

North Texas 2050 Action Package

Issue	Transportation	
Action Tool Title	Transportation Management Associations (TMAs)	
Description of the tool:	Transportation Management Associations (TMAs) are private and public/private organizations that implement congestion mitigation strategies.	
How Well Does It Work?		
How valuable is this tool? How important is its contribution to achieving North Texas' vision for the future?		
<p>The NCTCOG is currently implementing various Travel Demand Management (TDM) strategies that help in decreasing traffic congestion and improving air quality in the region. One of the strategies includes the development of Transportation Management Associations (TMA). TMA is a formal organization of businesses and local governments dedicated to solving local transportation concerns. TMAs usually focus on the travel needs of large employers, and are often created to give businesses a voice in local government transportation planning, to advocate enhanced mobility, and to reduce employer costs of implementing individual worksite transportation programs through economies of scale.</p>		
How does it actually work?		
<p>Transportation Management Associations (TMAs), also known as Transportation Management Organizations or TMOs, are private and public/private organizations that implement congestion mitigation strategies and work together on local transportation issues. Many are incorporated, non-profit organizations; they tend to be membership organizations, made up of employers, developers, building owners, and local government representatives. Most TMAs are located in areas of dense employment and focus on the TDM programs of public and private employers. The estimated cost of providing start-up funds for these TMAs is expected to be approximately \$1.2 million per year (2006 dollars) at full program implementation.</p>		
What are the costs and who will they affect?	What are the benefits and who will they help?	
Federal and State Funds	<p>They pool the resources of many employers, thereby increasing their impact</p> <p>They provide a way for businesses to help solve local transportation challenges</p> <p>They allow public and private entities to work together</p> <p>They implement programs to alleviate traffic congestion and improve air quality</p>	

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What are the biggest stumbling blocks?	How can they be addressed?	
Ongoing Funding	Seek Federal and State Funds	
Who Would be Responsible?		
Primary (lead) responsibility	NCTCOG	
Secondary responsibility	Local Governments	
Need for coordination	Employers	
How Should it be Funded?		
Primary (lead) responsibility	Regional Transportation Council (RTC)	
Secondary responsibility	Employers and major trip generators/developments	
How Does It Connect?		
What other VNT issues are helped by this tool?	Connected Centers, Diverse, Distinct Communities and Green Region through reduction in VMT, and improved air quality.	
What other VNT issues could be hurt by this tool?		
How Should It Be Implemented?		
What will be done?	When will it happen?	
<ul style="list-style-type: none"> • First step for action • Following steps for action add additional steps as appropriate	Under Implementation	
What Examples Can We Follow?		
North Texas Case Studies	http://www.nctcog.org/trans/cmp/tdm/tma.asp	
Other Texas Case Studies		
Other U.S. Case Studies		
Supporting Research		
Related Information		
Acknowledgements		
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