

Transportation Management Associations – Keypoints from Group Discussion

<u>BENEFITS</u>	<u>CHALLENGES</u>
<ul style="list-style-type: none"> • Consistent messaging & education • Coordinated voice in permitting/land use • Coordinated advocacy for grants/policy • A consistent and comprehensive forum on transportation within a community - promotes a multi-modal conversation • Flexibility to serve diverse community needs • Support/capacity to help members set and track transportation-related goals • Employers can offer transportation incentives as part of their benefits package. • Member-driven, not government driven • Address local environmental impact 	<ul style="list-style-type: none"> • Sustainable funding • Growing membership beyond early adopters • Providing subsidy needed to get partners in the door – and then convincing them to pay! • Local/regional/state policies don't always align or support TMA's efforts • Employers willing to offer trans. benefits • Members fear of disappointing results • Securing commitment and engagement at the leadership level within businesses • Everything moves slowly. Need staying power. Need to management expectations. Need to demonstrate progress. • Possible conflicts in funding streams (i.e. asking support for both provider and TMA from town)
<u>BEST PRACTICES</u>	
<ul style="list-style-type: none"> • Integrate with planning efforts (land use, infrastructure, facility, master planning, etc.) and get involved at an early stage. • Highly engaged steering committee/board • Focus on building relationships (trust, credibility, consistency, accountability) • Identify/pursue strategic partnerships (even outside transportation world – i.e. health) • Meet members where they are (listen!) • Start w/ major employers along transit routes • Don't charge for services that get businesses in the door (i.e. Smart Commute) – use success to encourage real commitment. • Gather data on success of programs: Survey members, participants, community members. • Employer assessments help define priorities • Share results – across TMA and the state 	

Keypoints for Starting a TMA in Vermont:

- It's about reaching people – and what the most efficient/effective way to do that?
- Many possible geographic scales (i.e. multi-town, transit corridor/commuter-shed, county-wide)
- What's the anchor? An institution? A commuter route? A consistent need?
- Be clear on TMA goals in developing and communicating
- Be able to articulate Who/Why/How
- Value of local relationships and trust

Notes on Important Partnerships

GoVermont

- Expansion of GoVermont brand is valuable; GoVermont is designed as an outreach and marketing engine.
- Having resources available at the state level is critical – must keep developing them!
- GoVermont is interested in supporting communities interested in trying a TMA or other related effort. We're all watching and learning from Addison County as a pilot. Washington County, Franklin County, and Windham County are all other regions that might benefit from a TMA if Addison County can demonstrate success in developing the model in a rural setting.

Vermont Energy Investment Corporation (VEIC)

- In charge of the GoVermont call center – just began that partnership
- Accounts with hundreds of medium/large energy users in the state – account managers are being trained to deliver information and resources related to transportation energy efficiency.
- Huge opportunity for GoVermont brand awareness.
- VEIC recommendation could lend credibility to local transportation programs.

Planning Community

- Engagement of RPCs and volunteer planning commissions in TMA advisory group.
- RPC's may have capacity to help coordinate, convene, and identify funding for studies.
- Planners are big picture thinkers with both vision and concrete guidelines.
- TMAs that span multiple RPCs can promote consistency and coordination among neighboring RPCs.

Unconventional Partners (beyond the local realm and beyond the "transportation" lens)

- Schools/Education Advocates/Safe Routes to School
- Senior Citizen Community
- Mobility and Health Advocates
- Complete Streets Advocates
- Statewide Land Use Planning Advocates
- Rail Advocates
- Carshare Vermont
- Local Motion
- Way-to-Go Vermont