

Making the Shift: How TMAs in Massachusetts Leverage Private-Sector Resources to Achieve State Goals & Public Benefits

Executive Summary

There are more than 125 Transportation Management Associations (TMAs) in the U.S., which range widely in size, scope, and structure. They differ in their offered services, funding mechanisms, and memberships and partnerships. Despite their diversity, however, TMAs have become important players in transportation demand management (TDM) efforts in Massachusetts and across the nation at the state, regional, and local levels

TMAs in Massachusetts provide services to more than 300 companies and property owners in 40 municipalities. Since 2004, Massachusetts' TMAs have collaborated through MassCommute, their professional association. MassCommute is a platform for TMAs to share best practices; coordinate advocacy, outreach, and programming efforts; and promote the work of the TMAs as a collective whole.

The role of MassCommute is distinctive; no other state possesses such an organization. In 2008, MassCommute negotiated a memorandum of understanding (MOU) with the State to provide base funding for all of its member TMAs. TMAs use this public funding—\$50,000 annually—to leverage private and institutional funds through their memberships and partnerships to improve transportation opportunities for commuters. **Since 2009, Massachusetts TMAs have leveraged \$2.9 million in public funds with \$75,850,826 in private funds (including shuttle investments), making TMAs an excellent return on investment for public dollars.**

TMAs in Massachusetts support and advance the state's transportation and climate policies and programs, such as: the Global Warming Solutions Act, Healthy Transportation Compact, GreenDOT Policy and Mode Shift Goal, Rideshare Regulation, and MassRIDES. **In 2014, TMAs in Massachusetts collectively helped reduce vehicle trips by 7,006,265, or about 110 million miles, which is equivalent to taking nearly 9,000 cars off the road.ⁱ This impact relates to approximately 42,000 tons of CO₂ reduction.**

Massachusetts' TMAs provide significant benefits to commuters, employers, transit agencies, municipalities, and the state. Along with state and employer programs, TMAs form an efficient statewide network of TDM delivery. These "three tiers of effective TDM"—regional, local, and employer-specified TDM

Key Benefits TMAs Deliver to Massachusetts

- Reduce vehicle miles traveled (VMT) and greenhouse gas emissions
- Leverage private and institutional investments in local TDM
- Save commuters time and money
- Drive demand for public transit
- Reduce single occupancy vehicle (SOV) trips
- Mitigate traffic congestion
- Deliver savings to state and local communities on road maintenance
- Encourage biking, walking, and ridesharing
- Design and implement transportation initiatives
- Enhance, promote, and complement MassRIDES
- Add value to state and local policies by improving designs and supporting implementation

programs—should not be perceived as competitors but as partners who collaborate to establish and support a complementary network of transportation options throughout the Commonwealth. TMAs are the local experts, advocates, and implementers employed in heavily trafficked areas to promote multi-modal commuter options, mitigate congestion, and improve the local environment and economy.

To build upon the successes of TMAs in Massachusetts, MassCommute offers the following recommendations:

- Expand and Enforce Existing Trip Reduction and Congestion Mitigation Policies.
- Utilize TMAs to Achieve State Transportation and Climate Goals.
- Enhance Coordination between the Statewide Travel Options Program and TMAs to Maximize Private Investment, Avoid Duplication of Service, and Increase Overall Effectiveness of TDM Programs.
- Employ TMAs to Pilot Transportation Initiatives Based on the Ability to Reach Commuters and Build on Existing Relationships With Area Workplaces and Employers.
- Dedicate State Funding to Leverage Private Sector Funding for Existing and Future TMAs

ⁱ Based on 13,476 miles driven per year.

Source: Federal Highway Administration (FHWA). "Average Annual Miles per Driver by Age Group."
<https://www.fhwa.dot.gov/ohim/onh00/bar8.htm>.