ASSOCIATION OF MOBILITY MANAGERS

Technology Resource Library

AMM Technology Committee | Working Draft as of 08/17/2026

Developed from the technology presentation/workshop and live-poll feedback collected at the 2026 AMM Conference.

Purpose: Build a practical, member-informed resource that mobility managers can use to identify technology for data tracking, communication, coordination, outreach, transit operations, accessibility, and emerging technology.

About This Resource

This working document organizes technology and tools identified by mobility management professionals during the AMM Conference workshop. The Technology Committee can review, expand, verify, and recommend resources before publication on the AMM website.

The final deliverable is intended to go beyond a software directory. Each resource will explain what the tool does, how mobility managers are using it in practice, whether a free or low-cost option exists, where training is available, and the committee's recommendation or considerations for use.

Conference Poll Themes

Data & Impact Tracking: Smartsheet, Excel, Google Drive/Sheets, Ecolane, GoldMine, Power Apps, Power BI

Communication Tools: Slack, Google Chat, SharePoint, Outlook, Office 365, SMS/IVR, Mailchimp, GovDelivery, social media

Coordination Across Agencies: Unite Us, Smartsheet, Outlook, Teams, Zoom, Google Forms/Drive, IRIS, OneDrive, meetings/check-ins

AI & Emerging Technology: Microsoft Copilot, ChatGPT, Ecolane virtual assistant, Google Translate, Canva AI, Chrome extensions

Marketing & Outreach: Canva, digital displays, social media, websites, transit apps, WordPress, Adobe, PowerPoint, flyers/postcards

How the Committee Will Evaluate Resources

For each resource, the committee can consider usefulness for rural and urban mobility management, ease of implementation, accessibility, privacy/security, interoperability, cost, training needs, and whether the tool solves a common mobility-management problem.

Data, Tracking & Reporting

Resource	What It Does	How Mobility Managers Use It	Cost / Free Option	Training Available	Mobility Manager Recommendation
Smartsheet	Cloud-based work management, forms, automation, dashboards and reporting.	Referral tracking; monthly reporting; program/project tracking; surveys/forms; partner data; dashboards.	Paid platform; trial/options vary.	Smartsheet University, help center, webinars; peer-developed AMM examples.	High-priority resource to explore. Strong fit for shared tracking and repeatable mobility-management workflows.
Microsoft Excel	Spreadsheet-based data collection, analysis, calculations, charts and reporting.	Referral logs; trip/service tracking; grant data; monthly reports; basic analysis and charts.	Included with many Microsoft 365 plans; web version may be available.	Microsoft Learn and extensive online training.	Useful baseline tool. Best when a full database or workflow platform is unnecessary.
Google Sheets / Drive	Cloud spreadsheets, file storage and real-time collaboration.	Shared trackers; partner directories; surveys/forms data; shared resource documents.	Free consumer options; paid Google Workspace plans.	Google Workspace Learning Center.	Useful for collaboration, especially when partners do not share the same agency system.
Ecolane	Transit scheduling, dispatch, rider management and operational reporting platform.	Trip scheduling; rider records; demand-response/paratransit operations; notifications; performance data.	Commercial transit software; pricing varies.	Vendor webinars, support and resource library.	Transit-specific resource; most useful for agencies/providers operating or coordinating transportation.
GoldMine	Customer/contact relationship management software.	Partner/contact records and communication history.	Commercial software.	Vendor documentation/training.	Potential CRM option; committee should compare with newer CRM/referral platforms.
Microsoft Power BI	Business intelligence and dashboard/data visualization platform.	Performance dashboards; trends; program outcomes; leadership and partner reporting.	Power BI Desktop is generally free; sharing/collaboration may require paid licensing.	Microsoft Learn.	Strong option for turning existing data into visual impact reports; requires some data skills.
Microsoft Power Apps	Low-code platform for building custom business apps and workflows.	Custom intake forms; internal tracking apps; process automation.	Licensing varies; may be included/limited through Microsoft plans.	Microsoft Learn.	Promising for agencies already using Microsoft 365; may require technical support.

Communication & Collaboration

Resource	What It Does	How Mobility Managers Use It	Cost / Free Option	Training Available	Mobility Manager Recommendation
Microsoft Outlook	Email, calendar and contact management.	Partner/client communication; scheduling; meeting invitations; follow-up.	Typically part of Microsoft 365; limited free consumer options.	Microsoft Learn.	Core communication tool; strongest when paired with Teams, OneDrive and SharePoint.
Microsoft Teams	Chat, meetings, channels, file sharing and collaboration.	Committee work; coordination meetings; partner communication; shared files.	Free/paid options vary.	Microsoft Learn.	Strong for ongoing team and cross-agency collaboration.
Slack	Channel-based team communication and collaboration.	Topic-specific partner groups; quick information sharing; project communication.	Free and paid plans.	Slack Help Center and tutorials.	Useful for active working groups; adoption depends on whether partners will use another platform.
Google Chat	Messaging within Google Workspace.	Internal/team communication and quick partner conversations.	Available with Google accounts/Workspace; plan features vary.	Google Workspace Learning Center.	Practical for organizations already centered on Google Workspace.
Microsoft SharePoint	Shared intranet, document library and collaboration platform.	Resource libraries; committee files; internal webpages; policies/forms.	Typically licensed through Microsoft 365.	Microsoft Learn.	Strong candidate for structured internal resource libraries.
OneDrive	Cloud file storage and sharing.	Shared documents; committee files; collaborative resources.	Free storage option and Microsoft 365 plans.	Microsoft Learn.	Simple, useful file-sharing option; pair with clear folder standards.

Resource	What It Does	How Mobility Managers Use It	Cost / Free Option	Training Available	Mobility Manager Recommendation
Zoom	Virtual meeting and webinar platform.	Coordination meetings; trainings; partner meetings.	Free and paid plans.	Zoom Learning Center.	Reliable meeting/training option; consider agency security settings.
SMS / IVR	Text and automated voice communication systems.	Trip reminders; service updates; rider notifications; outreach.	Varies by provider/platform.	Vendor-specific.	High value for rider communication; accessibility, consent and privacy should be reviewed.
Mailchimp / GovDelivery-type tools	Bulk email, newsletters and public communication.	Partner newsletters; community announcements; service updates.	Free/paid options vary by platform.	Vendor academies/help centers.	Useful for consistent outreach; committee can compare public-sector and nonprofit options.

Referral & Cross-Agency Coordination

Resource	What It Does	How Mobility Managers Use It	Cost / Free Option	Training Available	Mobility Manager Recommendation
Unite Us	Closed-loop social care referral and coordination platform.	Cross-agency referrals; resource connections; referral follow-up and outcomes.	Pricing/access varies by network and organization.	Vendor training/support.	Strong concept for closed-loop referrals; availability and local network participation matter.
Google Forms	Online form and survey builder.	Referral forms; partner requests; surveys; information collection.	Generally free with Google account; Workspace options.	Google Workspace Learning Center.	Easy entry-level option for standardized forms; review privacy requirements before collecting client data.
Jotform	Online forms, workflows and data collection.	Intake; referrals; surveys; information requests.	Free tier and paid plans.	Jotform Academy/help center.	Flexible form builder; privacy/security settings should match the type of data collected.
IRIS	Referral/coordination platform used by some organizations.	Cross-agency referrals and coordination.	Varies by implementation.	Program/vendor-specific.	Include as a peer-identified resource; committee should document where it is available and best-fit use cases.
Routine check-ins & coordination meetings	Non-software coordination practice supported by calendars, virtual meeting tools and shared documents.	Maintaining relationships; troubleshooting referrals; identifying gaps; building shared solutions.	Low/no direct technology cost.	AMM peer learning and facilitation resources.	Keep in the library as a reminder that technology supports—not replaces—relationship-based coordination.

AI & Emerging Technology

Resource	What It Does	How Mobility Managers Use It	Cost / Free Option	Training Available	Mobility Manager Recommendation
ChatGPT	Generative AI assistant for drafting, summarizing, organizing and brainstorming.	Plain-language drafts; outlines; training ideas; outreach content; summarizing non-confidential material.	Free and paid plans.	Provider help/learning resources; AMM could develop mobility-specific prompt guidance.	Useful productivity tool when agency policy permits. Do not enter confidential/client data into unapproved AI systems.
Microsoft Copilot	AI tools integrated with Microsoft products and web experiences.	Drafting; summarizing; simplifying technical material; Microsoft 365 workflows.	Free and paid/business offerings vary.	Microsoft Learn.	Especially relevant for Microsoft-based agencies; confirm organizational data protections and licensing.
Google Translate	Machine translation tool.	Supporting basic multilingual communication and translating general resource information.	Free.	Google help resources.	Useful as a support tool, not a substitute for qualified interpretation when accuracy or legal/medical information is critical.
Canva AI	AI-assisted design and content features within Canva.	Drafting marketing content; presentation support; graphic creation.	Free/paid Canva features vary.	Canva Design School/help center.	Useful for outreach efficiency; human review is still important for accuracy and accessibility.

Resource	What It Does	How Mobility Managers Use It	Cost / Free Option	Training Available	Mobility Manager Recommendation
Chrome extensions / AI add-ons	Browser-based productivity, accessibility, writing and translation tools.	Writing support; translation; accessibility; workflow shortcuts.	Free/paid varies.	Vendor-specific.	Potentially useful, but agencies should vet extensions for privacy, permissions and security.
Ecolane virtual/automated assistant tools	Automation supporting transit/rider interactions.	Handling routine rider requests or call-related functions, depending on implementation.	Vendor-specific.	Vendor training/support.	Worth tracking as transit automation develops; document real-world use cases from AMM members.
AI for SOP/regulation outlines	Use of approved AI tools to organize complex regulations into working outlines.	Drafting SOP frameworks from federal regulations; simplifying technical material for internal review.	Depends on AI platform.	AMM-developed examples plus provider training.	Good committee training topic. AI output must be verified against the original regulation and agency policy.

Marketing & Community Outreach

Resource	What It Does	How Mobility Managers Use It	Cost / Free Option	Training Available	Mobility Manager Recommendation
Canva	Online design platform for visual communication.	Flyers; brochures; business cards; presentations; social graphics; resource guides.	Free and paid plans; nonprofit/public options may vary.	Canva Design School.	High-value, accessible marketing tool for mobility managers with limited design support.
Social media platforms	Public-facing digital communication channels.	Service information; event promotion; community education; transportation updates.	Usually free to post; advertising costs vary.	Platform learning/help centers.	Useful for reach, but should be one part of a multi-channel outreach strategy.
WordPress / Agency Websites	Website publishing and content management.	Transportation resources; eligibility/service information; online forms; contact information.	WordPress software can be free; hosting/development varies.	WordPress Learn and vendor training.	Important for a stable public information hub; prioritize mobile accessibility and easy-to-update content.
Digital displays	Electronic screens/signage for public information.	Service announcements; transportation resources; event promotion in community locations.	Hardware/software costs vary.	Vendor-specific.	Useful where riders already visit; content must stay current and readable.
Transit apps	Mobile applications for trip planning, booking, service information or alerts.	Rider trip planning; scheduling/booking; service updates.	Varies by provider/platform.	Vendor/provider-specific.	High rider value when accurate and accessible; rural coverage and digital access should be considered.
Adobe	Design, document and PDF tools.	PDF resources; graphics; marketing materials; document editing.	Paid subscriptions; some free tools.	Adobe Learn.	Powerful but may be more than some programs need; Canva may be easier for routine outreach.
PowerPoint	Presentation and visual communication software.	Community presentations; partner briefings; trainings.	Typically part of Microsoft 365.	Microsoft Learn.	Reliable and familiar for presentations; useful with shared AMM templates.
Print outreach: flyers, postcards & business cards	Traditional outreach materials often created with digital tools.	Driver handouts; food-box inserts; community events; direct resource distribution.	Printing/design costs vary.	AMM examples/templates; Canva/Adobe training.	Essential companion to digital outreach, particularly in rural communities and for people with limited internet access.

Committee Review & Next Steps

This draft is intentionally designed as a working document. The Technology Committee can use it to identify which resources should be verified, expanded, demonstrated, or recommended before the library is published as an AMM website deliverable.

- Verify current cost/free-plan information and add official resource links.
- Identify AMM members who actively use each tool and can contribute practical feedback.
- Add a simple recommendation scale (for example: Recommended, Worth Exploring, Specialized Use, or Needs More Review).
- Identify privacy, accessibility, cybersecurity, and client-data considerations for each platform.
- Create or collect mobility-management-specific templates, examples, and short how-to guides.
- Identify committee training topics based on the tools members most want to learn.
- Review the final resource for website accessibility and ease of use before publication.

Potential Future AMM Deliverables

The resource library could eventually link to practical committee-created materials such as a referral tracker template, monthly data dashboard, partner contact tracker, outreach templates, AI prompt guidance, technology comparison sheets, and short member-led demonstrations.

Committee Notes

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