



## 6. transportation management association (TMA)

A Transportation Management Association (TMA) is typically a non-profit organization that serves to provide transportation coordination and program implementation within a geographically defined area. TMA's are member controlled, non-profit organizations and consist primarily of area businesses and institutions. Often, TMA's include public-private partnerships and have established coordination and funding relationships with local, regional and state governments.

### Roles of a TMA

Transportation Management Associations can provide a variety of services that encourage more efficient use of transportation and parking resources, such as:

- **Access management:** TMAs can be involved in the land use planning, pedestrian and bicycle planning process, transit improvement plans and roadway design practices to encourage smart growth development and create more pedestrian-oriented streetscapes.
- **Commuter programs:** TMAs can provide various programs for employers to incentivize their employees to reduce their automobile trips. These may include commuter financial incentives (parking cash-out and transit allowances), rideshare matching, alternative scheduling, telework, Guaranteed Ride Home, walking and cycling encouragement facilities and programs, etc.
- **Coordination between employers and liaison to public agencies:** TMA can effectively coordinate between employers and with public sector. A TMA Coordinator can help administer transportation demand management programs at specific businesses or developments.
- **Parking management and brokerage:** TMAs can provide parking brokerage services, allowing businesses to share, trade, lease, rent and sell parking facilities. For example, a TMA can match businesses that have extra parking supply at a particular time with nearby businesses that need parking at that time.
- **Direct service provision:** TMAs can directly provide various services to employers such as shuttles, special event planning and transit services, public and community relations programs, etc.
- **Standard and guidelines development:** TMAs can aid the process of developing appropriate and targeted TDM standards and guidelines for employers, such as the system design of bike Eparking.
- **Wayfinding and multimodal navigation tools:** TMAs may assist implementing multimodal navigation tools including signs, maps, guidebooks, website and electronic devices that provide information on travel options to a particular destination.
- **Marketing and promotion:** TMAs can help determining consumer needs and preferences by surveys, creating appropriate targeted products, providing useful information about products to consumers, and promoting their use.

### How it works

- Regional or local governments, chambers of commerce or management of a major facility (such as a mall or hospital) can help create a TMA and provide seed funding.
- Developers or facility managers may be required to establish a TMA to mitigate local congestion and parking problems.
- TMAs are typically staffed by a Mobility Coordinators who administers and actively markets local transportation demand management programs. Through the TMA, a mobility coordinator will:
  - Serve as a facility-wide concierge, providing personalized information on transit routes and schedules, ridesharing information, bicycle routes and facilities, and other transportation options available to residents, employees and customers
  - Negotiate with transit agencies for low cost transit passes

## Funding

- Initial funding to establish TMAs normally comes from local governments, highway or planning authority, major private businesses, etc.
- Later, TMAs are typically funded through dues paid by member businesses and government grants.
- TMAs can also charge a certain amount of fees for their services, such as shuttles, parking management, etc.
- Many TMAs rely heavily on public, government controlled funds, such as the federally funded Congestion Mitigation Air Quality (CMAQ) program or local city or county sources, to fund their organization.
- TMAs can also charge a certain amount of fees for their services, such as shuttles, parking management, etc.
- City Business Improvement District (CBID) can also provide funding for businesses to implement tailored TDM strategies.
- Foundation funding is also sometimes available for TMAs to fund specific projects and programs. The TMA can either take the lead in responding to foundation opportunities or work with area partners on a joint application.

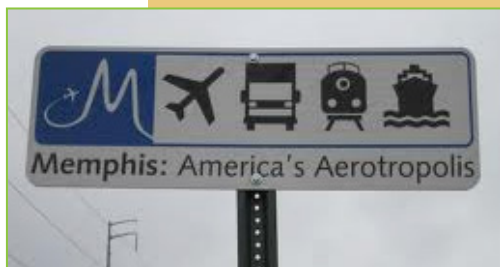


## Application to Memphis

### Aerotropolis

With over 83,000 jobs in just over 31 square miles, the Aerotropolis area is a prime candidate for the establishment of a Transportation Management Association. The Aerotropolis Study has shown a great need for transportation coordination amongst the over 2,000 employers in the area. This relatively compact area has large and small employers, significant transportation infrastructure and very specific challenges.

Most importantly, through the Aerotropolis Master Plan, many of the key employers and government agencies are already engaged in discussions about transportation. This initial organization and seeking of common interests is often the most challenging aspect in the initiation of a TMA.



Initial tasks for the Aerotropolis TMA should include:

- Seeking federal or state funding
- Coordination and implementation of Aerotropolis Master Plan transportation recommendations
- Establishing a local circulator shuttle(s) between Airways Center and area employers
- Employer outreach on TDM programs

### Other Potential Sites for the formation of a Transportation Management Association :

#### Medical District

- Parking management
- Enhanced MATA pass sales
- Coordination with proposed new transit service
- Bicycle programs
- Safe routes to Work

#### President's Island

- Coordinating employee shifts
- Organizing car/vanpools
- Providing local circulator service



## Best Practice

There are over 150 TMA's nationally, which range in size, budget and service provided, but all work on coordinating transportation and program that provide increased mobility and choice.

### *Greater Mercer County (NJ) Transportation Management Association*

Operating in a suburban environment, the Greater Mercer TMA (GMTMA) promotes and provides alternative transportation choices for its association which includes large and small employers, local governments, authorities and state agencies. Established in 1984, the GMTMA now has an annual budget of \$750k, funded partially through membership fees and federal funds. GMTMA offers a range of services to its members including:

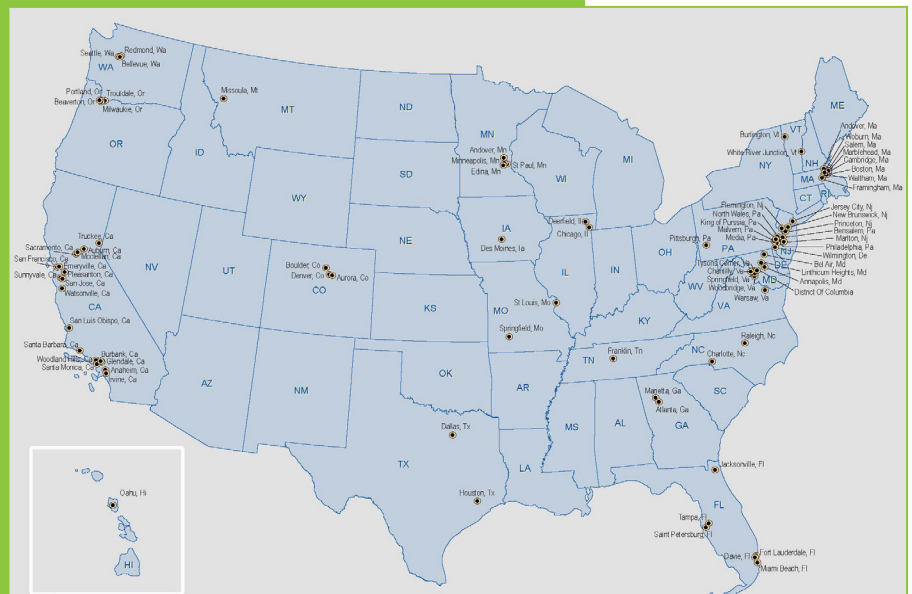
- Bus and Shuttle Service Coordination for employer funded shuttles
- Carpool and Vanpool Service Assistance
- On Site Commuter Information Exchanges
- Traffic Alerts - Notifies construction projects, accidents and incidents that impact travel.
- Transit and Transportation Advocacy
- Transportation Site and Needs Assessments

GMTMA has also recently expanded its service offerings to include a Senior Shuttle and work with local schools on Safe Routes to School and Walking School Bus implementation.

**Addison County Transit Resources (ACTR)**, Vermont. Way to Go! Addison County is a Transportation Management Association made up of organizations that joined together to reduce single occupancy vehicle traffic and improve commuting options.

ACTR is a 501(c)(3) non-profit organization. ACTR's funding is an 80/20 mix of state and federal grants and private funds from individuals, businesses, towns and philanthropic organizations to supplement the public grants, as well as provide the local match required to acquire public grants.

ACTR works closely with businesses and public agencies to create employee transportation networks, bike/pedestrian programs, rideshare resources, car share resources, transit/shuttle operations, resource/legislative advocacy and commuter services to increase transportation efficiencies through a demand management approach.



Existing Transportation Management Associations in the US