Mobility Management Strategy

DRAFT Roles and Responsibilities

The following is a preliminary list of roles and responsibilities associated with mobility management. These roles could be filled by local and regional agencies, non-profit organizations, private businesses…etc. One role may be filled by multiple agencies or organizations. Similarly, one agency may play several roles and may play different roles for different services.

- **Owner**: Maintains ultimate responsibility and liability for the program or service and associated assets. Responsible for ensuring that all roles are filled.

- **Manager / Coordinator**: Leads day-to-day and long-term management, may include contracting, collecting and dispersing funds or services, and administrative responsibilities.

- **Funder**: Provides funding for a service or program. Level of funding is irrelevant. Only refers to monetary contributions, does not include staff time or in-kind contributions.

- **Planner**: Provides critical support for a program or service, such as assessing feasibility, or trip or route planning.

- **Operator**: Responsible for on-the-ground service delivery; could include service deployment; fleet and equipment maintenance; recruiting, training, and overseeing drivers; fare collection; rebalancing micromobility devices, etc. May be responsible for collecting customer or trip-related data.

- **Technology provider**: Provides software or other technology needed to operate a program or service. Typically relevant for services that require routing, trip planning, or fare collection.

- **Vehicle provider**: Provides "vehicles", including shuttles, vans, buses, bikes, e-scooters…etc.

- **Partner / Advisor**: Provides strategic input or support during key milestones of programmer or service planning or evaluation; could include helping with specific tasks such as permitting or station siting.

- **Data Analyst**: Analyzes customer, ridership, trip, or other data types. The analyst may also report findings to funders, stakeholders, or community members, or use data as part of academic research. The analyst does not have authority to make decisions about the future of a program or service.

- **Promoter**: Raise awareness of existing service or program to potential customers, could include marketing and community outreach to the public or specific populations.