



# NC Capital Area Metropolitan Planning Organization

## Staff Report

One City Plaza  
421 Fayetteville Street  
Suite 203  
Raleigh, NC 27601

**Agenda Date: 2/3/2022**  
**To: Technical C**

**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, scheduled to be completed June 30, 2023, is broken into two phases. Phase I is information gathering, analysis, stakeholder engagements and initial reports development while Phase II is the implementation of participating agencies into the newly developed mobility management program. Specifically, Phase I of the study includes the review and analysis of existing and pending regional studies, plans and programs, drafting a public engagement strategy as well as a recommendation regarding potentially hiring a regional mobility manager. Phase I also includes preparing a high level "white paper" identifying benefits and challenges a mobility program may create for the existing regional transit services/transportation programs, a best practices and peer review and analysis, Board / stakeholder outreach and presentations and development of an Interlocal Agreement for agencies able to participate in Phase II. Phase II, which is the actual implementation of the mobility management program includes final development and analysis of operational details of participating agencies, implementing the outreach strategy and a final report.

There are five major goals of the study:

1. To provide expert, concise, comprehensive information and recommendations to help the partners determine whether to participate in a CAMPO area regional mobility management program;
2. To assist the partners in understanding the best practices, approach, and structure to implementing a mobility management program in this region including what the benefits, challenges and the impacts to existing services are;
3. Prepare an interagency local agreement that incentivizes partnerships and coordination to build a successful, scalable mobility management program to proceed in a Phase II implementation;

4. Assist the partners in establishing a viable Mobility Management Program that is suitable for the region and lays a strong foundation for future growth and improved coordination ensuring resources and funding needs, and technical advances that addresses the transportation network needs and is centered around mobility;
5. Develop an Implementation Strategy, Plan and Schedule including a stakeholder's outreach marketing strategy to develop the mobility management program around participating agencies including Board/Authority and public input.

Staff will be providing information and outreach to boards/stakeholders during the study to educate the stakeholders on mobility management programs, inform of findings and to seek input and comments on the work. In the fall of this year, staff will be asking this board and others for decisions on whether specific agencies should participate in the regional mobility management program.

A copy of the Coordinated Plan is Attachment B, the Interagency Funding Agreement is Attachment C while the Mobility Management contract is Attachment D. Attachment's E and F are stakeholder engagement information - a flyer describing the Mobility Management Implementation Study and a primer on Mobility Management, respectively.

**Requested Action:** Receive as information. Provide any initial thoughts and/or direction.