MOBILITY MANAGEMENT SPECIAL CONFERENCE: PAST, PRESENT, FUTURE

The need for innovative transportation solutions to health care and job-related destinations has never been greater. CTAAs two-day conference (June 9-10) will explore creative responses implemented by mobility management practitioners to expanding options in these areas. Attendees will hear from leaders in the health care and job development fields, engage in discussions and small-group work to identify essential criteria of responsive health care and job access solutions, and through guided design activities, take steps toward charting new avenues for their community. Part of the conference will be devoted to strategies for conveying the value of mobility management activities to community leaders.

TENTATIVE AGENDA AND SPEAKERS (AS OF 4/10/2014)

Monday, June 9, 2014
8:30 a.m. - 4:30 p.m.

Coffee will be served beginning at 8:00 a.m. We will begin the program at 8:30.

- Welcome/Opening
- Journeys: Sharing the journeys from the perspectives of riders
- Open Forum
- National Health Care Trends and the Business Case for Expanded Health Care-Transportation Partnerships
- Break
- Panel: How Mobility Challenges Complicate Achievement of Healthy Lives and Healthy Communities
- Open Forum: Reflections on the morning program, and what today’s health care challenges mean for the field of mobility management
- Lunch on Our Own
- Job Access Today and Tomorrow
- Panel: How Job Access Mobility Challenges Complicate Achievement of Self-Sufficient Lives and Economically Healthy Communities
- Open Forum: Reflections on employment transportation challenges, and what today’s job and training challenges mean for the field of mobility management
- Break
- Small Group Conversations
  Potential Topics
  - Coordinating councils
  - NEMT brokerages and other delivery models
  - Chronic Health Care Mobility Challenges
  - Last Mile/First Mile Job Access Challenges
  - New possibilities to serve job access and training destinations
- Have Some Fun: What Would Great Health Care Solutions, Job Access Solutions Look Like?
- Closing the Day
- Networking Reception (4:30-5:30)

Tuesday, June 10, 2014
8:30 a.m. - 4:30 p.m.

Coffee will be served beginning at 8:00 a.m. We will begin the program at 8:30.

- Reconvene/Regroup
- Panel: Communicating the Value of Mobility Management in the MAP-21 World with Open Forum
- Panel: Creative Responses to Specific Job Access and Health Care Needs
- Break
- Reinventions (Mayo Clinic Innovation Lab invited)
Luncheon, with address by Administrator Therese McMillan, Federal Transit Administration

Harnessing Technology for Expanded Communication with Customers, Caregivers, and Health Care and Employment Providers

New Models to Meet Health Care and Job Access Realities: Rising to the Challenge

Wrap-up and Next Moves

Close

SPEAKERS (AS OF 4/10/2014)

This two-day conference will include presentations by the following leaders. Stay tuned as we update this list.

- Designers from Mayo Clinic Innovation Lab (Invited)
- National Health Care Trends and the Business Case for Expanded Health Care-Transportation Partnerships, Mary Leary, Vice President of Easter Seals Business Innovation & Advancement, Easter Seals
- Spotlight on Patients Receiving Dialysis Treatments, Julie Wilke, Chief Operating Officer, Ride Connection, Portland, Ore.
- Communicating the Value of Mobility Management Programs and Positions to Community Well-Being, Meredith Highsmith, Assistant Research Scientist, Transit Mobility Program, Texas A&M Transportation Institute, and trainer of the NCMC Performance Measures for Mobility Management and Coordination curriculum
- Right-Sized Vehicles and Services to Meet Suburban Needs, Steve Flitzante, Director, Office of Local Programs, New Jersey Transit Corporation, Newark, N.J.
- Rural Renal Transportation: A New Model Using Time Banking, Norah Cashin, Transportation Manager, Dane County Department of Human Services, Madison, Wis.
- Spotlight on the Making Community Happen Automated Coupon Program, Michele Manley, Mobility Manager, MCH, Inc., Rockland, Maine
- Cost-Effective, Timely Transportation to Hospital Appointments: A Human and Technology Solution, Marlon Denney, Senior Mobility Manager, Dallas Area Rapid Transit, Texas
Workshops

The best training sessions in the industry taught by recognized experts and with timely, useful topics is what makes EXPO so valuable. These sessions are tailored to meet the specific needs of community and public transportation managers, officials and advocates. All EXPO registrants are able to participate in any session.

The workshops are held concurrently on Wednesday, June 11 from 9:00-10:30 a.m., and again from 3:15-4:45 p.m. They begin again the next morning, Thursday, June 12 with sessions from 8:30-10:30 a.m. and an afternoon discussion forum from 3:15-4:45 p.m.

EXPO 2014 Workshops have been divided into several themes, and each theme will be represented in every time slot. The workshop titles below are subject to change, but the subject matter will not.

The Changing Role of Leadership
  ■ Getting Serious About Public Relations: Wednesday, June 11, 9-10:30 a.m.
  ■ Supporting Your Personnel: Wednesday, June 11, 3:15-4:45 p.m.
  ■ Transforming Local Leaders and Elected Officials into Transit Advocates: Thursday, June 12, 8:30-10:30 a.m.

Improving Service Delivery
  ■ Innovations in Vehicle Technology: Wednesday, June 11, 9-10:30 a.m.
  ■ Transportation Sharing Possibilities and How to Integrate Them into Traditional Transit: Wednesday, June 11, 9-10:30 a.m.
  ■ Spotlight on Administration for Community Living Inclusion Projects: Wednesday, June 11, 3:15-4:45 p.m.
  ■ University and Hospital Transit: Wednesday, June 11, 3:15-4:45 p.m.
  ■ Veterans’ Mobility: Thursday, June 12, 8:30-10:30 a.m.
  ■ Recognizing Service Needs of All Customers: Thursday, June 12, 8:30-10:30 a.m.
  ■ Regionalizing Rural Public Transit: Wednesday, June 11, 3:15-4:45 p.m.

Developing Better Outcomes
  ■ Transit’s Role in Economic Mobility: Wednesday, June 11, 9-10:30 a.m.
  ■ Transit Solutions for Suburbs, Complete Streets, and Aging in Place: Thursday, June 12, 8:30-10:30 a.m.

Harnessing New Technology
  ■ Social Media’s Transformative Role in Modern Communications: Wednesday, June 11, 9-10:30 a.m.
  ■ Understanding and Implementing Transit Apps and Real-time Arrival Technology: Wednesday, June 11, 3:15-4:45 p.m.
  ■ Fare Payment Technologies: Thursday, June 12, 8:30-10:30 a.m.

Evolving Federal Regulations
  ■ How Transit Agencies Can Cope with the Affordable Care Act: Wednesday, June 11, 9-10:30 a.m.
  ■ Changes for Rural Systems Under MAP-21: Wednesday, June 11, 9-10:30 a.m.
  ■ Reconnecting Small-Town America by Bus - New 5311(f) Rules Spur Investment: Wednesday, June 11, 3:15-4:45 p.m.
  ■ Job Access Opportunities Outside JAR: Thursday, June 12, 8:30-10:30 a.m.
  ■ Safety and Security for Community Transportation: Thursday, June 12, 8:30-10:30 a.m.

Tribal Transit
  ■ MAP-21 and Tribal Transit: Wednesday, June 11, 2-5 p.m.
  ■ NTD reporting for Tribes: Thursday, June 12, 8:30-10:30 a.m.
Ridesharing

- Utilizing Multi-Modal Solutions for Local Challenges: Innovative Intersections: Wednesday, June 11, 9-10:30 a.m.
- Creating and Operating a Self-Sustaining Vanpool Program: Wednesday, June 11, 3:15-4:45 p.m.
- Incorporating Ridesharing into Transit: Diversifying Your Transit System: Thursday, June 12, 8:30-10:30 a.m.

Check back soon for an exact schedule during each time slot. And remember, the EXPO-Trade Fair registration entitles you to entry into all of the above workshops. Questions? Please email expo@ctaa.org for more information.

THURSDAY AFTERNOON CTA EXPLO IDEA CAFÉ

The Community Transportation EXPO has always been valued not only because the formal training sessions that introduce new knowledge, but maybe even more so because of what attendees learn in hallway conversations with colleagues. To capture the spirit of those "hallway" conversations, CTA is devoting Thursday afternoon to its Idea Café sessions. These sessions will give EXPO attendees the opportunity to share burning questions, innovative ideas, new insights, or simply group brainstorming on specific topics in highly interactive, casual discussions. The Idea Café will be about stepping out of the traditional conference model involving presentations selected months beforehand and panels of speakers. Conference attendees will be able to submit ideas before and during the conference.

Principles guiding the Idea Café

- These sessions will create a space for peer-to-peer learning and creativity.
- Everyone is an expert/no one is an expert. We all need to bring questions and be ready to supply solutions.
- As recommendations for further inquiry emerge from each discussion group, CTA will record them and feed them into future formal training opportunities.

IDEA CAFÉ TOPICS

The Changing Role of Leadership

- Being an Effective Leader in a Modern Age: Thursday, June 12, 3:15-4:45 p.m.

Improving Service Delivery

- Healthcare and Transportation: Thursday, June 12, 3:15-4:45 p.m.
- Integrating Public Transit and other Transportation Alternatives: Thursday, June 12, 3:15-4:45 p.m.

Developing Better Outcomes

- Top 10 Ideas for Transit Funding from Around the Country: Thursday, June 12, 3:15-4:45 p.m.
- How to Know Which Stats and Stories to Collect to Gauge the Success of Your System: Thursday, June 12, 3:15-4:45 p.m.

Harnessing New Technology

- VTCLI TechCOOP: Thursday, June 12, 3:15-4:45 p.m.

Tribal Transit

- Tribal Transit - The Path Ahead: Thursday, June 12, 3:44-4:45 p.m.