



# NC Capital Area Metropolitan Planning Organization

## Staff Report

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**Agenda Date: 2/15/2023**  
**To: Executive B**

**Agenda Item:**

### **Mobility Management Program Implementation Study** Crystal Odum, MPO Staff

The updated 2018 Coordinated Public Transit - Human Services Transportation Plan for Wake County and the Raleigh urbanized area, Amendment #1 was approved by the Executive Board on February 19, 2020. The ultimate objective of a coordinated plan is to create a seamless transportation system, which maximizes mobility for individuals, eliminates barriers for travelers and achieves operational efficiency. This regional plan recommends five structural goals to address the identified transportation gaps and service needs for our region's elderly, disabled and low-income populations.

The Mobility Management Program Implementation Study, as programmed in CAMPO's FY 22 adopted Unified Planning Work Program, and the budgets of the funding partners Wake County, the Town of Cary, and the City of Raleigh, addresses Goal # 4 (5) of the coordinated plan - Create a regional mobility management structure developing a mobility management program. Per the adopted Funding Agreement between the partners sharing the cost of the study, CAMPO administered a contract issuing a Notice to Proceed to the consulting firm Nelson Nygaard Associates, Inc. on August 11, 2021. The firm is working to provide expert assistance in developing the mobility management program. The project study team is being supported by a Technical Steering Committee made up of regional agency stakeholders along with the Mobility Coordination Committee which was also borne out of the coordinated plan.

The study is broken into two phases. Phase I is information gathering, analysis, stakeholder engagements, focus group meetings, initial reports development and recommendations, while Phase II is the implementation of participating agencies into the newly developed mobility management program. This staff report provides an update for Phase I of the study. The attached Mobility Management Framework report (Attachment B) is the consultant team's recommendations for the framework of the CAMPO region's mobility management program and summarizes tasks completed during the project's first phase, including outreach activities. The report recommends steps for the region to implement a regional mobility management program including hiring a mobility manager beginning at the start of FY 2024. Regional agencies staffs are presenting the development of the program and its recommended framework to their perspective leaderships.

As part of Phase I of the study, staffs are also seeking agency endorsements for the recommendations outlined in the mobility management framework report and for the agencies to pledge to work collaboratively with the new regional mobility manager. The recommended endorsement language (Attachment C) also commits staff resources accordingly to ensure a strong regional program and pledges continued support to the Mobility Coordination Committee (MCC) in its ongoing mission to guide coordination activities and to implement the recommendations of the region's Coordinated Public Transit-Human Services Transportation plan (CPT-HSTP). Once it is determined which agencies have formally endorsed the program framework and will participate in the regional mobility management program, CAMPO staff will seek Executive Board endorsement of the program in March 2023.

**Requested Action:** Informational report