

# Nebraska Mobility Management

## Mobility Manager (Southeast Region)

NEBRASKA

Good Life. Great Journey.

DEPARTMENT OF TRANSPORTATION

OCTOBER 2017

### Contact Information

#### Mobility Manager

Smita Sharma  
11422 Miracle Hills Drive  
Suite 315  
Omaha, NE 68154  
SSharma@SRFConsulting.com  
402-350-0671

#### NDOT Project Manager

Kari Ruse  
Transit Liaison Manager  
1500 Highway 2  
Lincoln, NE 68508  
Kari.Ruse@Nebraska.gov  
402-479-4694

#### SRF Project Manager

Bill Troe  
Principal  
11422 Miracle Hills Drive  
Suite 315  
Omaha, NE 68154  
BTroe@SRFConsulting.com  
402-513-2158

#### Definition of Mobility Management

A strategic approach to service coordination among transportation providers to create a full range of transit services

## Introduction

The NDOT, along with a broad range of partnering agencies, initiated the Statewide Mobility Management Project in December 2015, with the goal of improving travel options for residents and visitors of the state. To better address the diversity of the state, six regions have been organized along county boundaries. - Northwest or Panhandle, Southwest, North Central, South Central, Northeast and Southeast. A Regional Coordinating Committee (RCC) was established for each region to help understand transit needs and overlaps.

Coordination and travel improvement strategies were identified within each region by means of several meetings and discussions with the RCC, public transit agency officials, staff from the NDOT and the consultant team (a narrative summary of each can be found by visiting <http://nebraskatransit.com/mobility-1.php>). Introduction of a series of Regional Mobility Manager was one of the strategies identified as part of the project.

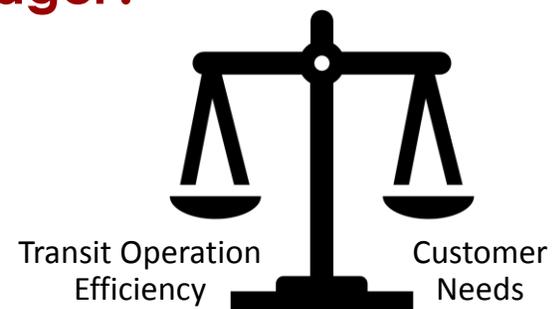
## Mobility Manager

The NDOT and consultant team is pleased to announce the implementation of the Mobility Manager of the southeast (SE) region of the state. Smita Sharma from SRF Consulting Group, Inc. will be holding the position of SE Region Mobility Manager for a period of six-months to introduce the concept of mobility manager in the state. This six-month pilot period will help the NDOT and the consultant team to draw meaningful insights into the workings of the position at a regional level.

## Who is a Mobility Manager?

A mobility manager is a transit coordination advocate who assists both providers and customers navigate efficiently.

Smita will work with public transit providers, NDOT staff, private transit providers, human service agencies, transit customers, and other stakeholders on a regular basis.



To keep up to date on the activities associated with the Mobility Management Project, visit the Nebraska public transportation website ([www.nebraskatransit.com](http://www.nebraskatransit.com)) to get current information on the work progress.

# What Would a Mobility Manager Do?

The Mobility Manager works as a liaison between transit providers, NDOT and transit customers to efficiently enhance mobility in the region. The SE Region Mobility Manager will implement transportation coordination strategies (identified in the Mobility Management Project) in the Southeast region. As part of the implementation process the Mobility Manager is likely to

- Bring diverse group of transit providers to the table (public, private, non-profit, for-profit, etc.) for effectively using transportation resources.
- Continue to identify and implement strategies to address gaps/overlap in transit service.
- Improve travel options by expanding partnerships.
- Communicate travel options to inform customer's decision making.
- Provide trip planning assistance and travel training to existing and new users.
- Frequently contact stakeholders (and build one-on-one relationships) to determine stakeholder expectations and interests.
- Be a listener to initiate new partnerships and buy-in from stakeholders.
- Promote public transportation services and transit branding in the region.

Create  
Partnerships

Enhance  
Rider's Transit  
Experience

Implement  
Transportation  
Coordination  
Strategies

## Mobility Manager's Services for Transit Providers



Activities Smita will lead and ways to communicate include:

- Information phonenumber (402-350-0671) to assist the transit agencies with marketing and outreach.
- Monthly information update via Mobility Manager's newsletter and webpage ([www.nebraskatransit.com/mobility-2.php](http://www.nebraskatransit.com/mobility-2.php)) to inform the transit agencies about ongoing coordination activities and mobility management updates.
- Small group meeting with providers and stakeholders to address a specific concern.
- Trip planning assistance and travel training to existing and new users.
- Presentations to potential and existing rider groups (contact Smita if you are interested).
- Coordination with NDOT staff.
- Smita's assistance to seek new or expand existing funding opportunities.