

Mobility Management

“Mobility management” is a transportation term, but it is more concerned with information and coordination than transporting people.

Mobility management strategies make it easier for residents to know all their travel options so they can plan their trips. Strategies can improve awareness and coordination among human service providers those residents are trying to reach, too. The end results are better access to services, reduced inefficiencies in health care delivery, and improved health outcomes.

The best approach is one that meets the specific needs of Okanogan County. It could include:

Communication

- Keep current information about local transportation options available for staff and clients and help clients understand which services can best meet their needs
- Develop and promote coordinated online and print resources to inform and educate about all mobility resources available within the region and connecting services, possibly including a one-click/one-call information and trip planning resource
- Conduct joint outreach and public education events with transportation providers and human services providers

Coordination

- Ensure WA 2-1-1 provider information for the Okanogan County region is current and complete
- Look for opportunities to formally share vehicles between non-profit providers or share rides between program providers to meet multiple community needs with the same vehicles, consistent with the terms of funding programs and “braiding” of revenues
- Convene human services providers and transportation providers on a regular basis to strengthen cross-sector relationships and foster new partnerships and innovative approaches tailored to the unique needs of the Okanogan region

Education

- Increase public awareness of available services through promotions, branding, outreach, or other measures that increase the visibility of existing services
- Develop and deploy travel training programs to help people learn how to use the available services confidently and make connections with other systems
- Hire multilingual staff to assist with trip planning and travel training for the public

Planning

- Evaluate feasibility of volunteer driver programs for particularly hard-to-serve groups
- Explore ways to “collect and connect” outlying residents to existing fixed route services
- Include a few transportation-related questions on the public surveys and provider polls conducted for Community Health Needs Assessments to better understand the barriers to access and develop more targeted strategies and services

