**What is Mobility Management?**

The [National Center for Mobility Management (NCMM)](https://nationalcenterformobilitymanagement.org/) notes that mobility management is an approach to designing and delivering transportation services that starts and ends with the customer. It begins with a community vision in which the entire transportation network—public transit, human service agencies, private operators, volunteer drivers, and others—works together with customers, planners, and stakeholders to deliver the transportation options that best meet the community's needs. Mobility management:

* Encourages innovation and flexibility to reach the "right fit" solution for customers.
* Plans for sustainability.
* Strives for easy access to information and referral to assist customers in learning about and using services.
* Continually incorporates customer feedback as services are evaluated and adjusted.

The customized approach of mobility management means no two programs are exactly alike, and a variety of entities, including rural public transit providers, can serve as a mobility manager in a community. However, there are some common components that include:

* Partnerships between multiple agencies and organizations.
* A customer-driven, market-based approach that provides customers with a variety of transportation options through individualized trip planning.
* One-stop travel information and trip planning centers that provide information on available transportation options and coordinate requests for transportation services. This may include operation of a central call center for customers to gain information on available transportation options and to schedule trips.

Many communities across the country are seeking mobility management practices that offer innovative approaches for delivering coordinated transportation services, particularly when serving older adults, people with disabilities, veterans, and low-income individuals. In rural areas the challenges to provide mobility for these groups is especially daunting, as trips are often long in duration and may require crossing multiple jurisdictional boundaries. The mobility management focus on meeting individual customer needs through a range of transportation services is vital as communities balance increasing needs with funding and resources constraints.