



Coordination Activities Update

From the Southeast Region Mobility Manager

NEBRASKA

Good Life. Great Journey.

DEPARTMENT OF TRANSPORTATION

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Definition of Mobility Management

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

Welcome

Happy New Year!

By the end of 2017, NDOT's Statewide Mobility Management project saw implementation of several coordination pilots and services. Key to the overall state coordination effort are activation of the Regional Coordination Committee (RCC) and Mobility Manager in the Southeast (SE) region. The first RCC meeting was held on November 16th 2017. The meeting refreshed the concept, purpose and working of the RCC and input by members aided greatly in organizing future meetings. Based on the feedback, the second RCC meeting held in December followed the suggested meeting outline including the first mobility manager update.

Based on the RCC composition (Who should be in RCC?) discussion held during the first RCC meeting, several new stakeholders were invited to the RCC including:

- Intercity Carriers: Burlington Trailways and Arrow Stagelines
- Veterans Service Officers of Counties in Southeast Nebraska
- United Way Chapters in the region

Coordination Strategies

As the SE Region Mobility Manager, I am working to implement transportation coordination strategies (identified in the Mobility Management Project) in the Southeast region. The main coordination strategies are briefly described below:

Regional Trips Shared (Online) Calendar

Most of the transit providers expressed the desire to share information about their regional trips with other providers for potentially picking up additional riders outside the provider's service area. An online shared calendar for regional trips in the southeast region is being developed as a quick and easy method to share the information. Agencies are encouraged to work with the mobility manager to keep information up-to-date on the shared calendar.

The idea of this shared calendar stemmed from the coordination discussions held with two groups of transit providers in the southeast region:

- Fillmore, Lancaster (rural), Saline, Saunders, Seward and York County transit providers for coordination of their trips to Lincoln.
- Blue Rivers Area Agency on Aging (BRAAA), Johnson County Transit and Southeast Nebraska Community Action (SENCA) for coordination of their trips to Lincoln, Omaha, Beatrice and Nebraska City.



Lincoln – Omaha Commuter Shuttle

University of Nebraska's Engineering School runs a shuttle service between Omaha and Lincoln 6 times a day on weekdays (during school session). As part of the mobility management project, the concept of expanding this service to general public is pursued by adding off-session trips and a park & ride stop in Lincoln. State funding options are currently being explored to fund the expansion.



Ride Reservation Using Mobile App & Text Messaging

Currently, all providers take reservations using phone calls. Most transit agencies want to diversify their ride reservation options to attract riders from all age groups. Currently, University of Nebraska's team of programmers are helping in the development of a ride reservation mobile device application. This application will provide mobile device and agency website reservation access. While the mobile device application is under development, a time and cost-effective alternative of using cell phone text messages to reserve rides is being implemented. The text messaging option will include riders sending and receiving information using texting service on their cell phones and dispatcher communicating via email to respond to the text messages. This concept will be tested on a small group of potential riders in Seward County to assess the feasibility of the concept.



Coordination Between Transit Agencies and Educational Institutions

The concept of agreements between transit agencies and higher education institutions for providing no or reduced fare transit trips is not new especially in urban areas with fixed route transit services. As part of the mobility management project, this concept is explored for demand-responsive rural transit systems and colleges/universities. Agreements between institutions and transit agencies for providing reduced or no fare rides to students may help with sharing the local match funding needs. If you have an idea and need help in coordinating with a college/university, please contact me using information on page 1.



Marketing Flyers and Posters

As part of the project, marketing flyers and posters were created for several agencies focusing on new or existing scheduled trips. If you are looking for marketing help, please contact me (information on page 1) for marketing flyer/poster templates.

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