Mobility Management: How to Measure the Performance of Mobility Management Programs?

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The Mechanism for Mobility Management

Goals and Objectives

Mobility Management

Performance Measures for the expected outcomes

Introduction

The Nebraska Department of Transportation is working with the University of Nebraska at Omaha (UNO) and a private consultant (SRF) to develop and implement a mobility management plan for rural Nebraska. As an initial step in this process, UNO reviewed the goals and expected performance measures for mobility management that have been developed by other states and communities. This poster highlights some of the most common goals along with their performance measures.

Mobility Management Definition

Mobility management consists of short-range planning and management activities and projects for improving coordination among public transportation and other transportation service providers.

Goal (Focus on Individuals)

Measurement Indicators

Outcomes

• Focusing on customer-driven transportation services
  • Passenger counts on specific days
  • Expanded span of public transportation services
  • Increased service days per week
  • Increased frequency of service fixed or flexible routes

• More Service Options
  • Fewer passenger trip refusals
  • Decrease in wait time
  • Greater access to jobs
  • Greater opportunities for social and recreational trips

• Providing services to meet individuals’ need for public transportation
  • Passenger counts in newly expanded areas of service and overall increase in passenger boarding
  • The number of expanded service areas

• Expanded service area
  • Better responsiveness to all customers
  • Increase in transit ridership

• Improving the quality of customer service
  • Passenger counts to monitor ridership on particular services
  • Information in other language for individuals with limited English proficiency
  • The numbers of early or late for fixed route trips
  • Number of calls to call center

• On-time transit service
  • Better availability of information service
  • Improved customer services
  • Increase in transit ridership

• A single point of access to receive affordable and accessible regional transportation
  • Number of transportation options available
  • The number of expanded service area
  • The number of additional options for scheduling demand response trip
  • Passenger counts in newly expanded areas of service

• More Service Options
  • On-time performance
  • Increase in transit ridership

• Better quality of customer service
  • Number of calls to call center
  • Number of employees and volunteers
  • Better responsiveness to all customers
  • Better availability of information to customers

A Case Study: Paducah Area Transit System (PATS), Kentucky

Mission

The definition of Mobility Management in PATS

To enhance the social, economic, and environmental well-being of the greater Paducah community

Goal

Measurement Indicators

Outcomes

Challenges for Nebraska in Developing a Mobility Management Plan

1. How does Nebraska, with its unique characteristics, apply lessons learned from other states?
2. What standards should Nebraska use to decide the goals of mobility managements?
3. Are national performance indicators appropriate for Nebraska?
4. How can local transit providers participate in the development, collection, and analysis of the performance indicators?

References


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Institution

Examples of Mobility Management

Department of Transportation

A strategy to manage and deliver coordinated public transportation for older people, individuals with disabilities and lower incomes

National Resource Center for Human Transportation Coordination

A process of managing a coordinated community-wide transportation service network

European Platform of Mobility Management

A concept to promote sustainable transport and manage the demand for car use