

TRANSPORTATION MANAGEMENT ASSOCIATIONS

Description

Transportation Management Associations (TMAs) provide transportation services and education to businesses and employees in a particular area, combining the efforts of many employers to reduce program costs. Most TMAs are non-profit collaborations of private and public sector employers working together toward common goals, such as congestion mitigation or pollution reduction.

TMAs typically serve employers in congested urban areas with rideshare matching, marketing travel options, employer traveler surveys, and developing trip reduction plans. TMAs also help with parking management, flexible work hours, vanpools, special events management, and freight transport movements, just to name a few. Over 140 TMAs exist in the United States, with five in Texas.

Target Market

Most TMAs in the United States focus on commuters in urban areas.

Cities with an emphasis on tourism and special events work with TMAs to educate visitors, and to mitigate the congestion effects of the large number of tourists. TMAs can be arranged to address a variety of local or regional needs.

How Will This Help?

TMAs can significantly reduce the number of single-occupant vehicle trips in an area by offering travel demand management services. Positive congestion impacts are most likely when used to support travel behavior changes following major infrastructure changes such as express or managed lane implementation or new transit services.

Implementation Issues

Long-term implementation requires a continuous revenue stream because TMAs are most often funded by a mixture of employer membership fees and public funds. Since travel behavior changes take time, sustainable partnerships are needed.



Dallas Area Rapid Transit, West End Station

Cost:	●○○○○○
Time:	Short
Impact:	Regional
Who:	Public/Private
Hurdles:	Support

Success Stories

- **Central Houston, Inc.** strongly encourages employers to provide some level of transit subsidy to their employees. A 2009 survey of downtown workers, found that 52 percent use some mode other than driving alone.
- **Lloyd District TMA** in Portland, Oregon, partners with local employers to encourage commute trips other than driving alone, resulting in a reduction in drive-alone trips from 60 percent in 1997 to 41 percent in 2011.