



Antelope Valley Mobility Project



Mobility Newsletter

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The AVTA Mobility Project wants your opinion! We have begun the public outreach phase of the project and are now coordinating local meetings and workshops.

Across the past few months, we have received valuable input from a broad representation of local social service organizations, faith-based groups, and transportation providers regarding available transportation services and resources in the Antelope Valley. With this input, we have created a database of useful information as well as identified initial mobility concerns.

com/mobility_plan.htm) for specific dates, locations, and times. Promotional flyers will be available in Spanish and English and can be requested by emailing mobilityplan@avta.com. We will also be conducting a number of focus group workshops targeted toward specific demographic, need-based, or stakeholder groups.

In addition to seeking the general public's input, AVTA will also be conducting surveys of existing AVTA transit customers. The surveys will be available in Spanish and English, as well as online.

These surveys will help us to improve the overall experience and efficiency of existing public transit services. We are also conducting an employer/employee survey to help us identify how we can improve local commutes and possibly even reduce commute times. AVTA will be working with local businesses and employees to identify how to make traveling to and from work as easy and cost-effective as possible.



AVTA is now looking to identify the mobility needs of Valley residents. In order to collect this information, a series of community meetings is being planned for late June through early July. These meetings will be open to all Valley residents and will feature real-time Spanish interpretation. Look to our project website (www.avta.com).

AVTA wants to collect as much input from Valley residents as possible. To achieve this goal, meetings will be scheduled at multiple locations throughout the entire Valley. We invite any interested organization or community group to contact us at mobilityplan@avta.com to request a local meeting or workshop.

Calendar

June

- AVTA Transit Advisory Committee Meeting
June 14, 2011, 10:00 a.m.
(AVTA Board Room)
- AVTA Board of Directors meeting
June 28, 2011, 10:00 a.m.
(AVTA Board Room)

July

- AVTA Transit Advisory Committee Meeting
July 11, 2011, 10:00 a.m.
(AVTA Board Room)
- AVTA Board of Directors meeting
July 26, 2011, 10:00 a.m.
(AVTA Board Room)

August

- AVTA Transit Advisory Committee Meeting
August 9, 2011, 10:00 a.m.
(AVTA Board Room)
- AVTA Board of Directors meeting
August 23, 2011, 10:00 a.m.
(AVTA Board Room)

Contact Information

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Visit us at
www.avta.com/mobility_plan.htm

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Best Practices in Mobility Management

Mobility management plans have the potential to improve the quality of life for the community as well as for customers or clients of each transportation provider. Yet what goes into a successful mobility management plan? What works and what doesn't? This article summarizes "best practices" from around the country to answer these two questions.

- Develop an inventory of available resources, including public, private, and non-profit transportation providers.
- Identify customer needs. Some may be as simple as having a vehicle available, while others may require more complex arrangements to address medical or mobility concerns.
- Encourage multiagency partnerships that can reduce costs through efficient and effective coordination. Potential partners might include social service agencies, senior programs, non-

- Coordinate financial and other resources. Look at in-kind contributions or use of existing facilities or equipment in addition to financial backing.

- Improve coordination through transportation brokerage systems, wherein seats on one organization's service can be "purchased" by another organization while still meeting all funding guidelines.

- Provide training to staff and volunteers. By offering group sessions, training can be more comprehensive and consistent among transportation providers.

- Promote the use of innovative technologies, services, and other methods to improve customer service and coordination.

- Develop and implement one-stop travel information and trip planning systems, such as one-call centers.



As you can see, the AVTA Mobility Management Plan is incorporating many of these strategies, giving it the foundation to be a successful planning and coordination effort. To date, the project team has created a database of existing transportation providers, has begun assessing customer needs, and is currently

emergency medical providers, and taxi companies. Not all potential partners will be transportation providers.

- Develop customer-driven and market-based strategies to meet individualized transit needs. Strategies should be tailored to the culture of the community as well as the needs themselves.

developing innovative strategies to better coordinate service and meet the transportation needs of the Antelope Valley. Our next steps will be to better quantify customer needs and reach out to additional stakeholders and project partners to ensure each organization that wants to participate has the opportunity to do so.

Public Participation and Limited-English Populations

By Jose Perez, Mobility Manager

Throughout my experience as an outreach and mobility coordinator, I have had the pleasure of visiting many communities where residents frequently speak more than one language. This is especially true in California. Whether in a city as large as Los Angeles or a town with a population of less than 1,000, each community offers a unique perspective with respect to public participation.

When reaching out to communities that have significant concentrations of residents with limited English proficiency (LEP), you must take this potential communications barrier into account. Usually this means determining what language(s) other than English are spoken in a particular community. Census 2010 data is very useful in determining key languages within a community. It's also a good idea to speak with local chambers of commerce. They are typically focused on helping local businesses attract customers from all walks of life, and many have good information about the communities they represent.

Once you know what languages are spoken (and hopefully also where they are most used), the planning of public outreach can begin. Translation of advertisements and creation of non-English informational pieces are beneficial strategies when asking for input from the community as a whole. For example, AVTA is working with community leaders like faith-based groups, social service providers, and transportation providers, to coordinate local meetings. Each of these community groups provides information about the populations they

serve so that we can tailor the message, language, and cultural sensitivity of the presentations to best reach each specific group. You will also need to determine if any incentives for participation can/will be offered. The incentive should be one that will be immediately appreciated by the participants.

Involving LEP residents can be challenging. You may face some distrust, especially if representing a local government. In the past, I have used forms of promotion that may seem a little untraditional. Some examples include "shoe-leather" marketing, meeting at faith-based locations, talking with schools, and going out to local cafés and businesses before regular work shifts. I also make sure I am appropriately dressed for each meeting – while business attire may be suitable for an executive-level meeting, it may actually hinder communication in a grassroots setting such as a market or workers' group. Your presentation has a big impact on making your participants feel welcome and comfortable about participating in the process. I plan on making sure the LEP populations within the Antelope Valley are given plenty of chances to share their ideas about mobility in their neighborhoods.

The Calendar section of this issue provides additional information about upcoming events in the Antelope Valley. AVTA is happy to work with you and your group to both promote and participate in the events. We want to hear the voice of the Antelope Valley, even if that voice happens to be in another language.

AVTA Mobility Plan: Benefits of Mobility Management

The AVTA Mobility Plan seeks to improve coordination between transit providers in the Antelope Valley. The Mobility Plan inventories transit providers in the Antelope Valley, identifies the transportation needs of the community, and suggests ways to improve to improve transportation services. The Plan is expected to result in substantial economic and quality of life benefits for residents of the Antelope Valley.

Mobility management offers several benefits to the community as well as individual transportation providers. The most desired outcome of a mobility management plan is two-fold: cost savings combined with improved service. In other words, it should cost less to provide better service.

By using existing transportation resources more effectively, mobility management can help lower the transportation provider's cost of providing services. Many communities and/or providers use these cost savings to provide more trips, which translates directly to more service for the end user. More efficient operations often leads to reductions in cost on a per trip, per mile, and per hour basis. Transit agencies in Denver, Detroit, and Portland,

for example, are now realizing savings of \$2 million or more annually by applying mobility management strategies tailored to the unique needs and resources of their communities.

In addition to cost savings, mobility management brings a number of quality-of-life benefits to communities. The AVTA Mobility Management Plan aims to improve mobility throughout the community by providing more cost-effective service to seniors and the disabled. In addition, the Plan should help reduce traffic in the Antelope Valley by helping to identify gaps in service and reorient and coordinate existing services to meet those needs. By making public transit more efficient, fewer trips will require operation of a personal vehicle. Lastly, mobility management projects such as this also improve the environment – taking cars off the road contributes to cleaner air by reducing air pollution.

If your organization is interested in participating in the project or staying updated with project development, follow the project online at www.avta.com/mobility_plan.htm or sign-up for our email list at mobilityplan@avta.com. If you have any comments or questions, please contact Mobility Manager Jose Perez.