

**Benefits of a  
Transportation Management Association  
for Greater University Circle**

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Transportation Management Associations (TMAs) are private, non-profit, member-controlled organizations that provide and promote alternate commute services within a specific geographic area – commercial district, medical center, etc. There are more than 150 TMAs in the U.S.

**Service/program results:**

- Increase transportation options
- Provide financial savings to businesses and employees
- Decrease traffic and parking problems
- Reduce pollution emissions

**Clients and partners:**

- Individual commuters
- Employers
- Property managers
- Developers

**Everyone benefits** from these public-private coalitions:

- Property managers reduce parking constraints
- Employers improve recruitment and retention opportunities
- Commuters save money and reduce stress
- Developers create more attractive and accessible facilities
- Government gets a credible planning partner

TMAs are typically **more cost-effective** than commute management programs offered by individual businesses, while allowing small employers to provide services comparable to those offered by the largest companies.

They **reduce 6-7% of total commute trips** if implemented alone, and significantly more trips if implemented with other Transportation Demand Management strategies.

### **Long-term results:**

- Improved air quality
- Increased capacity for customer and visitor trips
- Reductions in future development costs for the provision of parking
- More efficient land-use patterns (i.e., smart growth and active living by design)

### **The Lloyd District TMA is among the most successful in the country:**

- Established in 1995 near downtown Portland, OR
- 69 member businesses (9,000 employees) invest over \$1 million annually for commute trip reduction efforts
- Area served: 650 businesses (20,000 employees), convention center, NBA arena
- Ultimate objective: achieve 42% transit commuting and 10% bike commuting for the entire district

TMA's for "Eds & Meds" districts include Pittsburgh, Cambridge and Atlanta.

### **Why is University Circle a good location for a TMA?**

- Dense development, with 10,000 more jobs anticipated in the next 10 years
- Rail and bus transit, shuttle buses available
- Increasing awareness of the health benefits of commute alternatives
- An existing framework for coordination via University Circle Inc. (UCI)
- Visitors need travel information and orientation
- Existing buy-in to improve rail stations, pedestrian and bicycling facilities, and to encourage alternate commuting among employees

### **What would a TMA do in University Circle?**

Over time, nearly all TMA's take on a broad range of projects, but they tend to initially form with one of two primary purposes:

- Create and promote employee-targeted programs and services that reduce parking demand and traffic congestion; or
- Study transportation needs, plan for infrastructure improvements, and advocate for construction by government

Several Greater University Circle institutions are already active in infrastructure planning and advocacy. These efforts are increasingly focused and coordinated by the Cleveland Foundation via their consultant, Lillian Kuri.

There is relatively little promotion within the District to **educate** employees, students, and visitors about their transportation choices, and to **actively facilitate changes** in their commute patterns. This is an excellent starting point for a TMA in University Circle.

### **Sample Goals (from other TMA's):**

1. Increase employee use of transit to 32% of all commute trips (all businesses).
2. Increase employee use of transit to 45% of all commute trips (Passport members).
3. Increase number of bicyclists to the District by 5% annually.

4. Increase the number of pedestrian commuters to the District by 3.3% annually.
5. Maintain existing level of employee use of car/vanpooling as a commute option (10% commute mode split).
6. Continue efforts to fund lighting, safety and amenity improvements throughout District's pedestrian environment.
7. Increase employee and employer awareness of District transportation options.
8. Continue to develop an organization that effectively supports and advocates the long-term economic vitality and livability of the District.

### **Sample mission statement**

The mission of the *Greater University Circle District Transportation Management Association* is to support and promote the economic vitality and livability of University Circle and surrounding areas through cooperative, member-supported programs that promote efficient, balanced transportation systems and land-use patterns.

### **Sample TMA services**

UCI already provides transportation coordination (parking management, shuttle buses) and is well positioned to host a TMA in partnership with other district stakeholders. Below are examples of services that could be offered in University Circle:

#### **For individual employees/students/visitors**

- **Transportation information and referral**
  - Transportation access maps/guides
  - Website information
  - Telephone information hotline
  - Rideshare matching and vanpool coordination (via NOACA)
  - *Effective Cycling Class* subsidy (via Ohio City Bicycle Co-Op)
  - *Transit 101* class (via GCRTA)
- **Marketing and promotion**
  - Semi-monthly newsletter
  - *Try the Bus on Us* promotion<sup>1</sup>
  - Commuter prizes – monthly drawing (\$25 gift certificates) & recognition for alternate commuters<sup>2</sup>
  - *Workout to Work* fitness/wellness program<sup>3</sup>
- **Support services**
  - Guaranteed/Emergency Ride Home Program (via NOACA, RTA)
  - Access to cars by the hour (via CityWheels)

#### **For employers**

- Parking management and brokerage
- Commuter baseline survey
- Networking and support for *Employee Transportation Coordinators*

<sup>1</sup> [http://www.seaporttma.org/program\\_TryBus\\_register.htm](http://www.seaporttma.org/program_TryBus_register.htm)

<sup>2</sup> [http://www.slashforward.com/CCTMA/index.php?option=com\\_content&task=view&id=136&Itemid=101](http://www.slashforward.com/CCTMA/index.php?option=com_content&task=view&id=136&Itemid=101)

<sup>3</sup> [http://www.seaporttma.org/program\\_workouttowork.htm](http://www.seaporttma.org/program_workouttowork.htm)

- *Employee Transportation Coordinator* contract services
- Fleet outsourcing/ car-sharing program
- Telework support
- Flextime support

**For the Greater University Circle district as a whole**

- Pedestrian and bicycle improvements
- Transit waiting environment improvements
- Orientation and way finding improvements
- Special event transport management
- Tourist transport management
- Shuttle bus services to/from nearby rail stations
- Shuttle services for children and patients
- Lunchtime shuttle

**Longer-term goals for a University Circle TMA**

- *Commuter Connection* transportation store – a one-stop shop (storefront/help desk) for commute and visitor travel information
- Deeply-discounted transit pass bulk-purchase program, similar to *Passport* in Portland, OR<sup>4</sup>
- An annual funding source for district infrastructure improvements, similar to Lloyd TMA’s Transportation Opportunity Fund

**Example: Lloyd TMA - Transportation Opportunity Fund Projects (2005)**

\$14,000	Transit Shelter Improvements
\$30,000	Transit Tracker Expansion
\$30,000	TMA Outreach and Communications
\$10,000	Bicycle Improvements
\$15,000	Multnomah/I-5 Pedestrian Underpass Improvement Project
\$50,000	Small Business Passport Rebate Incubator Program
\$25,000	Seed Shower and Locker Development/Construction
\$15,000	Security Cameras for MAX Platforms
\$10,000	Street Lighting Improvements (NE 1st Avenue)
\$199,000	TOTAL 2005 PROJECT FUNDING

**Sample steps for establishing a TMA**

- 1) Convene a meeting of key stakeholders to review transportation challenges, plans and needs. Stakeholders include regional and local government agencies, transit providers, chambers of commerce or other business organizations, employers, facility managers, employees, nearby residents and customers.

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<sup>4</sup> The Passport is available to any TMA employer-member who commits to the purchase of a Passport annual transit pass for every "qualified" employee based at their work site. For that commitment, the transit agency offers annual transit passes at a roughly 75% discount from regular retail prices. (\$17.33/mo, per qualified employee vs \$67.83/mo for an annual pass). A qualified employee is defined as any person on, or expected to be on, the employer's payroll, full or part-time, for at least six consecutive months. Part-time is defined as 80 or more hours per 28-day period.

- 2) Determine stakeholder interest in the functions of a TMA, define pilot project goals, funding requirements and timeline, and designate a point person.
- 3) Secure TMA pilot project funding from stakeholders, foundations, government.
- 4) Establish board of directors, committees (see appendix), meeting schedule.
- 5) Hire pilot project coordinator and program assistant.
- 6) Recruit *Transportation Coordinators* (TCs) for each participating employer and establish a network for them. TCs act as vital liaisons between the TMA and employees – promoting programs and services, assisting with implementation, and keeping TMA staff informed about transportation issues of concern.
- 7) Begin offering employee information workshops, incentive programs, etc.

### **Funding considerations**

Seed funding should be requested from major institutions (such as universities and hospitals), charitable foundations, city and county governments, and NOACA-administered federal transportation funds.

Ongoing TMA expenses average \$5-10 annually per covered employee, and are typically funded through dues paid by member businesses, government grants, and sometimes an increase in parking fees.

## **Sample TMA committees**

### **Pedestrian Committee**

Provides advice and input to the TMA Board of Directors on pedestrian issues in the District. The committee oversees projects in the district that are developed and implemented to improve and enhance the pedestrian environment, with particular focus on safety, ambience and integration of infrastructure.

### **Bike Committee**

Supports and motivates district employees to bicycle commute by making it safe, easy and fun for them to do so. Oversees projects in the district that are developed and implemented to improve and enhance the cycling environment, including parking facilities.

### **Marketing Committee**

Oversees the marketing and communications effort to achieve goals set out in the TMA Strategic Plan. The committee maximizes and leverages resources and tools including market research, outreach/P.R., branding, marketing communications and programming.

### **Transportation Committee**

Expands business partnerships in the TMA transit pass program, oversees transportation infrastructure improvements in the district, and works to decrease drive-alone trips.

## Research resources

Lloyd Distret TMA 2006 Annual Report

[http://www.lloydtma.com/pdf%20files/2006%20Annual%20Report%20Final%20w\\_Cover.pdf](http://www.lloydtma.com/pdf%20files/2006%20Annual%20Report%20Final%20w_Cover.pdf)

Narrative on formation of Atlanta Emory University TMA (“eds-meds”)

[http://www.emory.edu/EMORY\\_REPORT/erarchive/1997/November/ernovember.10/11\\_10\\_97CliftonCorridor.html](http://www.emory.edu/EMORY_REPORT/erarchive/1997/November/ernovember.10/11_10_97CliftonCorridor.html)

2003 TMA survey (web pages)

Provides results of a 2003 survey – 104 of 154 North American TMAs participated. Contains 70 questions on membership, services, personnel and policies, financial and organizational characteristics.

<http://www.nctr.usf.edu/clearinghouse/html/526-101.htm>

*TMA Commute Choices* Employee Survey (Word doc)

<http://www.lloydtma.com/pdf%20files/2006%20Commute%20Choices%20Survey.doc>

Two-page summary of TMA purpose (PDF)

[www.vipre.com/vipre/assets/factsheets/en/tma.pdf](http://www.vipre.com/vipre/assets/factsheets/en/tma.pdf)

Lloyd District TMA (Portland, OR) – the best-organized TMA  
– extensive resources and documentation

<http://www.lloydtma.com/index.html>

Clifton Corridor TMA (Atlanta eds-meds)

<http://www.slashforward.com/CCTMA>

Charles River TMA (Cambridge, MA eds-meds)

<http://www.masscommute.com/tmas/crtma/index.html>

Oakland TMA – (Pittsburgh, PA eds-meds)

<http://www.otma-pgh.org/abt/index.asp>

Pittsburgh Downtown Partnership

[http://www.downtownpittsburgh.com/aboutPDP\\_missionAndHistory\\_annualReport.aspx](http://www.downtownpittsburgh.com/aboutPDP_missionAndHistory_annualReport.aspx)

South Boston Seaport TMA

<http://www.seaporttma.org/>

North Toronto “Smart Commute” program

<http://www.smartcommutentv.ca/>

Central Philadelphia TMA – focused on public policy, infrastructure improvement

<http://www.centercityphila.org/aboutus/cptma.aspx>