

CAROLYN JESKEY: We did not spend a lot of time talking about mobility management, and of course, mobility management is in many of our jobs here. Transportation Management Association is, of course, a form of mobility management, but it was sort of Harkin, and I think that as we talk about new services, in a lot of cases the mobility managers among us will be a real catalyst to help get some of these new services going.

But we have a training program at CTAA that we developed, once again with the Office of Disability Employment funding, the Federal Transit Administration, and Easter Seals Project Action, and it's a form of mobility management that is not about setting up services. It is about making sure that the people who need the services most know about and can use those services. And I meant to bring a brochure up here. And Amy, who is our primary developer of the training and our lead trainer – can you hand up the brochures for folks? We just wanted you to know about these trainings. We know several of you have gone through it already, but we – it trains... on the employer side there are employee transportation coordinators. They're the ones on the business side who know what's available and help employees get there. But on the side where a lot of you work, where you interface, or your staff do, with low income people, people with disabilities, other people coming in for job search, it's important that someone in your agency knows the array of travel services available and make sure that your folks ultimately feel comfortable using, know about, and can afford these services. So we offer this training to you if you haven't taken it, and we have three tools that whether or not you take it, we hope that you'll take and customize, and they're in your... they're in your disk.

And one of them, one of them is one-on-one trip planning that I know Misty has taken. Misty is from Bismarck Transit. She is right back there in the pink sweater. She took the one-on-one trip planning information and she tailored it for her community's needs. And it is intake, and it helps that - to say, who are you? what's your needs? what days do you have to travel? and trying to help you get a match. But I think the most important tool that we developed out of this is a record of unmet transportation needs. How does a metropolitan planning office, how does a transit provider, how does the workforce board even know the umph besides what is not met yet? And I think this form that Amy developed, that is a – you could do a – you can document where you tried to get your folks, where do they need to travel? what's the time of day? what services did you consider that did work for one leg or didn't work for any of the legs of the trip? And this is great, and it can be – if all the community organizations in town used this and found a way to get it all sort of collapsed into some data package that could be handed off to the planning bodies, what a powerful tool to help us generate trips, to generate van pools, to generate even simple carpool matches.

So, our next speaker is going to be talking about Web 2.0 technology. How can you take something that is like a static Word document and how could you put it on Survey Monkey that - so that all the transit providers can see it, all the case managers can use it. How can you use it on a wiki? How can we get things so that you don't have to actually see somebody in person just to communicate a met need trip.

So, I wanted to hand off those tools to you. They are in your – they're on your disks. And so I just – I just threw that out there because I think that Bronwyn, our next speaker, is just going to be a very engaging speaker and she'll be leaving us with a lot of food for thought for how we can build in technology more and more so that things could be more real time, change could happen a little bit faster, and the communication is going to be a lot more open and transparent.