



Resilient Partnerships

The Building Blocks of Strong Communities

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Community Transportation Assoc. of America

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OUR MISSION

The Community Transportation Association of America (CTAA) and its members believe that mobility is a basic human right. From work and education to life-sustaining health care and human services programs to shopping and visiting with family and mobility directly impacts quality of life.

CTAA members are in the business of moving people – efficiently and effectively. CTAA staff, board and state/tribal delegates are dedicated to ensuring that all Americans, regardless of age, ability, geography or income, have access to safe, affordable and reliable transportation. Our priority is our members and the communities and passengers they serve.



Promoting Customer-Centered Mobility Strategies

that advance good health, economic vitality, self-sufficiency, and community



Operated through a partnership of :





The Transamerica Pyramid

The tallest skyscraper
of San Francisco,
unaffected by a 7.1
magnitude earthquake
in 1989

Built to Withstand Crises:

Key Features

- **Base** that absorbs most of the vibration from the earthquake, thus isolating the building from the worst effects
- **Building materials** that can accommodate large deformations and tension that allow buildings to bend without breaking
- **Strong infrastructure** – columns, floors, trusses, and how they are all tied together
- **Counterbalance** – when the building sways in one direction, there are counterforces built in that move it back to center

**How do we build these four
features into our partnerships so
they are “earthquake resistant”?**

Some of the Challenges We Are Facing

- How to support a growing population of older adults?
- How to respond to crises we just didn't see coming around the corner, such as the opioid crisis?
- What to do about crises we can see coming from miles away, such as climate change and the growing income gaps that are trapping some families in poverty for generations?

Responding to any of these needs requires social support, and often case management; it requires the participation of community partners, such as private providers such as health care, as well as faith-based and neighborhood-based organizations, and family/caregiver support services.

The efficacy of these essential services is limited without transportation.



What is Mobility Management?



In short: Mobility management means helping communities and individuals create and manage their mobility options.

A bit longer explanation: Mobility management is an approach to designing and delivering transportation services that starts and ends with the customer. It begins with a community vision in which the entire transportation network—public transit, private operators, cycling and walking, volunteer drivers, and others—works together with customers, planners, and stakeholders to deliver the transportation options that best meet the community's needs.

**How do we build these four
features into our partnerships so
they are “earthquake resistant”?**

**1. A base that can absorb
negative forces**

Building a Base

- Leaders: Build communications channels across sectors and bolster their staff's efforts as they respond to challenges
- Front-line staff and case managers: Communications also! Working toward same goal: improving the quality of life for all individuals in our community
- Involving mobility manager, the “transportation guru” of the community

2. "Building" materials that can accommodate tension and allow partnerships to bend without breaking

Building Materials

- The individuals and relationships within those partnerships
- The knowledge and know-how
- Resources across the community

“Bring, Buy, Build” Activity: Partner self-identification of strengths, resources, and areas for contribution or potential leadership

BRING

Please list *one* resource you or your agency has in house that you could apply to solving transportation issues in your community:

Please circle *which* category your resource falls under, and then briefly describe it.

funding/grant seeking	vehicles	data/data analysis
outreach expertise	volunteers	facilitation/leadership
IT expertise	transp. services	visualization skills
political connections	strategic planning	software/hardware

other: _____

Description: _____

BUY

Please list *one* resource you or your agency could purchase or attain through a partner that you could apply to solving transportation issues in your community:

Please circle *which* category your resource falls under, and then briefly describe it.

funding/grant seeking	vehicles	data/data analysis
outreach expertise	volunteers	facilitation/leadership
IT expertise	transp. services	visualization skills
political connections	strategic planning	technology

other: _____

Description: _____

BUILD

Please list *one* resource that does not yet exist but that would be desirable to have to apply to solving transportation issues in your community. This could be an object, a product, an alliance, or a service.

Please circle *which* category your resource falls under, and then briefly describe it.

funding/grant seeking	vehicles	data/data analysis
outreach expertise	volunteers	facilitation/leadership
IT expertise	transp. services	visualization skills
political connections	strategic planning	technology

other: _____

Description: _____

Organization/Agency: _____



Social Capital

the connections and relationships and interpersonal skills

- Know your organization's goals
- Understand your partners' goals
- Understanding of and empathy for the people you serve
- Commitment to the greater good



Free on-line course from NCMM

nc4mm.org/e-learning

Reaching Consensus Among Coordination Partners

View Course Info

🕒 103 Minutes

Modules: 10

**“Persistence and resilience only
come from having been given the
chance to work through difficult
problems.”**

Gever Tulley

American writer, speaker, educator, entrepreneur

3. Strong infrastructure

Financial, societal, and political support

How to build that support? Show impact!



Advocacy

The Role for Advocacy in Mobility Management

[View Course Info](#)

🕒 11 Minutes

Modules: 1

nc4mm.org/e-learning

4. Counterbalance

Creating a Counterbalance

- Support of leaders
- Fall back on those metrics – the facts
- Keep a steady eye on the prize
- A unified voice, with backing of the community – so important to be able to tell your story

**“Never doubt that a small group
of thoughtful people could
change the world. Indeed, it's the
only thing that ever has.” –
Margaret Mead.”**

Margaret Mead

American cultural anthropologist