

M E M O R A N D U M

To: Nike Nilsson
From: Todd Vogel and Bonnie Nelson
Date: August 25, 2008
Subject: TMA Programs and Activities

Attached is a summary of various programs and activities offered by each of the Transportation Management Agencies reviewed for the previously prepared TDM Memo (August 8, 2008).

Each TMA customizes its programs and activities to try to best serve its members. However, several key strategies were frequently cited as particularly successful, including:

Support Programs:

- **Ridesharing, Travel Training, and Outreach** activities to TMA members consistently yields a high degree of appreciation and success.
- **Special Promotional Events** are also particularly successful in increasing awareness about TMA activities and encouraging people to try alternative modes of transportation.
- **Advocacy** – the TMA can act as a representative of the common transportation needs of its members, at both the local and regional level and beyond.
- **Travel Surveys** provide invaluable insight and information about travel behavior and needs and the impact of various programs and activities of the TMA.

Public Transit, Bicycles and Pedestrians

- Some TMAs fund and administer transit or shuttle services directly, often as a supplement to other public transit services, targeted towards the needs of their members.
- These and other TMAs also often help sell passes for transit agencies, either as a convenience or, sometimes, at a bulk discount.
- Some TMAs also provide support for bicycle lockers at transit stations.

Automobiles

- The Emeryville TMA was successful in helping establish a carshare program, by partially subsidizing costs for its members. It is expected that these subsidies will no longer be necessary, and the program will be self-sustaining, in the near future.

Summary of TMA Programs and Strategies

	Lloyd District TMA	Gresham Regional Center TMA	Westside TMA	Emeryville TMA	Moffett Park Business and Transportation Association	Hacienda Business Park	South Natomas TMA
Support Programs							
Ridesharing Support	X					X	X
Guaranteed Ride Home				X	X	X	X
Travel Training	X				X	X	
Special Promotional Events	X		X				X
Outreach and Educational Services for Employers/Residents	X	X	X	X	X	X	X
Advocacy	X	X	X	X	X		X
Travel Surveys	X	X	X	X	X	X	
Public Transit							
Fund/Administer Transit Services				X			
Transit Subsidies/Discounted Passes	X					X	X
Transit Pass Sales (no discount)	X						
Bicyclists and Pedestrians							
Bike Locker Program	X						
Pedestrian Infrastructure Fund	X						
Automobiles							
Carshare				X			
Carpool/Vanpool Subsidy/Support							

Summary of TMA Programs and Strategies

	North Natomas TMA	Anaheim Transportation Network	Burbank TMO	Irvine Spectrum TMA	Downtown Denver TMA	Warner Center TMO	Glendale TMA
Support Programs							
Ridesharing Support	X	X	X			X	
Guaranteed Ride Home	X			X		X	X
Travel Training	X		X	X			X
Special Promotional Events					X	X	
Outreach and Educational Services for Employers/Residents	X		X	X	X	X	X
Advocacy	X		X			X	
Travel Surveys		X					
Public Transit							
Fund/Administer Transit Services	X		X			X	
Transit Subsidies/Discounted Passes	X	X		X			
Transit Pass Sales (no discount)		X			X	X	
Bicyclists and Pedestrians							
Bike Locker Program		X					
Pedestrian Infrastructure Fund							
Automobiles							
Carshare							
Carpool/Vanpool Subsidy/Support	X	X					X