



Integrated Mobility: Connecting Communities through Planning, Policy, Partnering and Technology

Many are familiar with the term **Mobility Management**, which historically has been associated with the concept of coordinating human service and public transportation, as initially promoted through the United We Ride program. Integrated mobility takes the key goal of customer focused service and broadens its scope and then adds the ever evolving benefits of technology advancements referred to as **Shared Use Mobility, Ridesourcing and Microtransit** which can be coordinated with or integrated into public transportation. Technology by itself is not the solution since technology will always be evolving into “the next new thing”. Rather connecting with those that understand the planning, policy and partnering potentials along with technology, can lead to the best results for communities and their agencies.

Marlene Connor Associates, working in concert with our technology partners at **EPV Group**, is perfectly positioned to develop options and solutions for those communities and agencies. Marlene is Chair of the **American Public Transportation Association’s Mobility Management Committee** and is leading the working group within the association to combine inputs from other committees. She also has developed lines of communication with other organizations and is participating in TRB and TCRP activities to consider regulatory and policy issues that will assist in framing those options and solutions.

MCA is not a technology company, but we have developed an outstanding relationship with EPV Group (EPV), a systems engineering firm, that uses its experience in **software engineering and hardware technologies** to recommend internal and external integration points. Coordinated integration of data from other organizations systems will improve the flow of information throughout the agency. Using best practices of FTA’s System Engineering, EPV has supported agencies throughout the life cycle of projects and has provided technical support ensuring success and demonstrated that **carefully planned use of technology can enhance transit operations, improve efficiency and reduce cost.**

With respect to understanding the potential for partnerships, Marlene has been an integral part of developing the **“Complete Trip” concept**, which similar to Complete Streets, recognizes that all trips include multiple modes or mode choices. **Integrated Mobility** works to incorporate those choices **into tools that can be communicated to the community**. In so doing, it **brings more partners to the table**, such as Public Works staff developing bike and ped accessible paths, Health Care agencies concerned with improving public health access, etc.

This is a new and exciting time for collaboratively working to integrate mobility into communities, using a number of evolving concepts such as the FTA Rides to Wellness program. To learn how you can be part of the **Integrated Mobility/Complete Trip movement**, connect with Marlene Connor at MBConnor@mcacp.com, or 413-539-9005.