

## **Transportation Management Associations (TMAs)**

### What is a TMA

Transportation Management Associations (TMAs) provide Transportation Demand Management (TDM) programs and services in a designated area (such as a municipality, commercial district, or industrial park). TMAs are often non-profit organizations consisting of a public-private partnership, which is supported with membership dues. TMAs are usually a cost effective TDM strategy, because organizations can share TDM program management and services. TMAs allow smaller employers the opportunity to provide TDM services at a level comparable to those offered by large companies.

TMAs are appropriate for any geographic area where there are multiple organizations clustered together. TMAs assist these member organizations with the implementation of worksite based commuter options. These commuter options help to reduce traffic congestion, improve parking dilemmas, and reduce harmful emissions. TMAs also advocated for local businesses, developers, and property owners on diverse environmental, land use, and transportation issues.

### TDM Programs and Services

TMA programs and services are unique to the geographic area, demographics, and transit needs of the service area. Some of the program and services offered by TMAs include:

- Access Management
- Commute Trip Reduction
- Commuter Financial Incentives
- Flextime Support
- Guaranteed Ride Home Services
- Marketing and Promotion
- Parking Management and Brokerage
- Pedestrian and Bicycle Planning
- Rideshare Matching
- Shared Parking Coordination
- Shuttle Services
- Telework Support
- Tourist Transport Management
- Transit Improvements
- Transportation Access Guide

### How to Establish a TMA

TMAs are typically created with membership dues or government grants. The following are suggested steps to form a TMA:

1. Define the geographical area in which to site the TMA. This should not be too large so as to engender a 'community' spirit within the TMA – with all member companies working for the common good of the area.
2. Undertake a site audit and assessment of existing situation including trip generation, mode split, public transport services and facilities and existing infrastructure to support sustainable transport modes.
3. Establish contact with the business community through an existing business forum or chamber of commerce.
4. Invite local councilors who may hold the environmental portfolio for the site to become involved in the management of the TMA.
5. Work in partnership with the local highway authority and local planning authority to secure funding for the TMA and to provide sustainable transport infrastructure such as walk and cycle paths in the area.
6. Organize together with local businesses to complement existing MBTA or local RTA services.

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7. Establish funding streams and mechanisms for ongoing funding of the TMA before it is launched.
8. Write a business plan for the TMA (how to raise fund and what the money will be spent on)
9. Sell the business plan to gain business commitment
10. Set up an interim board of directors from interested parties (local councilors, local authority officers, public transport operators and local business representatives)
11. Directors must agree the business plan prior to the launch of the TMA and prior to registration as a not-for-profit company
12. Write Memorandum and Articles of Association to establish the operating principles of the company
13. Elect Chairman, Vice Chair, Secretary and Treasurer
14. Vote to agree business plan and budget
15. Write job description for travel plan coordinator
16. Establish line management and TP coordinator accountability
17. Launch the TMA and raise awareness to businesses through local media
18. Establish data base of businesses in defined geographical area with information regarding size, location, parking availability, whether or not they have a TP in place
19. Contact the businesses, sell the TMA concept – undertake staff travel surveys of those without Travel Plans in place
20. Request sponsorship and seek further funding opportunities
21. Prepare company Travel Plans for participating companies

### Additional Resources

#### **MassCommute** <http://www.masscommute.com/>

MassCommute is a non-profit membership organization comprised of eleven regional TMAs (one of which is the Charles River TMA [www.charlesrivertma.org](http://www.charlesrivertma.org)). The mission of MassCommute is to inform TMAs of important federal and statewide transportation issues; to collaborate with state agencies and other partners on TDM events; to promote TDM measures throughout the Commonwealth; and to advocates on behalf of TMA members on important legislation and regulatory issues.

#### **MassRIDES** <http://www.commute.com/>

MassRIDES, the Commonwealth's Travel Options Program, is a service of the Massachusetts Department of Transportation (MassDOT). MassRIDES provides mobility assistance and provides commute options through the Commonwealth. MassRIDES' partners include private and public sector employers, colleges, and universities. MassRIDES currently has over 330 worksite partners, which represents nearly 450,000 commuters. MassRIDES primarily focuses efforts on commuters and employers located outside of TMA service areas.