

TOPIC PRIMER: Transportation Management Associations (TMAs)

Transportation Management Associations (TMAs) are member-controlled organizations that provide a variety of transportation services, especially related to transportation demand management (TDM), that encourage more efficient use of transportation resources in a particular area.

Membership	Area businesses, local government, transportation providers and planners
Funding	Member dues and government grants
Common Goals and Benefits	<ul style="list-style-type: none"> • Reduce the number of SOV trips and VMT within the service area • Financial savings to businesses, commuters, and community at large. • Improve transportation infrastructure in ways that promote multimodal transportation • Advocate for land use planning and community development (e.g. Smart Growth) that emphasizes more accessible and resource-efficient transportation. • Reduce community traffic congestion and parking problems • Increase access to transportation alternatives (transit, rideshare, bike/ped, teleworking, rail)
Examples of Services Provided	<ul style="list-style-type: none"> • Consulting with businesses to address commuting, work travel, tele-working, parking etc. • Rideshare matching • Guaranteed ride home and other centralized incentives/benefits for commuters • Marketing and promoting multi-modal transportation options • Parking and transportation demand analysis • Regional transportation, biking, and walking guides and maps • Transportation education (i.e. bike safety) • Tourist transport management • Advocacy on behalf of members
Best Practices	<ul style="list-style-type: none"> • Controlled by members, not by the government (though policy makers are at the table) • Provides a variety of services and strategies. • Promotes both positive and negative incentives for participation and behavior change • Works to develop and maintain communication and cooperation between transportation agencies/planners/ providers and the stakeholders who are affected by their programs. • Identifies and tracks indicators of success and produces an annual “State of the Commute” report describing TDM resources and progress.
How/Why They Get Started	<ul style="list-style-type: none"> • Zoning restrictions on parking requiring new/growing businesses to create TDM plans. • More cost effective delivery of TDM programs than those managed by individual businesses. • Partnership with one or more key employers in need to TDM support. • Partnership with local government seeking to reduce traffic congestion or parking demand
Challenges	<ul style="list-style-type: none"> • Lack of interest and support among stakeholders • Establishing a sustainable funding structure • Perception that short-term benefits are small if there is no immediate parking or traffic congestion problem. • Tracking data and indicators to demonstrate progress and cost/benefit of the TMA.

According to the 2009 Transportation Management Association Survey of 77 TMAs (Mainly in the US):

Structure – Most TMAs...

- Are their own non-profit organizations, though some are embedded in a parent organization (i.e. chamber of commerce, university, local or regional government agency).
- Have some amount of dedicated staffing and a governing board (average 5-7 meetings/yr).
- Hire external consultants for web development, graphic design, studies/research, shuttle/transit operations and marketing program development.

Funding and Budget – Most TMAs...

- Take in about 30% of revenue from membership dues, about 40% from public grants, and the rest from various service fees.
- Spend about 50% of their budget on staffing and about 20% on member services (the rest on marketing and office operations)

Membership – Most TMAs...

- Calculate membership dues based on number of employees.
- Membership tends to be about 2/3 business employers along with a mix of government representatives, property owners, non-profit organizations, developers and others.

Services – Most TMAs...

- Focus 75% of their services on commuting to and from work.
- Top 5 services offered by TMAs: Promotional/marketing materials, employer travel surveys, promotional events, trip reduction plans, rideshare matching.

Measuring Success –

- How Most TMAs Collect Data: emails/calls in response to marketing campaigns, website hits, raw transport data (traffic/parking counts and transit ridership), surveys of employers/organizations/participants to assess satisfaction with TMA services, surveys of travelers at a TMA-wide scale.
- Most TMAs Use Data to Calculate: mode shift at various scales (workplace, community, TMA-wide), overall satisfaction with TMA services (among members and in the community), direct utilization rates (e.g. vanpools in operation, carpool trips logged online)
- About 20% of TMAs calculate the TMA's cost per trip reduced, per vehicle mile reduced, or unit of pollution reduced.