What is a TMA?
National TMA Best Practices in Rural and Resort Areas

Tahoe Regional Planning Agency

December 4th, 2019
Agenda

- **Transportation Management Associations (TMA)**
  - Purpose
  - TMA Organizational Structures
  - Traditional TMA Operations
  - National TMA Best Practices in Rural and Resort Areas
    - RIDE Solutions (Roanoke Valley, Virginia)
    - Missoula in Motion
    - Canyon Village Management Association
    - Ride on Park City
Transportation Management Associations (TMAs)

Organizations that provide employers and employees within a specific area with travel options and information that advocate for sustainable transportation decisions.
Purpose of TMAs

- **Support travel options**
  - Advocate for transportation options besides single-occupancy vehicles

- **Improve commuter and visitor experiences**
  - Reduce congestion
  - Clear and simple information about travel options

- **Partner with employers**
  - Provide transportation information and options to employees

- **Host transportation programs and services**
  - Cost-effective option for large and small employers

Photo: Tahoe Transportation District
Structure of TMAs

- Focused on specific geographic area
  - Business park, commercial district, medical center, county or region
- Supported by local government and businesses
  - May be managed/funded by state or regional governments, cities, counties, and/or businesses
- Size of staff varies
- Focus of TMA depends on local needs
Traditional TMA Operations

- Information about travel choices
  - Marketing to commuters and visitors about transit, carpool, and/or bike options
- Advocate for transportation modes that reduce traffic
  - Transit, carpool, bike/walk options help meet local goals
- Support local projects that improve travel options
- Reports about transportation in the region
- Convene stakeholders
  - Relationship building
  - Consensus and support for projects
RIDESolutions - Roanoke Valley, Virginia

Trip planning support for commuters and visitors

- **Structure:** Member-based, individual membership
- **Funding Partners:** local and state government
- **Services:**
  - Trip planning
    - Maps, routes, and travel options for commuters
  - Transportation assistance programs
    - Guaranteed Ride Home
  - Employer services
    - Provide commuter benefit programs
    - Grant funding

Source: RIDESolutions
Missoula in Motion – Missoula, Montana

Encourages many sustainable transportation options

- **Structure:** Member-based

- **Funding Partners:** local transit, government, and university
  - Federally-allocated funds (Montana Congestion Mitigation and Air Quality (CMAQ) funds)

- **Services:**
  - Incentives Program for Commuters
  - Employer Support
  - Bike Valet – large community events
  - Trip planning
  - Recognition and Awards
  - Organizes Active Community Events

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Missoula in Motion – Missoula, Montana

Way to Go! Program

- Trip planning and incentives tool
- Internal employee competitions, rewards programs, trip tracking tools
- 115,000+ sustainable trips logged in 2018
  - 1,910 users
  - 153,348,964 pounds CO2 diverted in 2018
  - Carpool and bike modes most popular

Source: Missoula in Motion Newsletter
Missoula in Motion – Missoula, Montana

Workplace Improvement Program
- Partnership between Missoula In Motion and City of Missoula Bicycle Pedestrian Program
- Helps employers identify projects
- Manages and oversees construction
- Employers contribute match funding:
  - 15% match- nonprofit
  - 50% match- businesses

Source: Missoula in Motion 2018 Annual Report
Canyons Village Management Association – Park City, Utah

Reduce congestion in resort area

- **Structure:** Resort management association, transportation focus
- **Funding Partners:** local transit, government, and university
- **Services:**
  - On-demand microtransit service
  - Employee and visitor incentive program
  - Regional e-bike-share partner
Canyons Village Management Association – Park City, Utah

Canyons Village Connect

- Complimentary, on-demand ride service
  - 8am-8pm daily
- Supported by Downtowner
  - Microtransit technology provider
Ride On Park City- Park City, Utah

*Traveler Information and Incentives*

- Program to launch December 2019
- Provide travel information and incentives
  - Mobile-application
  - Website
- Partnership with local employers
  - Initial launch to focus on partner employers
- Joint public/private partnership
- Planned performance metrics
  - Participation
  - Mode shift
Thank you