



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

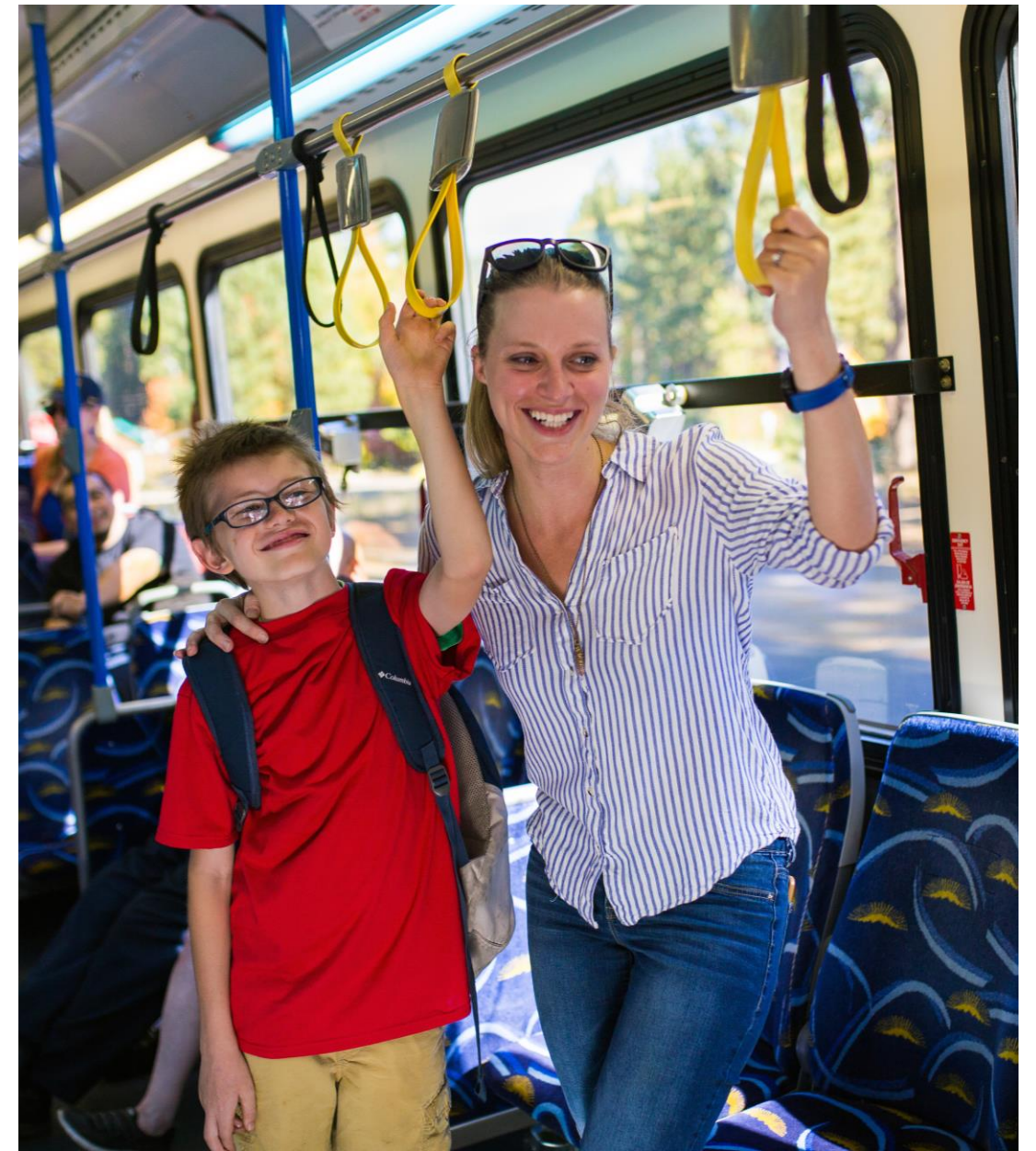


Photo: Tahoe Transportation District



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

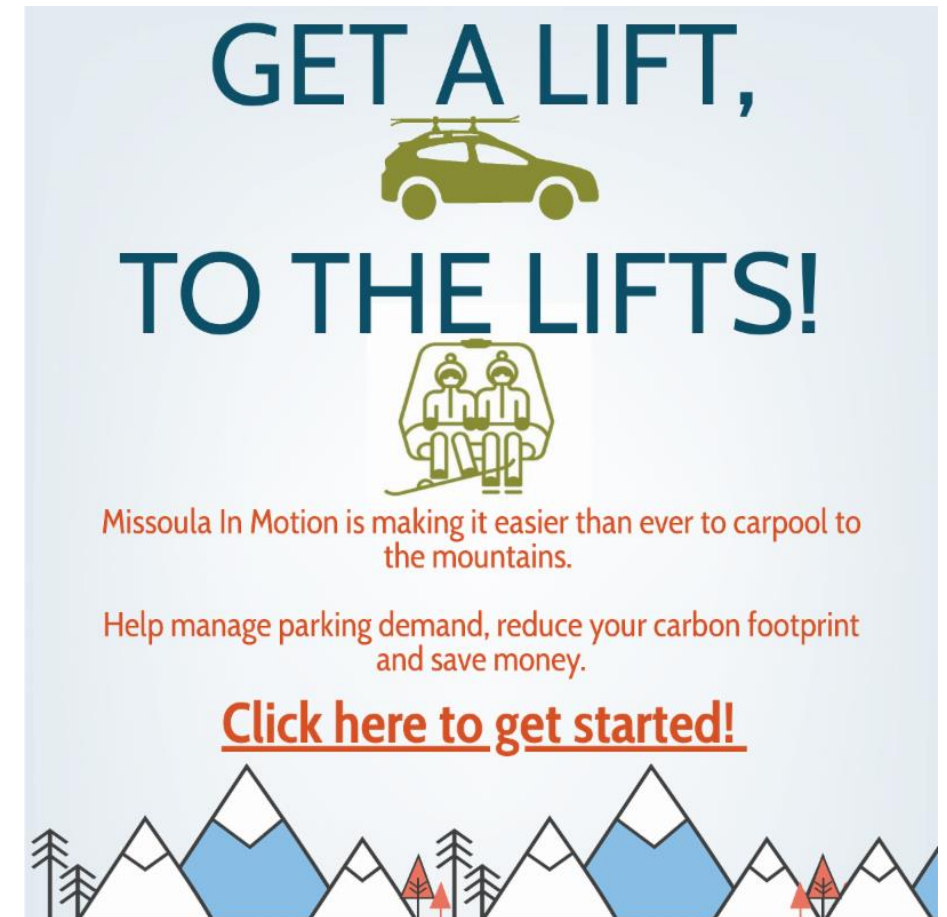
- **Structure:** Member-based
- **Funding Partners:** local transit, government, and university
 - Federally-allocated funds (Montana Congestion Mitigation and Air Quality (CMAQ) funds)
- **Services:**
 - Incentives Program for Commuters
 - Employer Support
 - Bike Valet – large community events
 - Trip planning
 - Recognition and Awards
 - Organizes Active Community Events





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



GET A LIFT,

TO THE LIFTS!


Missoula In Motion is making it easier than ever to carpool to the mountains.

Help manage parking demand, reduce your carbon footprint and save money.

[Click here to get started!](#)

The graphic features a light blue background with a stylized mountain range at the bottom. The mountains are white with blue peaks and some have small evergreen trees. The text is in a bold, sans-serif font, with the main headline in dark blue and the subtext in a smaller, lighter blue font. The car and carpooling icons are simple line drawings in a light blue color.

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