



NC Capital Area Metropolitan Planning Organization

Staff Report

1 Fenton Main St.
Suite 201
Cary NC 27511

Agenda Date: 6/21/2023
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 as amended 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, and the project study will end June 30, 2023.

The firm has completed work developing the regional Mobility Management Program and a framework for its implementation. The project study team was 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 was information gathering, analysis, stakeholder engagements, focus group meetings, initial reports development and recommendations, while Phase II is the integration and steps to implementation of participating agencies into the newly developed mobility management program. This staff report provides an overview of the completed study. The attached Mobility Management Final report (Attachment B) is the consultant team's recommendations for the framework and implementation of the CAMPO region's mobility management program. Complete with an Executive Summary, the report summarizes tasks completed during the project including the funding plan for the program, outreach activities, actual steps for the region to implement a regional mobility management program including hiring a mobility manager beginning at the start of FY 2024, and past reports and interviews as appendices. CAMPO is presenting the final report to the regional agencies to their perspective leaderships. The regional transit providers formally endorsed the program framework in Phase 1 and will participate in the regional mobility management program. A MOU is under development to establish roles and responsibilities for the transit providers to participate in the program and will be brought before the TCC/Executive Board at a later date.

Requested Action: Endorse the Mobility Management Implementation Study and its recommendations.