

Let Us Help Your Agency Plan for a Changing Mobility World



Marlene Connor Associates and Shared Mobility Strategies have launched a strategic alliance to offer the public transportation providers a consolidated approach to transit and shared mobility consulting needs. Our decades of experience, relationships, and insider understanding of the many facets in these discussions will ensure that you are asking the right questions, about the right issues, to the right people.

What We Offer

Strategic Advisor Services

Are you trying to figure out what shared mobility will mean to your agency? Do you need help getting out front of a rapidly changing mobility world? Are you looking for targeted industry news and policy updates?

We have you covered with:

- Strategic planning for integrating shared mobility in your system
- Innovative policy development
- Educational resources for internal and external communications

Shared Mobility Integration Plans

We conduct on-the-ground assessments of your needs and opportunities then work with you to devise a comprehensive action plan for integrating shared mobility services into your operations and plans.

Our Shared Mobility Integration Plans offer:

- Clear and measurable goals
- Public outreach and stakeholder engagement strategy
- Shared mobility industry overview
- Pilots and partnership recommendations
- Policy action items to develop a system approach
- Economic benefit analysis
- Potential funding sources and strategies

Comprehensive Consulting Services

We offer a full suite of wrap around services that will take the data from the pilot, analyze it, and identify areas of success as well as potential improvements in the future. We make sure that your partnerships with shared mobility services deliver lasting, long-term benefits, not marketing gimmicks.

Services include:

- Pilot project data collection, analysis, and policy recommendations
- Community and public outreach and stakeholder engagement strategy
- Performance metric tracking and reporting
- Economic benefit analysis
- Grant proposal development, coordination, and assessment

Partnerships, Pilots, and Data Sharing

Are you looking to partner with Uber, Lyft, and other new mobility services but don't know where to start? We help guide you through the process and offer the wrap around services necessary to create more than just a one time pilot program. Utilizing our joint transit & shared mobility expertise we help you develop a customized strategic approach to shared mobility providers to ensure that you make the best data sharing case to the right people in the industry.

Contact us today to hear about our services!

Pete Gould

Pete@SharedMobilityStrategies.com

Marlene Connor

MBConnor@mcacorp.com