

Rural Transportation Management Associations

February 14, 2023

National RTAP
Rural Transit Assistance Program

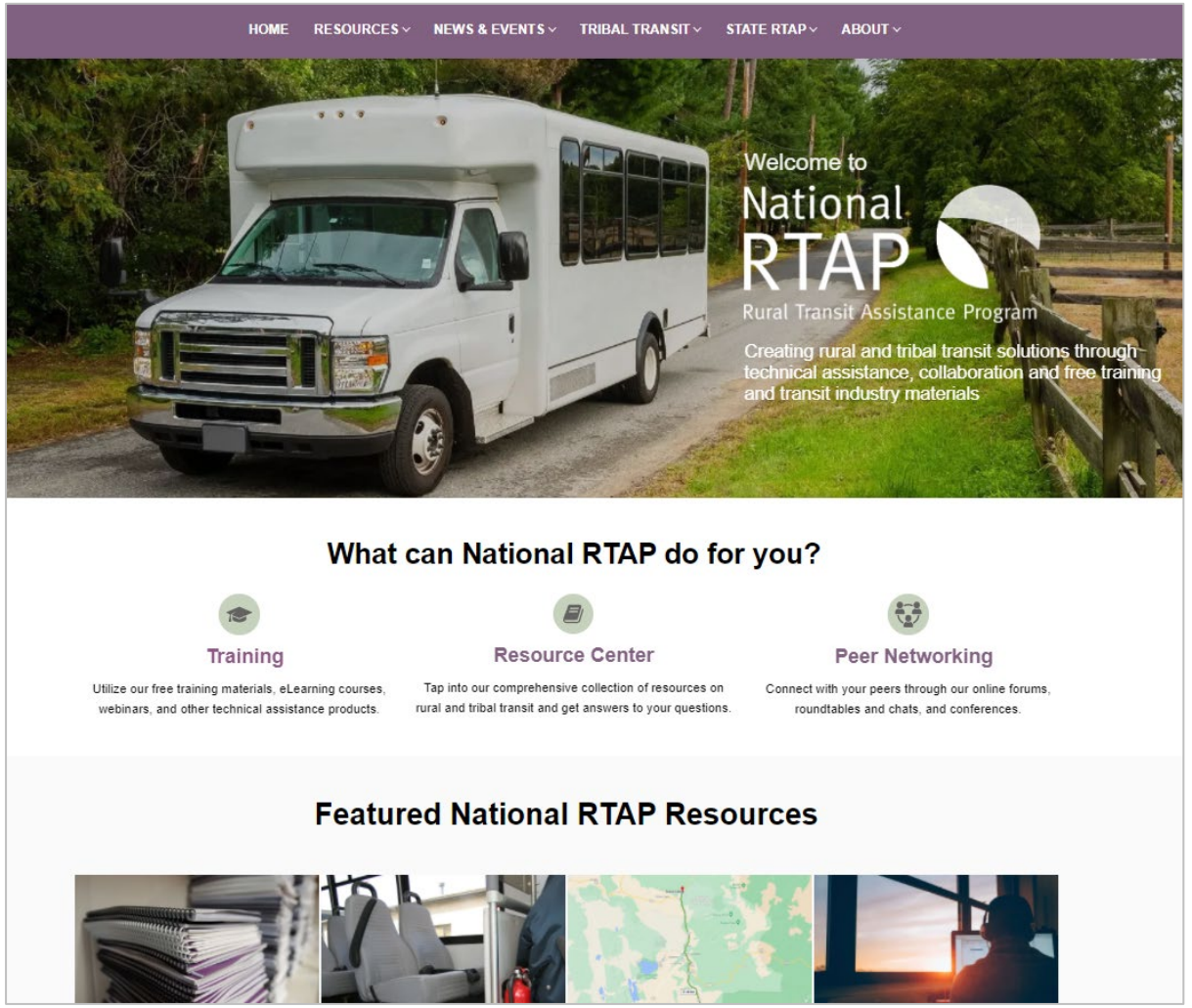
FTA
U.S. Department of Transportation
Federal Transit Administration

National Rural Transit Assistance Program

- Technical assistance center funded by FTA through Section 5311

Vision: Safe, compliant, efficient and effective rural and tribal transit that reflects community needs and values.

- Guided by a 14-member Review Board
- Learn more at nationalrtap.org



National RTAP Resources and Services

Training

Manuals, videos, PPTs, eLearning, webinars

Information

Technical briefs, toolkits, eNews, research

Technology Tools

For procurement, GTFS, websites, cost allocation

Peer Networking

Conferences, roundtables, online forums

Assistance

Reference services – bring us your questions!

Speaker Introductions



Michele Brooks
TransAction Associates
Vice President



John Haffner
Vital Communities/ Upper Valley TMA
Housing and Transportation Program Manager



Ellen Hender
Vital Communities/ Upper Valley TMA
Housing and Transportation Program Manager



Dr. Vicki Rusbult
Eastern Maine Development Corporation
Director of Administration, Compliance & Development

National RTAP Rural Transportation Management Association Webinar

Tuesday, February 14, 2023

TransAction Associates & Corporate Shuttles

TransActionAssoc.com | tcshuttles.com
(781) 895-1100

- Michele Brooks, Vice President
- TransAction Associates, Inc.

National RTAP Rural Transportation Management Association Webinar

This session is for rural operators, employers, and stakeholders interested in how to expand transportation programs in their region. It will explore how Transportation Management Associations work and how they can benefit rural areas, including how they help employers provide reliable transportation options that can increase transit ridership and other shared-ride modes.

ABOUT ME

- Vice President, TransAction Associates
- 29 years in Transportation Demand Management
- Former Program Coordinator for CT RTAP
- Formed and managed TMAs
- Work closely with Boards of Directors



Rural Challenges

- Limited public transportation
- Absence of first mile/last mile connections
- No service on nights and weekends
- Lack of coordination of private resources
- Missing accurate real-time information



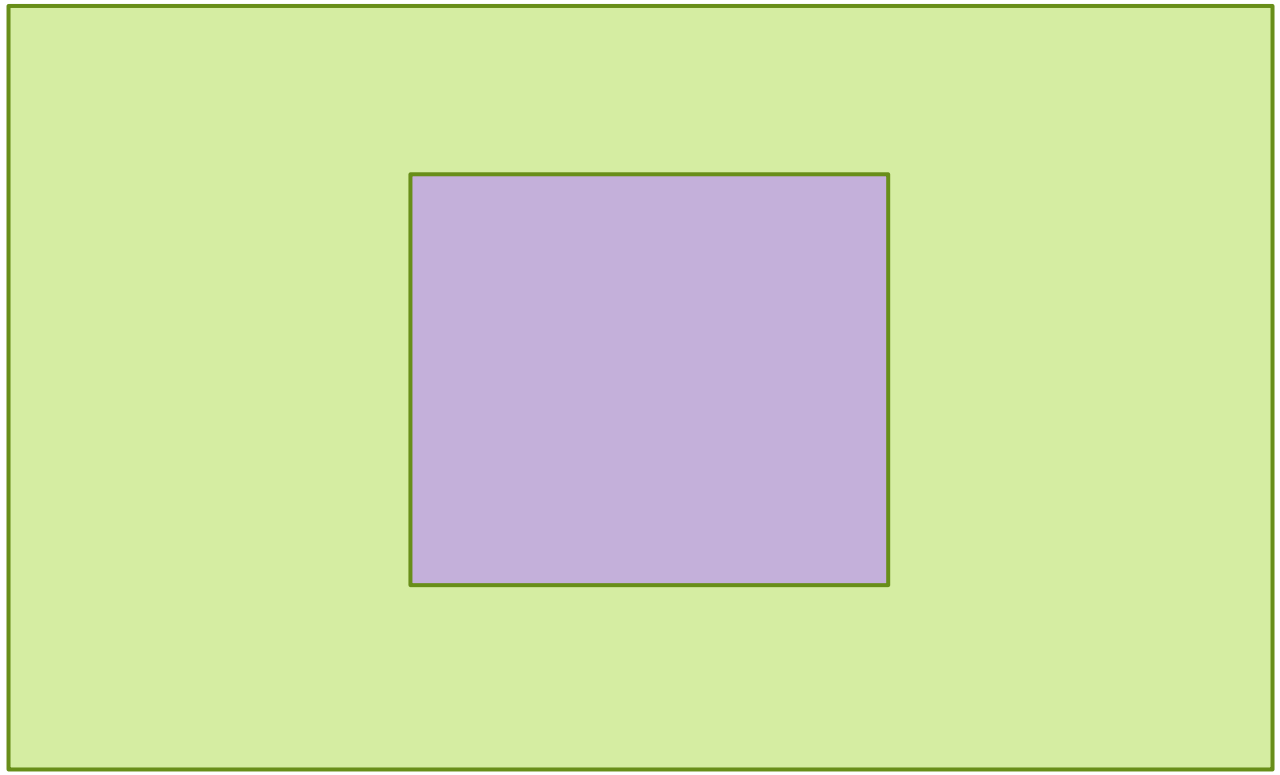
From the TMA Handbook

Association for Commuter Transportation

A Transportation Management Association (TMA) is an organized group applying carefully selected approaches to facilitating the movement of people and goods within an area. TMAs are often legally constituted and frequently led by the private sector in partnership with the public sector to solve transportation problems.

What is a Transportation Management Association?

ALL SQUARES ARE RECTANGLES



BUT NOT ALL RECTANGLES ARE SQUARE

A TMA IS:

- Formally organized
- Public-private partnership
- Partners: businesses, communities, representatives of state and local government, and stakeholders
- Address transportation issues in a specific region

A TMA IS ALSO:

- Unique to a region
- Structured with different models
- Composition of membership varies
- Funded with various sources
- Mission is specific to the group

WHAT TMAS DO

Improve	Mobility, access, transportation system performance
Decrease	Traffic congestion and shift traffic off-peak
Facilitate	Economic development
Enhance	Local transportation infrastructure
Develop	New services, and programs designed to reduce single-occupant vehicle trips
Reduce	Mobile source emissions
Serve	As a conduit between communities and businesses to facilitate compliance with zoning ordinances
Coordinate	Existing resources

HOW THEY DO IT

Advocate
For resources and legislation

Connect
With first mile/last mile services that share the expense among partners

Provide
Commuter services to members

Marketing
To raise awareness of the availability of transportation options

Advance
Common goals of members

Secure
Grants for program development

Keep
Members informed about key issues nationally, in the state, and in the region

Some TMA Programs

- Employ staff to implement a workplan
- Commuter tools to facilitate carpooling
- Emergency Ride Home Program
- Vanpool formation assistance
- Promote active commuting options
- Establishing shared shuttles to fill gaps in existing service
- Incentivize behavior change











Some More Unique TMA Programs



Shared Dispatch Call Center for Council on Aging vans and regional transportation services



Vanpool programs with vans owned by the TMA to coordinate and reduce costs



Surveys and research projects

Benefits of a TMA

- Long-term Solution
- Coordinated Services
- Formal Structure
- Opportunity to Innovate
- Assists with Recruiting and Retention
- Promotes Regional Economic Development

TMAs and Transit Providers

- TMAs can pilot programs
- Demonstrate success
- Access grant funding
- Stretch public dollars further with private contributions
- Direct line to business partners and property owner
- Marketing support
- Advocate for improved transit







Ten Steps to Take to Start a TMA

You Need A Champion





Start a Working Group



Figure Out Where You Want To Live



Set Priorities



Draft A Budget

Sample Budget

Sample TMA Budget	
Staff:	Budget:
FT Program Manager Salary	$85,000
Staff Oversight	$25,000
Marketing Costs:	
Promotional items, print materials, design time, events, prizes	$5,000
Travel & Entertainment/Meetings	$5,000
TMA Programs/Services:	
Emergency Ride Home Program	$5,000
Ridematching System	$2,500
Bicycle/Pedestrian Programs	$5,000
Incentive Program	$5,000
Office and administrative costs:	
Office Supplies	$2,000
Taxes, Insurance & Annual Reports	$3,500
Total Expense	$143,000



Identify Funding

Choose an Organizational Structure



Create a Private 501 (c)(4) Non-profit



Form a Subgroup Under an Existing Organization



Use an Intermunicipal or InterGovernmental Agreement

Select TMA Programs

- Ridematching
- Carpool formation
- Facilitate Vanpools
- Promote Public Transit
- Active Commuting (Bike/Walk)
- Establish Shared shuttles
- Offer Emergency Ride Home Program
- Incentives for behavior change
- Marketing and promotion



Find a Leader/Staff the Organization

Measure Success from the Start

SOME OUTCOMES OF SAFE, RELIABLE TRANSPORTATION OPTIONS

Economic vitality

Mobility options

+Health outcomes

Desirable housing patterns

Ability of seniors to age in place

Contact Us



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vital COMMUNITIES

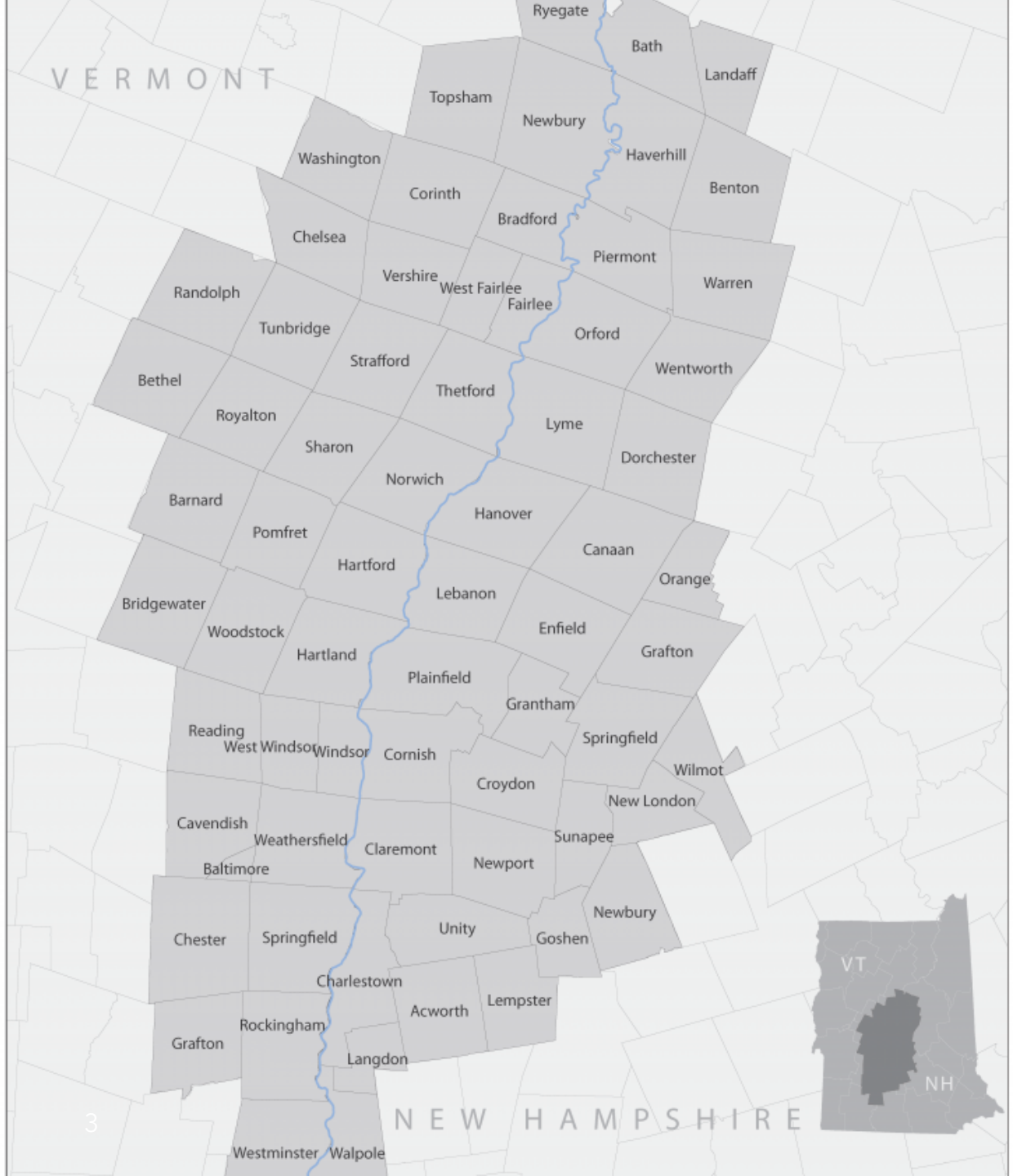
Upper Valley Transportation Management Association

John Haffner and Ellen Hender, Program Managers
Vital Communities



Outline

- History
- Structure: Membership, Funding, Staffing
- Member Services and Programs
- New Directions
- Where We Want to Go

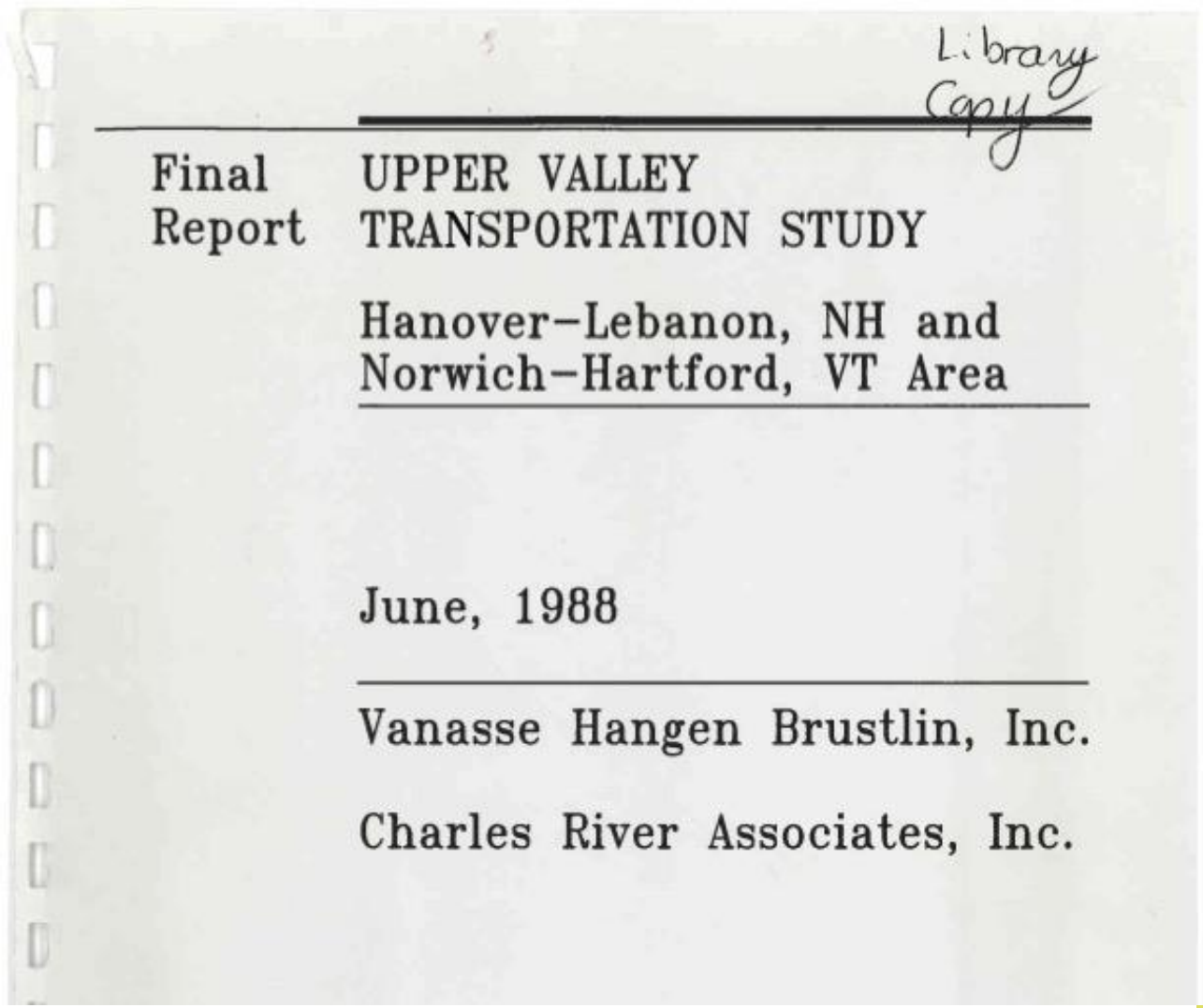


Vital Communities

Mission: Vital Communities engages Upper Valley people, organizations, and communities to create equitable solutions to our region's challenges.

Formed in the early 1990s serving the Upper Valley region composed of 69 towns in VT and NH spanning the Connecticut River.

Program areas include climate, early childhood education, economy, energy, food and farm, housing, leadership, place-based education, and transportation.



UVTMA History

Founded in 2001 through collaboration between Vital Communities and Dartmouth College Planning Department

Incorporated as 501(c)4 in **2002** under the fiscal sponsorship of Vital Communities. MOU included staff support from Vital Communities

After dissolution of 501(c)4 status in **2012** UVTMA fulling folded in Vital Communities' operations.

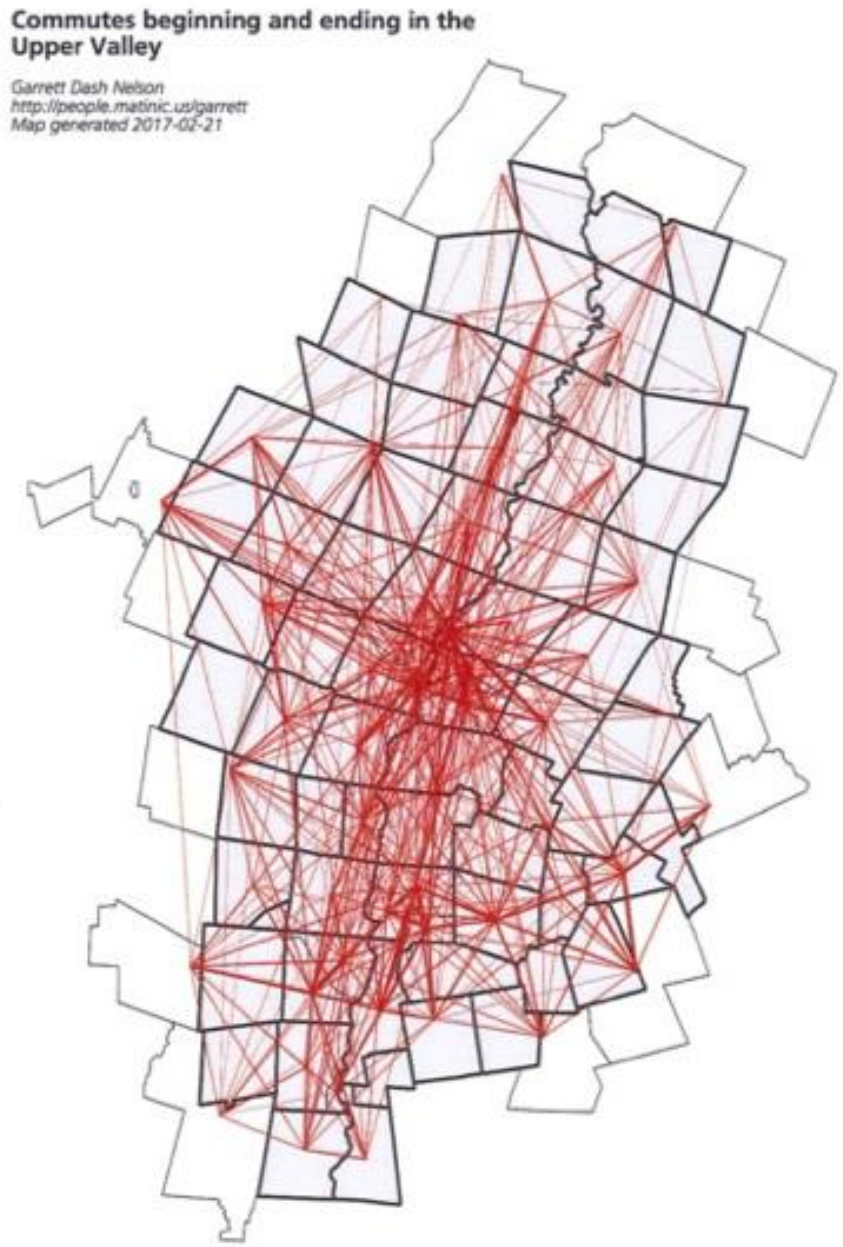
Team hire of housing and transportation program managers in **2021** to establish new cross-programmatic vision of UVTMA work.

vital COMMUNITIES

UVTMA Mission c. 2001

In consideration of projected growth of the Upper Valley, and the resulting adverse impact of traffic on the economy and social fabric, be it resolved that a Transportation Management Association be formed to provide leadership and education to promote planning, development, and implementation of transportation initiatives to mitigate traffic congestion and reduce reliance on single occupant vehicle commuting.





Current Mission

The Vital Communities Transportation Program works with employers, municipalities, school districts, and regional planners, and transit providers to improve transportation options. We work toward a safe, reliable, and multimodal transportation system in the Upper Valley that serves all, is affordable to use and operate, increases community resilience, and minimizes climate impact.

DARTMOUTH

KANOVER CO-OP FOOD STORES
New Hampshire and Vermont

CITY OF LEBANON N.H.

ENFIELD, NEW HAMPSHIRE
CHARTERED 1761

UVLSRPC
Upper Valley Lake Sunapee
Regional Planning Commission

Mascoma Bank

SEVT
SOUTHEAST VERMONT TRANSIT

Mount Ascutney
Regional Commission

Dartmouth Health

TOWN OF NORWICH, VERMONT
CHARTERED 1761

HARTFORD
VERMONT

TRI VALLEY TRANSIT

Hypertherm

HANOVER
New Hampshire

SCS
PEOPLE HELPING PEOPLE
Southwestern Community Services

TRORC
Two Rivers-Ottauquechee
REGIONAL COMMISSION

Members

Funding

$136,808 – FY 2023

Dues

Annual member dues from towns and businesses.

$175 - $15,000

Rate set by population or # of employees

Donations

Donations to Vital Communities as restricted gifts to transportation program

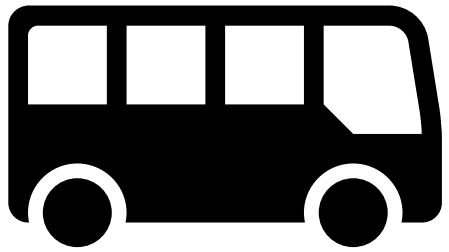
Grants

Grants fund both specific and general programming

Both public (state and federal) and private grants



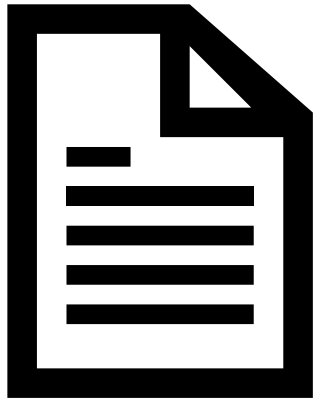
Staffing



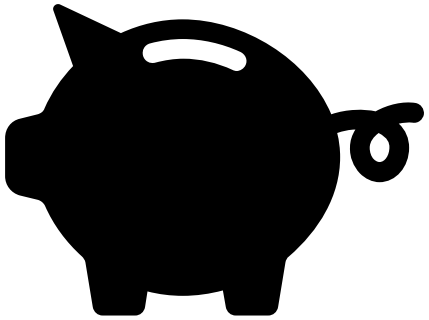
Program Team
1.32 FTE



Communications



Administration



Development

UVTMA Programming

Go! Vermont and Commute Smart NH

- Promote and support commuter incentive programs
- Emergency ride home
- Vanpool formation assistance

Smart Commute

- 3–5-year Commuter Survey (last completed in 2021)
- Develop workplace-specific commuter incentives

Vermont Transportation Efficiency Network (VTEN)

Convene meeting of nearly 100-member network of VT transportation professionals (3x/year)

Travel Trainings

Provide one-on-one transit trainings by request.



WALK TO SHOP

A people-powered movement to advance a walking culture

New Directions



MICRO MOO!

E-bike Programs

- Upper Valley E-bike Lending Library
- E-bike Subsidy program

Partnerships

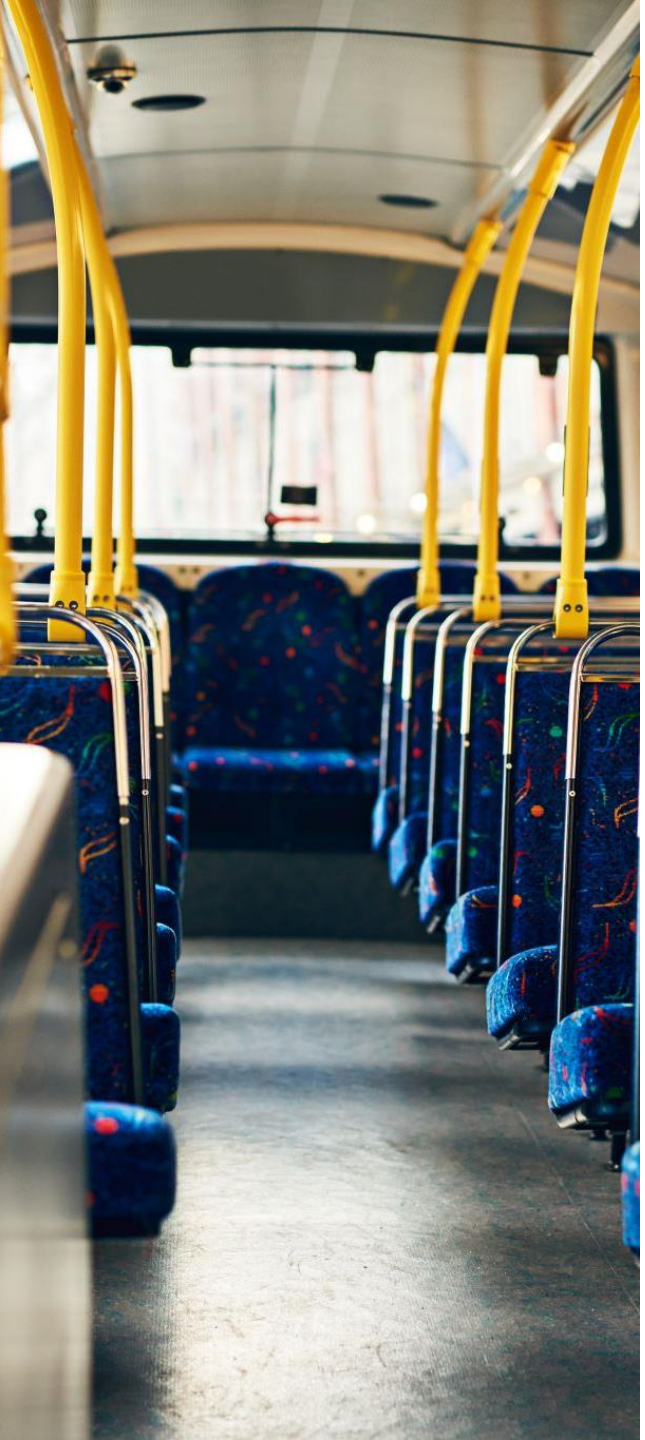
- Transportation Advisory Committees (TACs)
- Walk-bike committees
- Specialized travel trainings

Transportation Equity

- Transportation equity audits
- Walk-to-shop trolley program
- E-bike Subsidy program

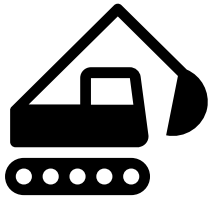
Advocacy and Events

- Municipal and state level transportation policy
- Letters of support for municipal projects
- Tabling at community events and commuter campaigns
- Microtransit



Future Impact

Where do we see the most need in our region?



Provide technical assistance and organizing for municipalities seeking infrastructure funding.



Conduct comprehensive transportation equity audits.



Hold regular advocacy and mobility events to promote systemic change.

Thank You!

John Haffner
john@vitalcommunities.org

Ellen Hender
ellen@vitalcommunities.org



EMDC EASTERN MAINE DEVELOPMENT CORPORATION

Rural Transportation in Maine

Finding Solutions to Close Travel Gaps

2023

HISTORY OF PLANNING

- Reliable transportation has been a historical barrier for people in rural communities. COVID-19 exacerbated the gaps.
- DOT Planning grant for four-county region (2013)
- Regional Transportation Management Association (TMA) with www.GettingThereMaine.com website



CHARACTERISTICS OF SOLUTIONS

- Alignment with the regional CEDS Plan and five primary goals
- Collaboration with local and regional partners
- Multiple solutions to promote equity and accessibility to services, jobs and education
- Embrace clean energy options
- Integrate infrastructure for roads, rail, water, air and broadband



CURRENT PROJECTS

- Narrowed focus to Penobscot and Piscataquis counties in Eastern Maine (pop. 168,777)

- Update assessment of need and the value of a variety of alternatives



CURRENT PROJECTS

PROJECT 1

- DOT/FTA-funded project to perform:
  - Population survey
  - Cost-Benefit & Solutions Analysis
  - Financial Feasibility Analysis
  - Engineering Studies
- Engage with communities through local coordinators
- Produce solutions that can are scalable and can be duplicated



CURRENT PROJECTS

PROJECT 2

- State of Maine DOT pilot project to create fixed routes to transport workers to jobs
- Partner with community, industry and employer stakeholders to finalize transit routes
- Pilot proposes to:
  - Purchase two e-transit vehicles
  - Install high capacity charging stations
  - Partner with employers for drop and pick-up points
  - Enhance workforce recruitment

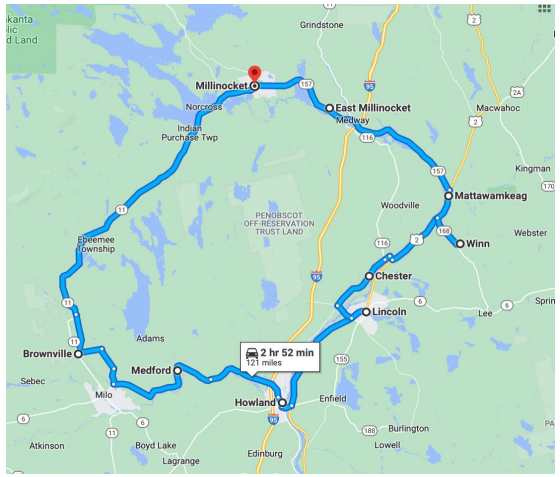
Current Projects

PROJECT 2

Travel Corridors

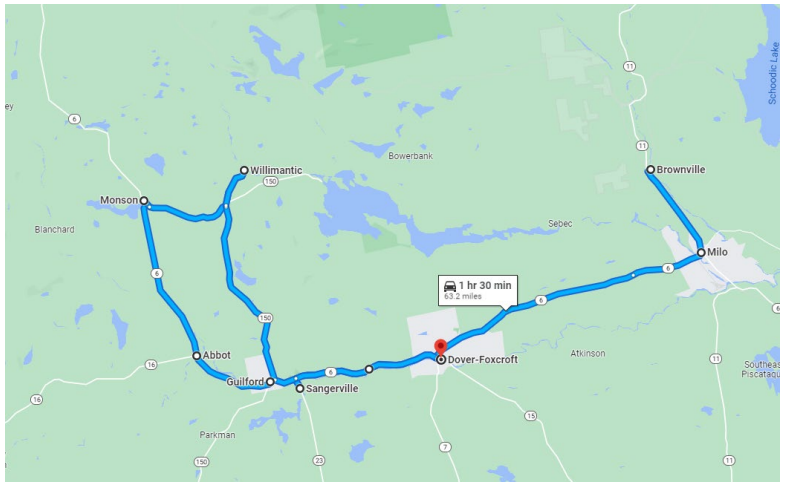
Route #1: Round Trip Mileage is 115.5 miles; 2.77 hours on road

Start Point	Miles	Time	Destination
Millinocket	34	46	Brownville
Brownville	14	21	Medford
Medford	12	18	Howland
Howland	13	19	Lincoln
Lincoln	7	12	Chester
Chester	9	10	Winn
Winn	3	4	Mattawamkeag
Mattawamkeag	12.5	17	Medway
Medway	2.5	5	East Millinocket
East Millinocket	8.5	14	Millinocket



Route #2: Round Trip Mileage is 81.5 miles; 1.9 hours on road

Start Point	Miles	Time	Destination
Brownville	5	6	Milo
Milo	13	22	Dover-Foxcroft
Dover-Foxcroft	7	9	Sangerville
Sangerville	4	2	Guilford
Guilford	4	5	Abbot Village
Abbot Village	7.5	8	Monson
Monson	6	10	Willimantic
Willimantic	35	50	Brownville



EMDC EASTERN MAINE DEVELOPMENT COR

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www.emdc.org

Dr. Vicki Rusbult
Director of Administration,
Compliance & Development
vrusbult@emdc.org



Upcoming and Recent National RTAP Events

UPCOMING:

Books in Transit Group *Riding the Bus with My Sister* by Rachel Simon

February 16, 2023, 2:00-3:00 PM ET

Microtransit vs. Micromobility Webinar

with NCMM, NADTC and SUMC

February 22, 2023, 2:00-3:30 PM ET

Resource Share Overview Webinar

March 9, 2023, 2:00-3:00 PM ET

GTFS Virtual Workshops

March 8, 15, & 27, 2023, 2:00-3:00 PM ET

RECENT:

Transit Manager Peer Roundtables

Summaries available with valuable tips

Risky Business Webinars: Insurance for Nonprofits and Small Transit Agencies

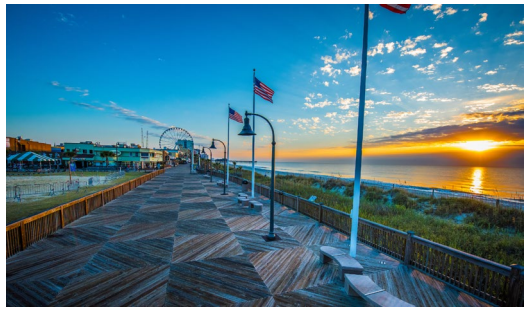
Six-Part Marketing Workshop Series

To register or to access recordings, slides, or summaries, go to:

nationalrtap.org/Training/Peer-Roundtables-and-Chats and nationalrtap.org/Webinars.

5th National RTAP Conference

Navigating the Tides of Change with Rural & Tribal Transit





December 3-6, 2023

Marriott Myrtle Beach Resort & Spa

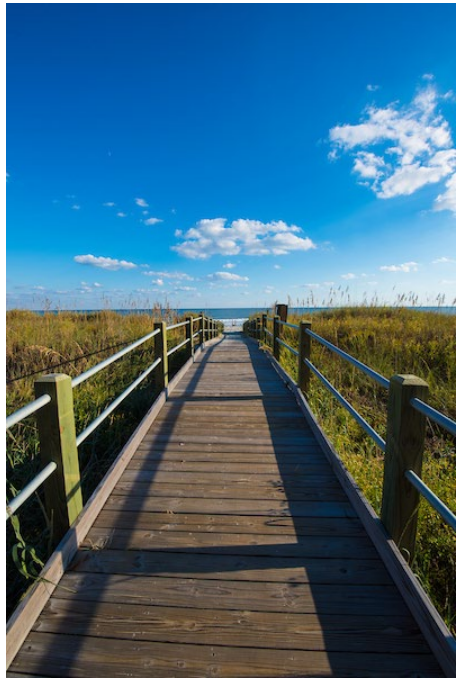
Night out at Brookgreen Gardens

NationalRtap.org/News/Conference/2023-Myrtle-Beach

Call for presentations and **hotel booking link** are live!

Conference schedule and registration coming soon

Join us for training, networking & peer information sharing



TACL: The Transportation Technical Assistance Coordination Library



Learn about TACL Resources

February 28, 2023, 2:00-3:00 PM ET

Register: nationalrtap.org/Webinars

http://transportation-tacl.org

TACL provides access to transportation coordination resources from the Federal Transit Administration (FTA) and a diverse range of transportation technical assistance centers, including:

- National Aging & Disability Transportation Center (NADTC)
- National Center for Applied Transit Technology (N-CATT)
- National Center for Mobility Management (NCMM)
- National Rural Transit Assistance Program (National RTAP)
- Shared-Use Mobility Center (SUMC)

Thank You!

National RTAP
Rural Transit Assistance Program

National Rural Transit Assistance Program

888-589-6821 | nationalrtap.org | info@nationalrtap.org

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FTA

U.S. Department of Transportation
Federal Transit Administration