



Mobility Management

... more than just words

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Mobility Management demands that practitioners engage in problem-solving with

- ... Empathy
- ... Inclusiveness
- ... Creativity
- ... Resourcefulness
- ... Broad-mindedness



Recent Projects
Encompassing
Key Values of
Mobility
Management

- Transit Planning
for All
- Rides to Wellness
Healthcare Access
Mobility Design
Challenge



Transit Planning for All

Sponsored by the Administration for Community Living



4 years, 25 teams



- Research and demonstration program to improve coordinated transportation systems
- To ensure that persons with disabilities and older adults can participate in the design of transportation solutions

Program Purpose



Strategies Proven Successful

- A commitment to the project beyond “pro forma” requirement
- Engage in active listening with respect
- Make meetings and communication accessible and appropriate for the populations involved
- Identify what didn’t work before and work through those barriers
- Including multiple stakeholder organizations to share resources and build and maintain momentum



Momentum needs to be built over time

Lessons Learned



Don't assume that new partners completely understand inclusive processes

Lessons Learned



Avoid preconceived notions of what solution is "best" for older adults and/or persons with disabilities.

Lessons Learned



Transitplanning4all.org



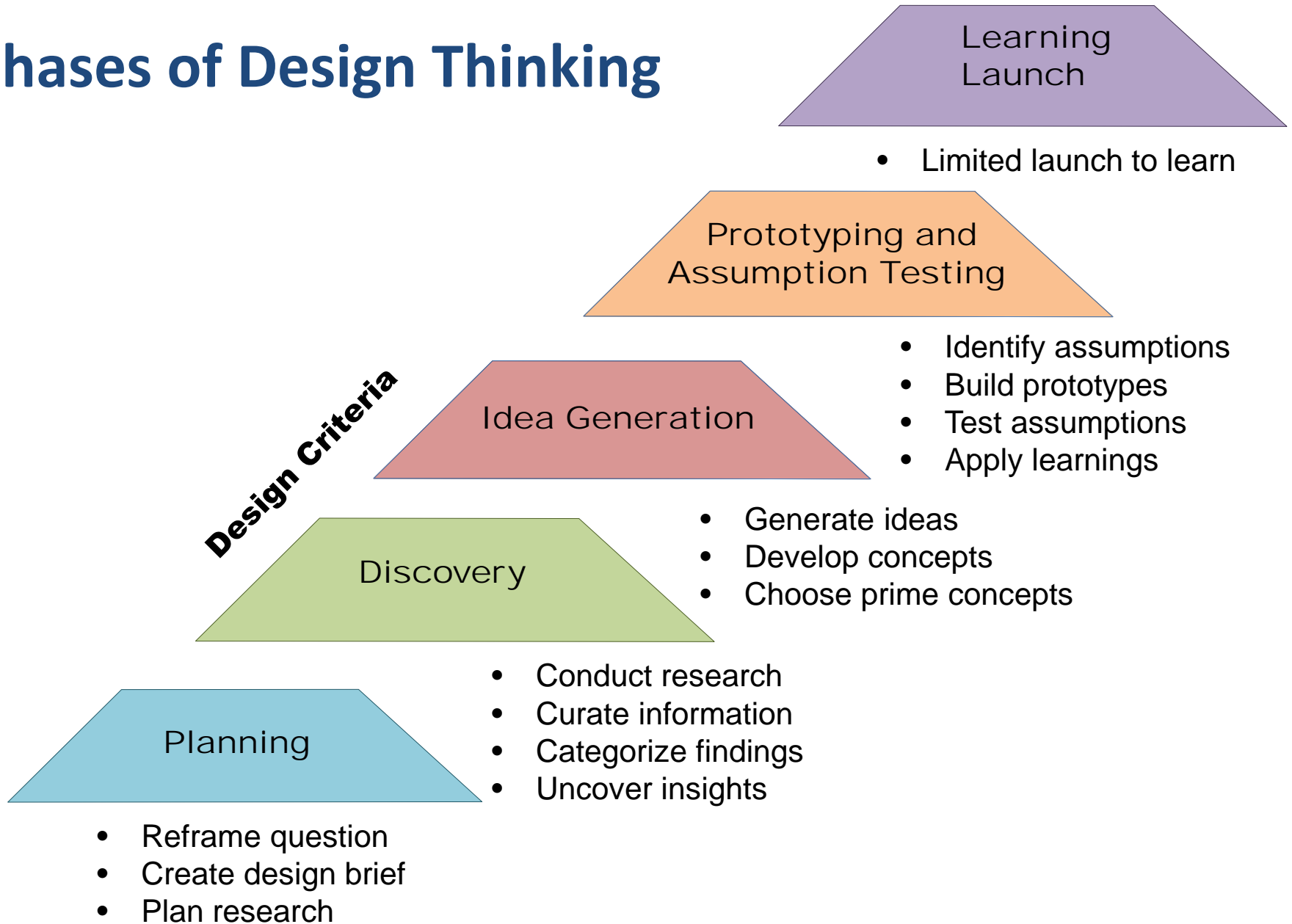
Rides to Wellness: Healthcare Access Mobility Design Challenge

- **Planning grants** implemented through the National Center for Mobility Management
- Funded by FTA
- 16 teams, 2015-2016





Phases of Design Thinking





Some of the Teams' Solutions

- Simultaneous scheduling of transportation and medical appointments with hospital discharge staff, transportation call center, and patient
- Technology solutions to coordinate medical appointments with existing transportation schedules
- Patient transportation navigators embedded in clinics
- Mapping data at the intersection of transportation services, patient catchment areas, and clinics to understand access issues
- Creating a membership-based foundation for health care providers to assist their patients in making appointments



South King County, WA

“Care Mobility Rewards Program”

Francois Larrivee, Director of Transportation,
Hopelink, 425.943.6770, francois.larrivee@hope-link.org

Our challenge...Design an innovative solution to improve access to post-hospitalization medical care to help low-income, older adult patients in South King County avoid rehospitalization.



South King County, WA

“Care Mobility Rewards Program”

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Our Solution: An incentivized healthcare transportation program that improves healthcare access for low-income, older adult discharged Medicare patients in South King County while helping hospitals reduce 30-day hospital readmissions.



Effective solutions are designed through iteration—we won't always get it right the first time

Lessons Learned



We need to move away from the mindset that we as planners always know what is best for our customers—we must involve customers in designing and vetting our solutions

Lessons Learned



The most successful solutions hit the "sweet spot": the cross-section of customer desirability, operational feasibility, and financial viability

Lessons Learned



More information on Health Care Access Design Challenge projects

[www.nationalcenterformobilitymanagement.org/c
hallenge](http://www.nationalcenterformobilitymanagement.org/challenge)

www.nc4mm.org/challenge

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♦ ♦ ♦ more than just words

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