



Greater Region Mobility Initiative December 2025

Agenda

<u>Topic</u>	<u>Time</u>	<u>Presenter</u>
Welcome/Introductions	10:00 a.m.	ALL
SWOT Activity	10:10 a.m.	ALL
Break	10:50 a.m.	ALL
Goal Setting Activity	11:00 a.m.	ALL
Networking (Optional)	11:40 a.m.	ALL

Welcome & Introductions

**HELLO
AND
WELCOME**



Greater Region Mobility Initiative Vision

Promote regional mobility by identifying and addressing transportation barriers.



Greater Region Mobility Initiative Mission

Aim to improve transportation services for those experiencing transportation barriers in an eight-county region through expanded outreach, shared resources, enhanced services, and improved coordination.



Greater Region Mobility Alliance

Bring together public, private, not-for-profit transportation, human service providers and transportation users to advance the mission and vision of the Greater Region Mobility Initiative.



SWOT Activity



Strengths



Weaknesses



Opportunities



Threats

SWOT 2022

Strength

1. Passion for mission
2. Regional networking
3. Customer service
4. Mobility management network
5. Knowledge of demographic & travel patterns
6. Consistent leadership

Weakness

1. Lack of funding
2. Lack of rider representation
3. Lack of drivers
4. Service hour gaps
5. Cross jurisdictional boundaries
6. Aging vehicles
7. Same day service
8. Rural/urban access point
9. Lack of service providers
10. Lack of ambulatory services

Opportunity

1. Increase rider advocacy
2. County-to-county coordination
3. Resiliency building
4. Regional driver training
5. Provider trip sharing
6. Employment transportation

Threats

1. Driver shortage
2. Vehicle vandalism
3. Funding limited, low reimbursement, lack of ability to share funds
4. Local support
5. Transportation provider safety risks
6. Rising costs: fuel, labor, etc.
7. Lack of consistent driver training



Strengths

(Internal, positive)

Activity: List internal factors that highlights the strength of your agency's transportation services.

Example: Experienced leadership, a strong understanding of community needs, passion for mission, excellent customer service, strong network, etc.

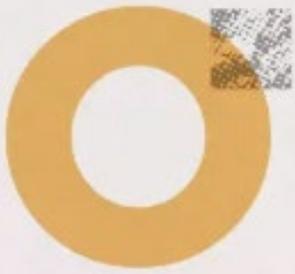


Weaknesses

(Internal, negative)

Activity: Identify internal limitations that limit your agency's transportation services.

Examples: Outdated technology, lack of funding, fleet of old vehicles, limited-service coverage, limited or lack of service options (on-demand, taxi, stretcher, etc.) or skill gaps.



Opportunities **(External, positive)**

Activity: Look for external trends or changes that could positively impact the transportation system.

Examples: New technologies, new training resources, or new partnerships, contracts or funding sources.



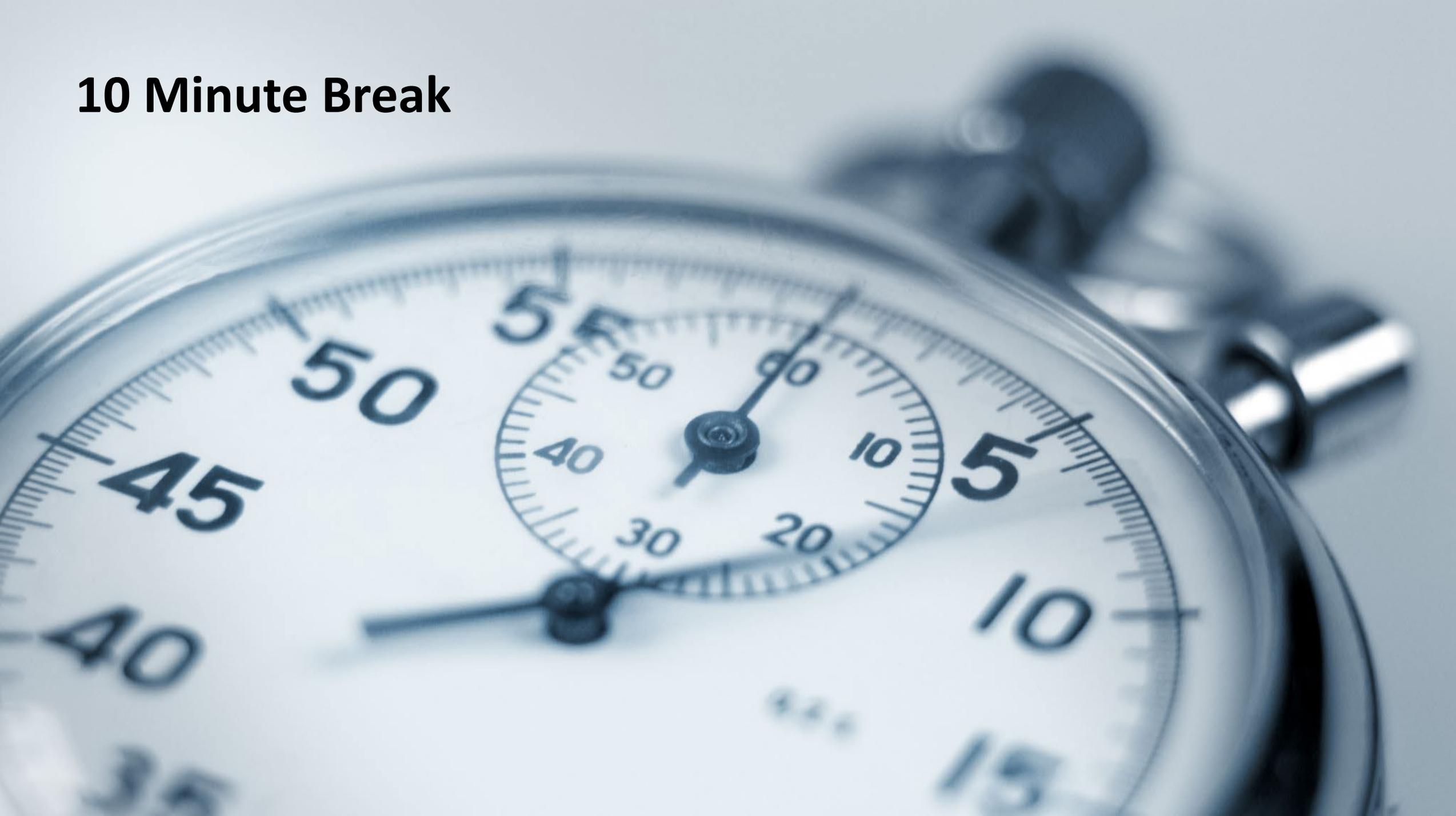
Threats

(External, negative)

Activity: Identify external challenges that could negatively impact the transportation system.

Examples: Reductions in funding, emergency situations like government shutdowns or pandemics, rising costs, loss of partnerships, contracts or funding sources.

10 Minute Break

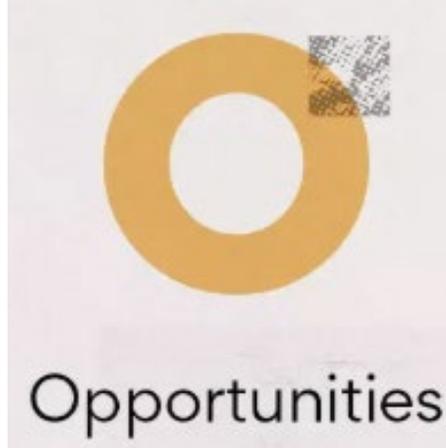


Goal Setting Activity





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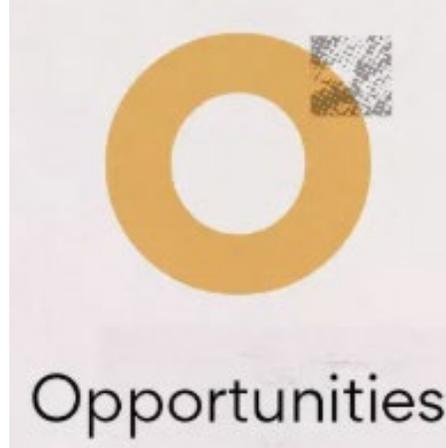


Internal Goals: Leverage Strength + Opportunity

Example: Use the understanding of your community's needs (strength) to establish new partnerships, contracts or funding (opportunity) to achieved improved services.

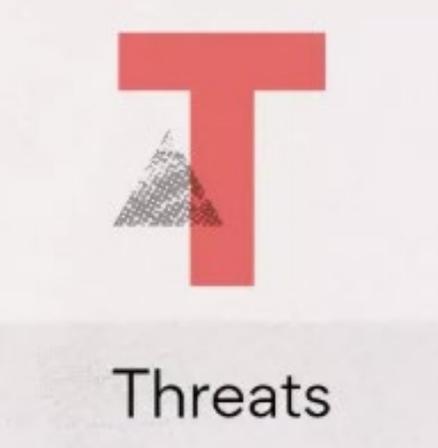


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Internal Goals: Address Weakness + Opportunity

Example: Seek new training to address skill gaps (weakness) by building partnerships with key institutions like higher education (opportunity).



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External Goals: Mitigate Threat + Leverage Strength

Example: Establish new contracts that meet community specific needs (addressing the threat of loss of partnerships, contracts or funding sources) by leveraging your experienced leadership, understanding of your community, and network (strength).



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External Goals: Address Weakness + Mitigate Threat

Example: Build partnerships with key institutions to prepare for community-wide and individual emergency situations (addressing the weakness of limited-service options) to better manage the threat of both ongoing and unexpected emergency situations.



THANK YOU!