



Transportation Management Association Workshop

Wednesday, September 22, 2021, 3:00-4:30 pm ET

Supported by USDA Rural Development. USDA is an equal opportunity provider.



U.S. Department of Transportation
Federal Transit Administration

LET'S GET TO KNOW ONE ANOTHER



Please introduce yourself by stating your name, state, organization, and either a fun fact about yourself or your interest in TMAs.

Paul Sittig, North Central New Mexico Economic Development District

Rachel Beyerle, NADO, Wash. DC, love to travel!

Robin Phillips National RTAP I LOVE SNOW.

Bryce, New Mexico, North Central Regional Transit District, and I summited my first mountain recently.

Agenda

- Introduction, New Mexico USDA Workshops
 - National RTAP, Robin Phillips
 - NADO Research Foundation, Rachel Beyerle
 - NCNMEDD, Paul Sittig
 - NCRTD, Bryce Gibson
 - TransAction Associates, Michele Brooks
- Transportation Management Association
- Discussion and Q&A

National RTAP Overview: Resources and Channels

- **Trainings**

- **eLearning Courses**
- Safety Training and Rural Transit (START)
- Substance Abuse Awareness and Reasonable Suspicion
- Customer Service
- Financial Management

- **Web Apps**

- **GTFS Builder**
- Cost Allocation Calculator
- ProcurementPRO
- Website Builder

- **Toolkits**

- ADA
- Transit Manager
- Marketing

View our [Resource Catalog](#)

News: Updated Website

- Community Rides Grants
 - 19 Projects Funded

Updated Resources

- Writing a Coordinated Public Transit Human Services Transportation Plan
- The Health Insurance Portability and Accountability (HIPAA) Rule's Effect on Rural Transit Agencies

Upcoming Events

**NATIONAL RURAL PUBLIC INTERCITY
BUS TRANSPORTATION CONFERENCE**

Making Connections To A Better Future



 National
RTAP

Preconference Training
OCTOBER 19 - 21, 2021

Training Topics

- Special Topics: Bus Procurement, Transit Construction Projects, SMR, Diversity and Environmental Justice, Tribal Needs Assessment....
- National RTAP Resources, TACL, eLearning, Scheduling and Dispatchers, Financial Management...
- How to use [National RTAP Technology Tools](#) ...

Contact us



Robin Phillips, Executive Director

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ExecutiveDirector@nationalrtap.org

Work: 202-780-4595

Fun fact: Avid skier and knitter!

National Rural Transit Assistance Program

nationalrtap.org

info@nationalrtap.org

Main: 888-589-6821



NADO Research Foundation

- Rachel Beyerle, Senior Program Manager
- Celebrating 30 years in transportation planning, program management, and communications in 2021!
- NADO Roles: research, report preparation, communications, technical assistance, training, and industry outreach
- Fun Fact: I've been to 48 states.
Looking forward to Alaska and Hawaii!



NADO Contact Us

- National Association of Development Organizations serves regional development organizations (RDOs) and rural/regional planning organizations (RPOs and RTPOs)
- Provides advocacy, education, research, and training
- Promotes regional strategies and partnerships for local communities

Carrie Kissel, Associate Director

ckissel@nado.org

Rachel Beyerle, Senior Program Manager

rbeyerle@nado.org





North Central New Mexico Economic Development District

- Paul Sittig, Transportation Planner
- Supporting transportation planning in local and tribal communities with NCNMEDD since March 2021
- Previously with New Mexico Department of Transportation for 8+ years in regional and statewide technical and freight planning
- Fun fact: hosted college/community radio shows for 10+ years
- Email: PaulS@ncnmedd.com

North Central New Mexico Economic Development District



- NCNMEDD: 8 counties, with
 - Eight tribal entities
 - 16 local municipalities
- 2 Regional Transportation Planning Organizations (RTPOs)
- NCRTD: 4 counties in yellow, plus routes in other colors

NORTH CENTRAL REGIONAL TRANSIT DISTRICT

- Bryce Gibson, Planning and Projects Manager
- Over 8 years experience in the public transit industry – bus operator, marketing, outreach, & service planning
- NCRTD Duties: project management, service planning and design, and strategic planning & interjurisdictional coordination.
- Fun Fact: Midwesterner new to New Mexico. Submitted my first mountain this month!



NORTH CENTRAL REGIONAL TRANSIT DISTRICT

- Regional transit provider in New Mexico for the Counties of Santa Fe, Los Alamos, Taos, and Rio Arriba, operating since 2007.
- 26 fixed/flex routes and 3 demand zones.
- 1.54 million revenue miles and 294,313 passenger trips recorded in FY2019.

Anthony Mortillaro, Executive Director
AnthonyM@ncrtd.org

Bryce Gibson, Planning & Projects
BryceG@ncrtd.org



National RTAP Rural Transportation Management Association Workshop

Wednesday September 23, 2021

Michele Brooks, Vice President
TransAction Associates, Inc.



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



National RTAP Rural Transportation Management Association Workshop

This workshop 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
- 27+ years in Transportation Demand Management
- Program Coordinator for CT RTAP currently
- Formed and managed TMAs
- Worked with Boards of Directors
- Fun Fact About Me: I love to read



Rural Challenges

- Limited public transportation
- Absence of first mile/last mile services to connect
- Infrequent/non-existent service after 6:00 PM and on weekends
- Lack of coordination of private resources
- No accurate real-time transportation information



Rural Challenges

DISCUSSION TOPIC:

WHAT ARE SOME OF THE CHALLENGES THAT YOU ARE FACING IN YOUR AREA?



What is a TMA?

- Formally organized
- Public-private partnership
- Partners: businesses, communities, representatives of state and local government, and stakeholders
- Address transportation issues in a specific region
- Vary considerably in the way that they look and operate depending on members, region, funding resources, and mission.

Sample TMA Goals



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- Decrease traffic congestion
 - Improve mobility
 - Facilitate local economic development
 - Develop local transportation infrastructure, services, and programs
 - Reduce mobile source emissions
 - Serve as a conduit between communities and businesses to facilitate compliance with zoning ordinances
 - Coordinate existing resources

TMA Areas of Focus



-
- Advocating for resources and legislation
 - Coordinating first mile/last mile connections, often by partnering to share the expense of providing shuttle services
 - Offering commuter services to members (i.e. carpool matching database, emergency ride home program, vanpool programs, active commuting incentives)
 - Marketing programs to raise awareness of the availability of transportation options
 - Working closely with public agencies and stakeholders to advance common goals.
 - Grant writing to secure funds for program development
 - Holding regular meetings
 - Keeping members informed about key issues nationally, in the state, and in the region.

TMA Programs



Emergency
Ride Home

-
- Employ staff that can implement a workplan
 - Ridematching to form carpools
 - Emergency Ride Home Program
 - Vanpool formation assistance
 - Promoting active commuting options
 - Establishing shared shuttles to fill gaps in existing service
 - Incentive programs

Innovative TMA Programs



Photo by [Raul Varzar](#) on [Unsplash](#)

-
- Shared Dispatch Call Center for Council on Aging vans and regional transportation services
 - Vanpool programs with vans owned by the TMA to reduce costs
 - Surveys and research projects

Benefits of a TMA

Long-term
Solution

Coordination
of Services

Formal
Structure

Assists with
Recruiting and
Retention

Promotes
Regional
Economic
Development

Opportunity to
Innovate

TMA 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



What is a TMA?

DISCUSSION TOPIC:

Any questions so far?



Ten Steps to a TMA



Photo: thepostcalvin.com

Identify Your Champion

Successful TMAs need strong support.



Photo: Azilko, commons.wikimedia.org



Start a Working Group



Find a Home



Set Priorities



Draft A Budget

SAMPLE BUDGET

Sample TMA Budget	
<u>Staff:</u>	<u>Budget:</u>
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



- Conduct Ridematching
- Form Carpools
- Facilitate Vanpools
- Promote Public Transit
- Active Commuting (Bike/Walk)
- Establish Shared shuttles
- Offer Emergency Ride Home Program
- Incentivize with programs
- Marketing and promotion

SELECT TMA PROGRAMS



Photo: denofgeek.com

Find a Leader/Staff the Organization



Measure Success

OUTCOMES OF FORMING A TMA

SAFE RELIABLE TRANSPORTATION IMPACTS:

- Economic vitality
- Increased mobility
- Better health outcomes
- Desirable housing patterns
- Ability of seniors to age in place

Contact Us



Michele Brooks *Vice President*

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Q & A

General

- What is the relationship between transportation management and mobility management models?
- In what ways has the pandemic impacted TMAS?
- Have you seen TMAs develop successful shuttle programs and share costs?
- What is the biggest potential advantage of forming a TMA in a region?

Region Specific

- Oregon DEQ is about to start Rulemaking for a Commute Trip Reduction Rule. A current exists only in the major metropolitan area, but the new rule is expected to apply statewide. How could TMAs be helpful in supporting implementation?
- What are some common obstacles to forming a TMA?

Upcoming Training Opportunities

<https://www.nationalrtap.org/Training/Webinars>



Register

Website Builder 3.0 Webinar 2 of 2
September 23, 2021, 2:00-3:00 PM ET

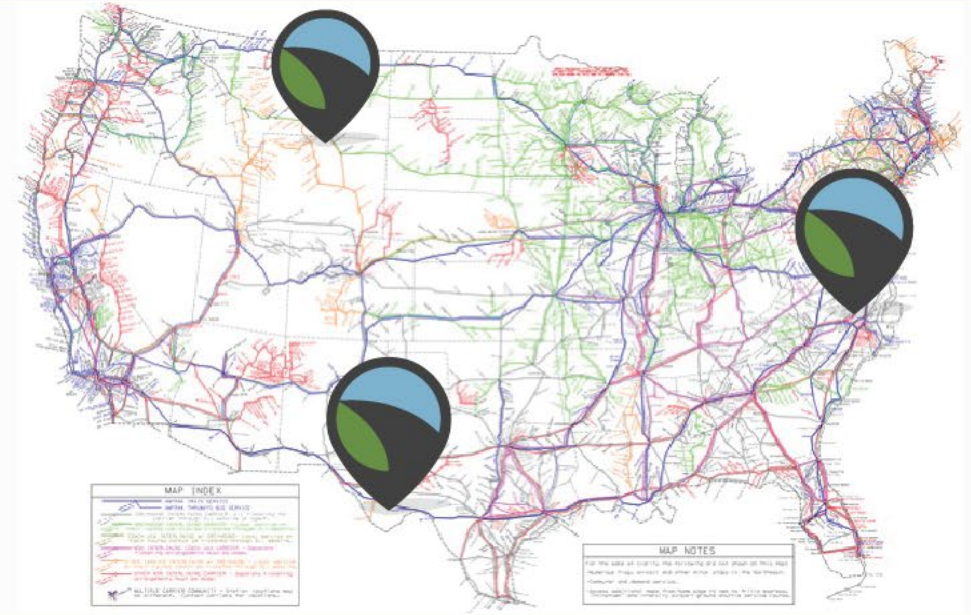
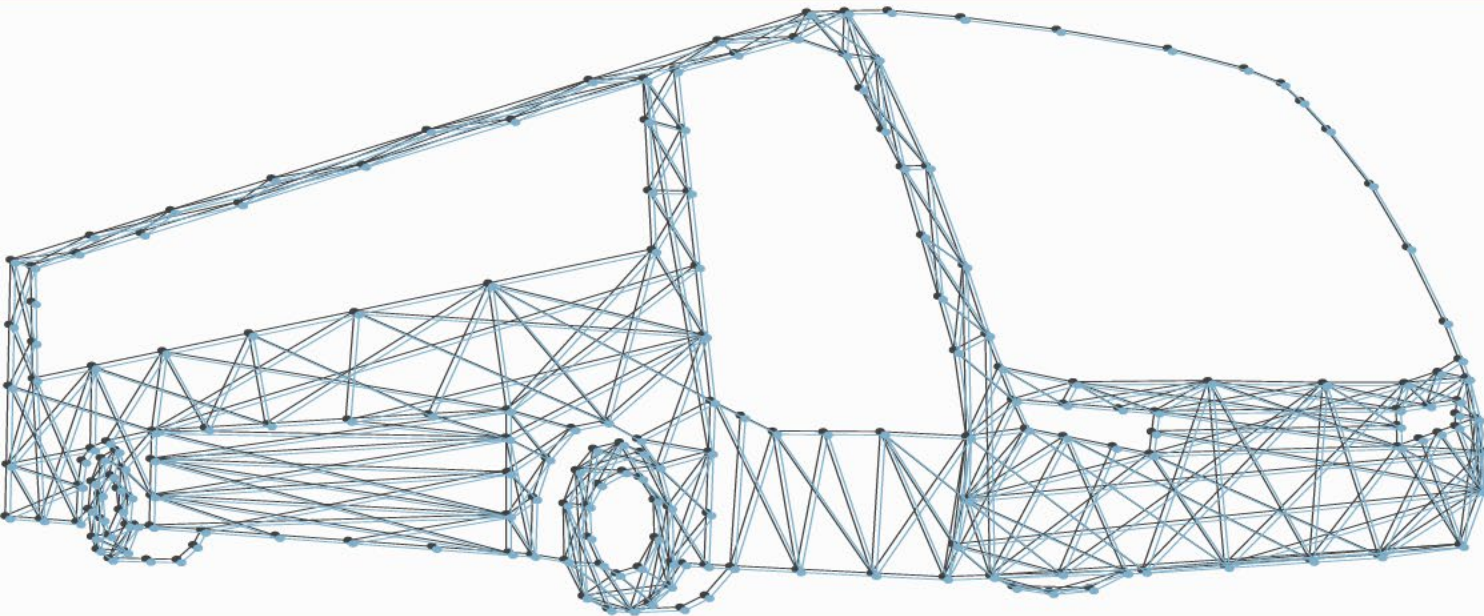


Register

**Advanced Topics in Financial Management
and Cost Allocation - Tools You Can Use!**
October 14, 2021, 2:00-3:00 PM ET

NATIONAL RURAL PUBLIC INTERCITY BUS TRANSPORTATION CONFERENCE

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Workshop Survey

Please take the TMA Workshop Survey:

<https://app.keysurvey.com/f/41588300/7a4c/>



Special thanks to our Partners in New Mexico for making this material relevant to key stakeholders.