

# Mobility Management Strategy

LTD Board of Directors – June 21, 2023



Lane Transit District

LTD.org

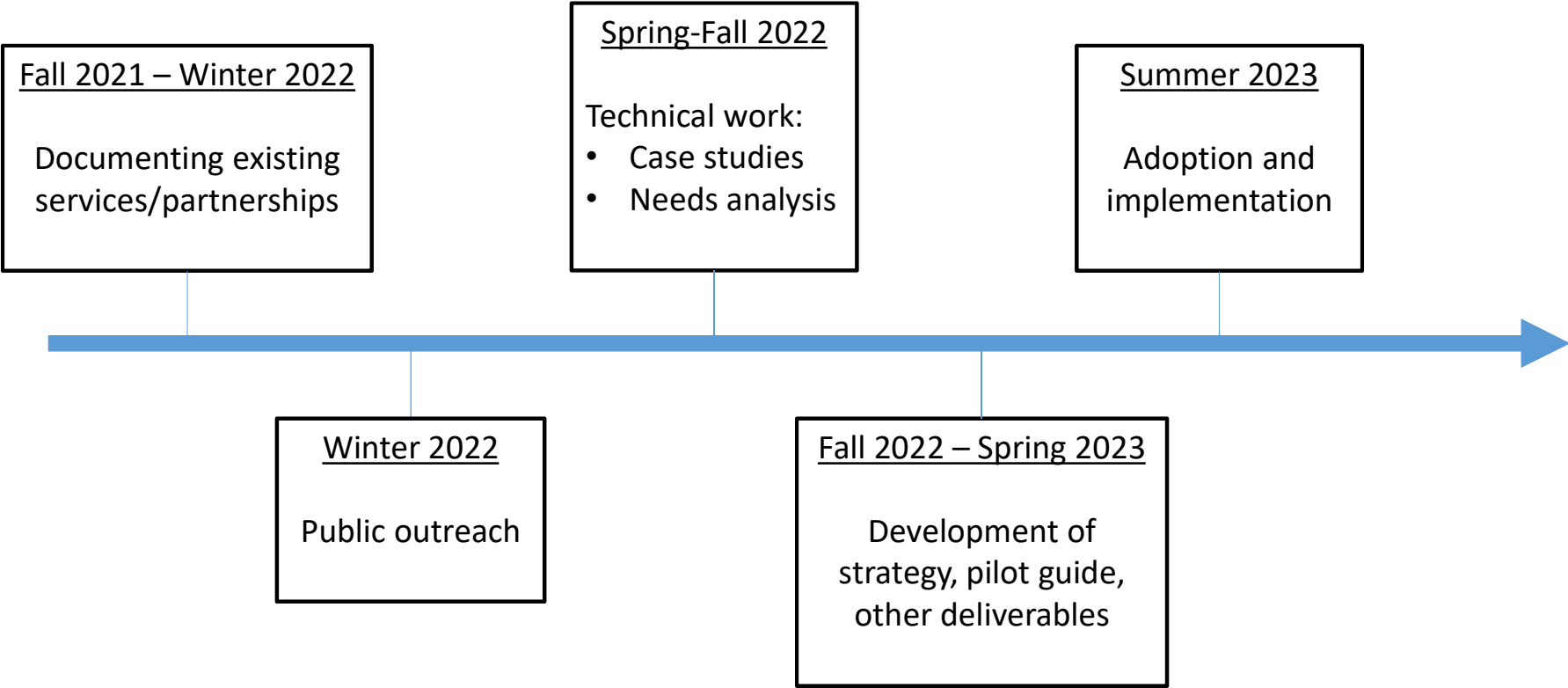
# Mobility Management

*“Mobility management is an approach to designing and delivering transportation services that starts and ends with the customer....”*

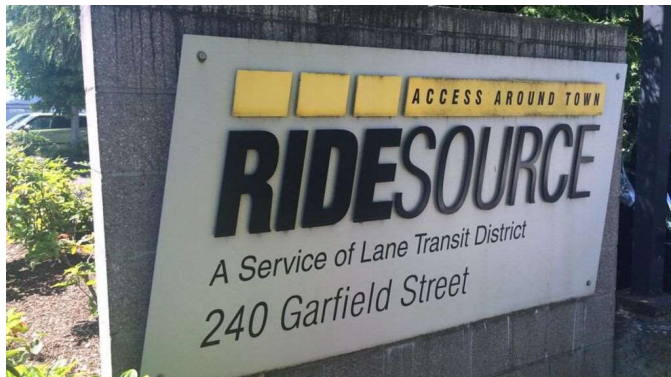
It begins with a community vision in which the entire transportation network—public transit, private operators, cycling and walking, volunteer drivers, and others—works together with customers, planners, and stakeholders to deliver the transportation options that best meet the community's needs.”

- National Center for Mobility Management

# Process



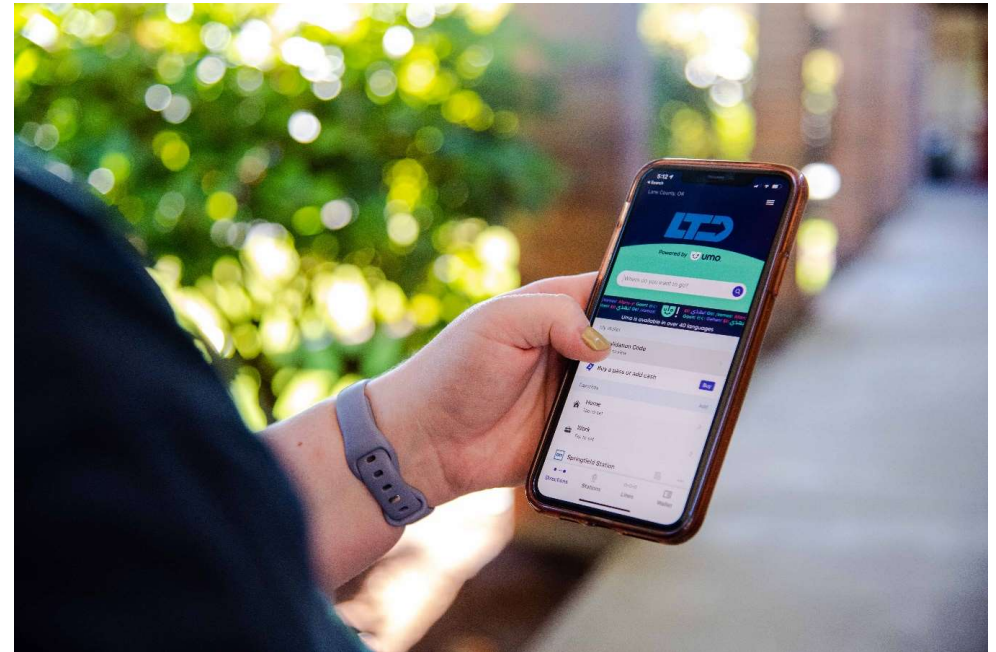
# LTD is Already a Mobility Manager





# Key Elements of Strategy

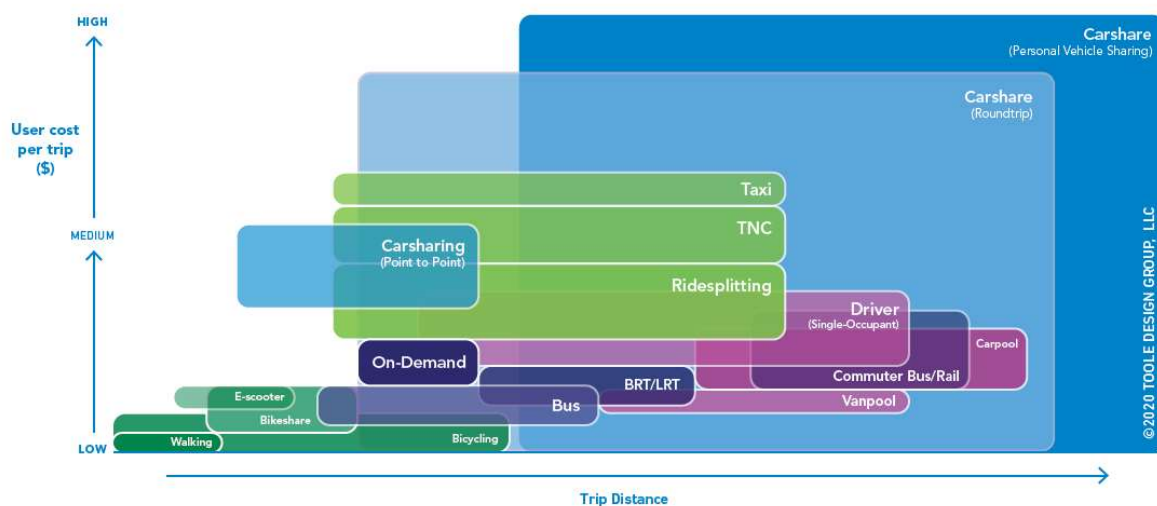
- Mobility management can help LTD fill gaps in service
- There is public interest in LTD filling service gaps
- LTD should play a key role in mobility in the region



# Key Elements of Strategy

- Fixed route is the backbone of LTD's mobility management efforts
- There are many opportunities for LTD to explore that will improve mobility
- Piloting projects will help ensure success

Urban Transportation Spectrum



# Match Modes to the Context

## Transit Opportunity Areas

- < .5 miles to transit
- 41% of population
- 59% of jobs

## First/Last Mile Opportunity Areas

- .5 – 3 miles from transit
- 29% of population
- 26% of jobs

## Supplemental Service Opportunity Areas

- > 3 miles from transit
- 30% of population
- 15% of jobs



# Implementation

- Decision making framework
- Pilot guide
- Technical memos
- Mobility Management Task Force





# Next Steps

- Internalize decision making framework and mobility management into agency processes and structure
- Develop pilot projects with public and private sector partners
- Engage with local universities on shared research
- Identify new sources of funding for projects
- Embed mobility management in other plans and policies – “LTD 2.0”



# SPC Feedback

- Lack of quorum prevented recommendation
- Committee members present were supportive of the Strategy
- Expressed interest in seeing tangible results of the Strategy soon

Questions?