Wisconsin Association of Mobility Managers
Certification curriculum with experience-based requirement fulfillment

Core Courses: The following 24 courses are required for Mobility Management certification.

Note – If the curriculum changes throughout the duration of your certification process, all courses previously approved by Professional Development will still count toward your certification.

Professional Skills Development Courses – Complete six (6) courses

PF1. Building an Effective Transportation Advisory Committee
Know the requirements to have a committee, who should be on the committee, how a committee should be structured, how it fits into local decision-making processes, and how to keep the committee effective and engaged.

Experience-based requirement: Active leadership in regular and productive meetings of TAC. Include list of TAC accomplishments.

PF2. Advocacy
Understand what advocacy is, why we do it and how it differs from lobbying.

PF3. Negotiation Skills
Learn how to approach partners, knowing what you need and how to find out what they need and how to come to an agreement that can be mutually beneficial.

Experience-based requirement: Active participant in negotiations of current contracts.

PF4. Partnership Building
Identifying parties to collaborate with including non-traditional allies and understanding and explaining the mutual benefit to these partnerships. This could include formal and informal partnership agreements.

PF5. Marketing Your Program
Learn how to communicate the benefits of your program to community organizations, funders and consumers using a variety of media, including newsletters and web-based tools.

Experience-based requirement: Demonstrated individual knowledge of and use of multi-media methods for marketing your current system (management or creation of marketing materials across various media).

PF6. Integrating Your Program with Local Planning
Learn about creating safe and accessible communities through integrated transportation networks, housing design and other infrastructure using principles of livable communities, complete streets, and aging in place programs.

Experience-based requirement: Demonstrated participation in local planning and knowledge of identified principles.

Professional Information Courses – Complete eight (8) courses

PI1. Mobility Management 101
Understand the mobility management approach to transportation and how it can be is implemented to resolve fragmented and/or duplicative transportation systems to create a more seamless and cost-efficient network with a customer focused mindset.

PI2. Coordinated Planning
Understand the process of coordination planning in Wisconsin, who needs to be at the table, who owns the local transportation coordination plan, how to identify existing transportation needs and resources (traditional and non-traditional), and how to develop short and long-term plans to respond to needs and public input. Work with local agencies, units of government and the public to write, implement, amend and update the plan.

Experience-based requirement: Active leader, coordinator, and contributor in constructing locally developed coordination plan process and writing in your community.

PI3. Customer Service
Understand the importance of taking care of your customers, the keys to excellent customer service and recognize the big picture of why the culture of customer service is important to your program.

PI4. Equity, Diversity and Inclusion
Organizations that prioritize diversity, equity and inclusion create an environment that respects and values individual differences. Understand how systems, services and decision-making processes help or hinder the lives of under-served and under-represented communities.

PI5. Family Care/Medicaid
Learn the basics of Medicaid, the Medicaid Waiver Program and Family Care in Wisconsin. Learn how to work with the broker of non-emergency medical transportation and care management organizations.

PI6. Person-Centered Transportation
Learn what it means to have person-centered transportation and why it is important to understand why people travel, what barriers they encounter and what they need along their journey.

PI7. One-Call/One-Click, Mobility Options Counseling
Learn about different models of one-call, one-click centers and the basics of mobility options counseling whether inside of or independent of a one-call, one-click center.

Experience-based requirement: Demonstrated management of a one-call/one-click center.

PI8. Shared-Use Mobility/Mobility as a Service (MaaS)
Identify what shared-use mobility includes and how to connect to and work with new mobility options and shared resources. As people use more shared services vs. individual vehicles, MAAS goes further to create a platform for all their mobility needs. Learn about the different modes of shared-use mobility and how they can be part of a MAAS system.

Management Skills Courses – Complete six (6) courses

MG1. Cost Allocation
Determining the true cost and value of your services. Allocating cost across programs and funding sources.

Experience-based requirement: Directly responsible for a creating cost allocation model in your agency.

MG2. Diversifying & Managing Funding
Identify and understand transportation funding through various state and federal agencies including Medicaid and Family Care programs. Learn about diversifying and managing various funding through contracts with private entities like health care facilities and employers.

Experience-based requirement: Direct responsibility for administration, management and reporting of current contracts, grants or MOU in your agency.

MG3. Grant writing
How to write a grant proposal for local, state or federal funding sources.

Experience-based requirement: Writer of transportation or other grants for your agency.

MG4. Performance Measures
Writing measurable goals, objectives and outcomes.

MG5. Developing Needs Assessments/Surveys
Developing needs assessments/surveys – Writing and using surveys and other assessments to gain public input and determine the direction and measuring success of your program.

MG6. Forecasting Demand/Developing Ridership

Learn how to quantify the need for transportation services, plan new or change existing services and generate demand for services once created.

Experience-based requirement: Demonstrated leadership in planning or changing existing services through forecasting demand.

MG7. Business Plan Development and Writing

Learn how to write a business plan and why you need one.

Experience-based requirement: Actively engaged as a writer of agency business plan.

Electives – Complete four (4) courses
This requirement is designed to increase your expertise in areas directly related to your programming and your ability to work with existing transportation providers through understanding their programs.

- **E1.** Understanding the ADA
- **E2.** Technology and Software
- **E3.** Veteran Transportation
- **E4.** Senior/Disability Transportation
- **E5.** Employment Transportation
- **E6.** Volunteer Driver/Escort Programs
- **E7.** Emergency Preparedness
- **E8.** Procurement
- **E9.** Travel Training, Trip Planning, Bus Buddy Programs
- **E10.** Ride-share
- **E11**. Emergency Management

Other Certification Elements

Peer Sharing: Required for certification as a Mobility Manager. One 45-minute presentation on an aspect of your program. These presentations may count towards the Program Development requirement for other Mobility Managers. Peer sharing may count towards satisfying a curriculum requirement if it directly relates to a requirement and is done in a conference setting. Not all peer sharing can count towards a certification requirement.

Meeting/Training Attendance: Networking is a significant part of Mobility Management education. Mobility Managers are required to attend 2 in-person trainings/meetings per year during initial certification, and 75% WAMM conference calls.

Mentoring: To achieve certification, you are expected to enter a mentor/mentee relationship arranged by WAMM and maintain it through your certification period.

Once you have become certified, you can use your expertise and experience to mentor a new mobility manager as part of recertification.

Continuing Education: Certified Mobility Managers are required to complete continuing education to maintain their certification through WAMM. Continuing education is required to recertify every 3 years. The continuing education requirement includes completing 8 hours of in-person training each year, mentoring a new mobility manager, and attending/logging WAMM membership conference calls each year. The cost of recertification will be is $30. Continuing education requirements will begin in January 2019. Once every 3 years, Mobility Managers working on continuing education are required to give a 15-20 minute presentation about their program, new developments, or other items pertaining to their job that would be of interest to other Mobility Managers. This can be done during monthly calls or in-person as time permits. Contact the Professional Development Committee if there is a question as to whether something will apply towards continuing education.

WAMM Membership: As you work towards certification or recertification, you must maintain paid membership in WAMM. All courses counting towards certification must be completed while an active member of WAMM.

Online Courses: As part of certification, members can take up to six (6) online courses from the curriculum, not to exceed 50% of the requirements of each of the four categories. The Professional Development Committee must approve online courses. Upon completion of the online course or webinar, members must provide the certificate of completion (if available) and a 500-word essay about how this online course or webinar applies to your work.

Experience-based fulfillment of requirements: WAMM recognizes that new Mobility Managers come into the profession with different levels of experience. It is also recognized that the value of certification is to ensure Mobility Managers have a diverse set of skills. To allow new Mobility Managers to use some experience towards certification, individuals are allowed to demonstrate proficiency within the previous 3 years in up to six (6) courses not to exceed 50% of the requirements of each of the four categories based on the guidelines above as approved by the Professional Development Committee. A detailed explanation of the experience that qualifies and in which category must be submitted to the Professional Development Committee for approval. This explanation should be on agency letterhead and include a supervisor's signature. It is be up to the Mobility Manager to record this experience once approved.

Other courses: If you want to take a course that will enhance your education as a Mobility Manager and may fit into the core competencies, you can request preapproval from the Professional Development Committee. The request must be submitted to the committee for review at least 2 weeks in advance. Requests should include a description of the course, the trainer and the category you believe it fits in.

There are no guarantees the training will be approved. If you have already taken a course and did not receive prior approval, you can still submit the course description, and details and identify where you believe it may fit in the curriculum. The committee will review the information and decide as to the value and placement of the course toward the Mobility Management Certification. Please be aware that not all courses independently offered fit the Certification criteria. If you are looking for a course to specifically satisfy a certain module, please have the course pre-approved by the Professional Development Committee.

Experience: In order to be certified, a Mobility Manager must be practicing in the field for a minimum of 2 years.