011



Project Coordination

- Beginning in fiscal year 2007, the State must certify that each project selected (5310, 5316, 5317) was derived from a locally developed coordinated public transit-human services transportation plan.
- Though not required under the Section 5311 program, it may be beneficial to include the rural providers within the locally developed plan.



LEADERSHIP

- Discourages or does not recognize value of mobility management, unwilling or unable to educate elected officials.
- Champions mobility management, able to convince elected officials, willing to take risks, share power & recognition.



MANAGEMENT

- Outmoded job descriptions, lack of training, unwilling to try new approaches.
- Understanding of service alternatives, roles & motivations of other organizations, funding possibilities.



POLITICAL ENVIRONMENT

- Elected officials create pressure to keep unproductive services, inhibit creative services, promote local or non-transit interests over regional mobility.
- Wide base of enlightened public support among elected officials, civic & business leaders.



ORGANIZATIONAL CULTURE

- Hierarchical, top-down, strictly segmented by mode.
- Open to change, market driven, cohesive internal vision & mission. Creativity and initiative encouraged & rewarded. No bias toward a single mode.



INSTITUTIONAL ENVIRONMENT

- Agencies competing for funding, riders, & prestige; managers competing for control, personal recognition.
- Strong ties with MPO, state DOT, cities, & county. Cooperative relations among local agencies, across jurisdictional lines.



COST

- Mobility management seen as drain on already tight budget, detracting from core mission.
- Mobility management used as a way to leverage funds, increase efficiency, expand constituency for transit.



A New Paradigm

Six dimensions of fundamental change

- Mission Shift
- Focus on the customer service
- Collaboration
- Integration
- Information technology
- Organizational structure change

Arizona Mobility / Coordination Model

