

The Power of Partnerships: Joining Forces to Improve Business and the Environment

Across the United States, employers and transportation providers are increasingly partnering to expand shared ride transportation to work sites and to encourage employees to use such services. As these partnerships increase, employee drive-alone rates decrease—in turn saving money, reducing congestion, and benefiting the environment. A variety of options, both short-term and long-term, are available to employers who want to better address their employees' transportation needs.

Partner to Promote Existing Transportation Services

Often, commuters are not familiar with the available transportation services in their communities. To get the word out, transit providers and employers can work together to:

- Encourage the use shared ride options such as carpools and vanpools (see Fact Sheet #7).
- Offer discounted fare passes to encourage use of public transit routes that serve company locations. Such passes often allow for multiple stops to and from work at no extra cost.
- Inform employees about the Qualified Transportation Fringe Benefit program, a tax incentive for employees who commute to work via vanpool or public transit. Employers can provide employees with information about how this pre-tax benefit can significantly lower transportation costs.
- Distribute information on travel alternatives to driving alone. Businesses can work with transit providers to obtain current scheduling information and counsel employees on affordable and time efficient commute options. Ideas include:
 1. Inventorying and disseminating information about public and private transportation resources, and ancillary services such as child care providers, banks, and medical facilities that employees may need to travel to and from on work days.
 2. Disseminating lists of paratransit providers for use by eligible company employees with disabilities. Ensure that employees have the appropriate links

and forms to facilitate access to those services (see Fact Sheet #4 and Resource #3).

3. Displaying bus and rail maps, schedules, and phone numbers of transit services in frequently accessed on-site locations, such as employee break rooms, and including such information in new employee orientation packets.

4. Providing employees with timely information about route changes impacting their commute and implementing transportation alert systems that keep commuters up-to-date in the event of major disruptions to the local transportation network

- Designate a company staff member to act as a contact person for employees on commuting issues and as a liaison with your local transportation provider (see Fact Sheet #4).
- Invite public transportation providers to exhibit at job fairs. Providers can identify transit lines that have stops located near each employer and counsel applicants on the most affordable, time-efficient commute to your business.

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- Coordinate and manage Guaranteed Ride Home (see Fact Sheet #13). programs for employees who routinely use public transit and other shared rides to work. Such programs encourage employees to carpool, use transit, bike, or walk to work by guaranteeing them a ride home in the event they cannot use the same mode to get home due to unforeseen circumstances.

Tailored Transportation Services that Meet Employee Needs – Involve Your Company in the Local Transportation Planning Process

Reliable, affordable, and convenient access to goods, services, and jobs is an economic development issue that impacts the business community directly. Businesses have a vested interest in the development of transportation services that support their ability to operate and expand.

Companies such as yours are encouraged to participate in the local transportation planning process to ensure transportation planners know about your current and forecasted needs. For example, you could consider serving as a member of your local transportation coordinating committee or advisory group.

As an additional benefit, businesses that actively participate in transportation planning forums have the opportunity to network with other businesses and entities that have a stake in the local transportation network.

How can businesses become involved?

- Survey employees to learn their commuting patterns and needs.

- Discuss your employees' work-related transportation needs with your local transportation provider. Because of their familiarity with fixed route, ridesharing, and paratransit options, transportation providers are best able to address the employment transportation needs of most community residents.

- Work with your transit provider to design a company-specific marketing plan.

- Promote commuting information via company newsletters, e-mails, workplace displays, websites, and hiring materials.

- Consider expanding employee benefits to include pre-tax commuter benefits for employees and preferred parking for employees who carpool or vanpool to work. Benefit administrators such as WageWorks; TransitCenter, Inc.; Accor Services USA; and WiredCommute can help you implement and administer such a program.

Resources

- Read the Profiles of Employer-Sponsored Transportation Programs (in this series).
- Access information on local transportation planning boards through the Association of Metropolitan Planning Organizations [www.ampo.org] for metropolitan areas, the National Association of Development Organizations [www.nado.org] for rural areas, or the National Association of Regional Councils [www.narc.org] for both rural and metropolitan areas.

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Transportation Management Associations: Leveraging Resources to Improve Options

As an employer, you can significantly improve the transportation options available to your employees, customers, and community through membership in a transportation management association (TMA).¹

TMAs are public-private partnerships that draw their membership from local employers, public sector representatives, transportation providers, and others interested in working together to address transportation issues and improve air quality and traffic. Through TMAs, the public and private sector join forces to address transportation issues and encourage the use of alternative transportation options such as shuttles, vanpools, carpools, and public transit. TMAs are usually found in larger communities and focus their efforts in a particular area, such as commercial districts, shopping centers, or industrial parks.

Today, more than 100 TMAs exist nationwide. A 2003 survey conducted by the National Center for Transportation Research (<http://131.247.19.1/clearinghouse/html/526-101.htm>) identified TMAs in 29 states and the District of Columbia.

How TMAs Can Benefit Your Company

- TMAs can partner with local planning agencies to promote public transit and ridesharing, particularly in areas with congested traffic conditions, and play a significant role in raising awareness about congestion mitigation.
- TMAs may provide transportation demand management (TDM) services that reduce the amount of single occupancy vehicles in favor of multiple passenger options (e.g., shuttles, vanpools, rideshare matching); Guaranteed Ride Home programs that support using these shared-ride options; and trip reduction planning services.

- Some TMAs serve as transportation brokers, working through employers, developers, or local governments to match individual customers to available transportation options. Other TMAs provide direct services. For example, in New Jersey, the Greater Mercer TMA negotiated with businesses located in an industrial park to implement a shuttle service that transports workers from the nearest train station to the facility. The TMA developed the route and schedule, contracted with the service provider, and today maintains ridership data and addresses customer service issues. (More information is available at www.gmtma.org/trainlink.htm.) Daily average ridership is approximately 65 people (130 trips).
- TMAs often serve as a clearinghouse for marketing, managing, and implementing programs as well as providing employers and commuters with information on local regulations and the availability of local transportation services.

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¹ — A transportation management organization (TMO) is a related organization that may be more loosely formed.

- TMAs can also provide commuter financial incentives and promotional materials for use by members as well as transportation access guides for the general public. Many include general information about local bus routes on their websites, or have designed manuals that employers can use in implementing and managing programs and services.

by the Community Transportation Association of America Joblinks program.

An additional resource is the online TDM Encyclopedia [<http://vtpi.org/tdm/tdm42.htm>]. This resource, developed by the Victoria Transport Policy Institute in Canada, lists programs in England and Canada based on the type of activities they are implementing.

Employers interested in providing commuter benefits for their workers can expand the scope of benefits offered by joining a TMA. Many offer discounted rides to commuters if their employer is a member.

How to Start a TMA in Your Community

In 2001, the Association for Commuter Transportation (ACT – www.actweb.org) developed the “TMA Handbook: A Guide to Successful Transportation Management Associations,” which discusses the formation, operation, and ongoing development of formally structured TMAs (i.e., those that have incorporated as private nonprofit organizations). The handbook addresses the more complex organizational issues experienced by legally incorporated TMAs; however, it is also useful and relevant to TMAs of other organizational types. (Although a dated publication, this document still provides useful guidance to entities wishing to form a TMA.

Resource #2 contains a list of contact information for most TMAs located throughout the United States. It was assembled from information provided by ACT, a listing of participants in the 2003 Transportation Management Association Survey conducted by the National Center for Transit Research, and additional research conducted

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Employer Transportation Consortia: Collaborating to Improve Commutes and Communities

In communities across the United States, more and more employers are joining forces to form employer transportation consortiums. These partnerships are typically based on geographic proximity, industry sector, or as part of a larger effort to encourage employees to use public transportation or other shared ride options to commute to and from work.

By teaming with other employers to ensure employees have affordable, reliable, and accessible transportation to work, your company can:

- Reduce congestion near your business, thereby making it more accessible to customers and other business partners
- Improve productivity and employee morale
- Recruit and retain a wider pool of potential employees
- Increase parking space capacity for customers and clients
- Reduce overhead costs associated with company parking expenses and mileage reimbursements
- Demonstrate a commitment to improving the well being of employees and the environment

Advantages of Joining a Consortium

Members of an employer transportation consortium may be able to access bulk discounts on transportation services or coordinate carpool or vanpool opportunities across several businesses. For example, in North Carolina, the Charlotte Area Hotel Association (CAHA) purchases bus passes on behalf of its members at a 30 percent discount. The individual hotels then sell the passes to their employees at the reduced price. CAHA coordinates the purchases, distributes the tickets, and manages all related accounting and administrative activities. More information about this initiative can be reviewed in the Profiles of the Employer-Supported Transportation Programs.

Turning Ideas into Action

In Fairfax, Virginia, a suburb of Washington, D.C., the Fair Lakes League initiated a shuttle that serves residents and employees of the Fair Lakes area. Members of the League, which include property owners and business centers, subsidize the cost of the service. The shuttle operates Monday to Friday during the morning and evening rush hours, except on national holidays, and transports commuters between the nearest subway station and the Fair Lakes complex, making 15 stops along the way. There are 12 daily trips.

Small business employers may also consider joining their local transportation management association (TMA) to implement an employee transportation program. TMAs are nonprofit, member-controlled organizations that address transportation issues in a concentrated area such as a commercial district, shopping mall, or industrial park. TMAs can help area businesses identify and promote trip-reduction strategies and can also provide current information about laws and regulations that may impact public transportation in your community. Many TMAs offer resources about these

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issues (see Fact Sheet #5 for additional information).

Partnering with TMAs allows smaller employers to provide commute trip- reduction services comparable with those offered by larger companies. What's more, member companies can have a stronger voice in local transportation planning, which can result in improved services for their employees and communities.

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Shuttles and Route Extensions: Easy and Effective Strategies for Improving Business

Savvy employers recognize that the benefits of supporting public transit route extensions and shuttles that increase access to their facilities far outweigh the costs. Supporting such options helps:

- Save on costs related to employee parking
- Improve employee recruitment and retention
- Improve employee punctuality
- Enhance a company's image as environmentally conscious
- Ensure you can maintain a preferred location
- Make your company more accessible to customers and business partners

Businesses around the country are adopting innovative approaches to support the implementation of shuttles and extended bus routes. Here's what you can do to advance this trend:

1. Partner with transit agencies to improve access to regional bus or rail service – By sharing data on employee transit needs, such as where workers travel from and the different shifts they work, you can encourage local transit agencies to adapt services to meet those needs. Providing such information can help increase ridership and make existing services more efficient.

For example, Humana, Inc., a Fortune 500 company located in Louisville, Kentucky, worked with the Transit Authority of River City (TARC) to implement its successful subsidized employee bus pass program. As a result, employee parking needs significantly decreased as upwards of 600 employees ride TARC on a regular basis. This transit partnership played a major role in easing downtown traffic congestion. (Review additional information about Humana's efforts in the Profiles of Employer-Sponsored Transportation Programs.)

2. Partner with transit agencies to provide transit service to a business hub – Other employers in Louisville also partnered with TARC to develop an express route and local circulator to transport workers to an industrial park. Establishing the bus route simplified the commute for industrial park employees, eliminating the need to make bus transfers. When commuting patterns began to change, and workers needed better alternatives to reach the industrial park, employers again partnered with TARC, to expand options for commuters traveling mid-day, late at night, and during weekend hours.

3. Partner with transit agencies to support private transit services – In Oregon, the Swan Island Evening Shuttle provides transit connections for swing and graveyard shift employees by supplementing services provided by TriMet, the public transportation provider. Swan Island is a major corporate center and hub for distribution, warehousing, and manufacturing activities, with work shifts occurring around the clock. Understanding the importance of getting their employees to work, Swan Island employers partnered with TriMet, gained union approval, and contracted with a private company to operate the shuttle. The resulting service allows second and third shift workers access to the island during times when TriMet does not operate. [<http://www.swanislandtma.org>].

In Texas, the Brazos Transit District contracts with a private bus service to transport nearly 1,500 workers daily, traveling from Liberty to the Beaumont/Port Arthur area for training provided by refineries. The project, operating in conjunction the Amalgamated Chemical Workers Union, is supported by a combination of fare box revenues and subsidies from major employers. (Review additional information in the Profiles of Employer-Sponsored Transportation Programs.)

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4. Provide program matching funds – In Davenport, Iowa, a large office furniture manufacturer partnered with River Bend Transit to provide shuttle service for employees traveling more than 35 miles each way to work. The program is supported with federal Job Access and Reverse Commute funds, with the employer providing the required 50 percent local match. Prior to providing this travel option, the company experienced difficulties with retention, particularly in the face of rising gas prices. Since the program's implementation, the attrition rate has fallen significantly. [<http://www.riverbendtransit.org>]

5. Implement a company-supported shuttle program – Larger companies such as Google and Apple Computers have developed company-sponsored free shuttles for their employees. Google shuttles nearly one-fourth of the company's San Francisco area employees to and from its Mountain View and San Bruno campuses daily, significantly decreasing the need for employee parking. A team of transportation specialists at company headquarters monitors regional traffic patterns, maps out the residences of new hires, and plots new shuttle routes. Apple Computers' shuttle service incorporates a number of drop-off and pick-up points between the San Francisco area and the company's Cupertino campus. (Additional information about both companies can be reviewed in the Profiles of Employer-Sponsored Transportation Programs.)

Small Businesses

Smaller businesses without the resources to implement their own shuttle program may consider partnering with neighboring employers to implement one. This type of arrangement works well if your business is located in a mall or industrial center and/or if employees traveling

to work live in close proximity and work similar shifts. If considering this option, services must be coordinated around the work shifts and travel needs of all partners.

A number of determining factors will influence your decision to implement a company-sponsored shuttle. Among these are costs related to:

- Administration and overhead
- Driver recruitment and training
- Drug and alcohol testing
- Insurance and regulations
- Vehicle maintenance and upkeep
- Fuel and oil fees
- Vehicle purchase/lease and storage
- Vehicle depreciation and capital reserves
- Equipment and supplies
- Facility rental

If your company decides to contract with a transit provider, keep in mind that most provide services based on cost per trip, per hour, or per mile. Before finalizing any agreement, be sure the provider can operate during the times and in the locations that meet your employees' needs. Review prior performance records and include performance measures such as on-time performance and ride time in any contract or memorandum of understanding. Documents should also address any service exceptions, payment information, and service expectations.

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Directory of Transportation Management Associations

CALIFORNIA

Anaheim

Anaheim Transportation Network [www.atnetwork.org]

Auburn

Placer County Transportation Management Association [www.pctpa.org/index.htm]

Burbank

Burbank Transportation Management Organization [www.btmo.org]

Emeryville

Emeryville Transportation Management Association [www.emeryground.com]

Glendale

Glendale Transportation Management Association
818-543-7641

Irvine

Spectrumotion TMA [www.72share.com]

McClellan

McClellan Park TMA [www.mcclellanparktma.org/contact.html]

Pleasanton

Hacienda Business Park [www.haciendaBusinesspark.com]

Sacramento

50 Corridor Transportation Management Association [www.50corridor.org]

North Natomas TMA [www.northnatomastma.org/]

Point West Area TMA [www.80corridor.com/]

Sacramento TMA [www.sacramento-tma.org/]

South Natomas TMA [www.sntma.org/]

San Francisco

San Francisco International Airport Commission [www.flysfo.com]

The Presidio Trust [www.presidio.gov/nature/sustainability/transportation.htm]

TMA of San Francisco [www.tmasf.org/hotl.htm#sfobb]

San Jose

Altrans TMA [www.altrans.net/]

San Luis Obispo

Ride-on TMA [www.ride-on.org/]

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Santa Barbara
Traffic Solutions [www.trafficsolutions.info]

Santa Monica
City of Santa Monica Transportation Management Association
[www.01.smgov.net/planning/transportation/abouttransportationmanagement.html]

Sunnyvale
Moffett Park & Business Transportation Association
[<http://www.mpbta.org>]

Truckee
Truckee North Lake Tahoe TMS [www.laketahoetransit.com/home]

Watsonville
Pajaro Valley TMA [www.pajarovalleytma.org/]

Woodland
Yolo TMA [www.yolotma.org/]

Woodland Hills
Warner Center TMO
(818) 716-5520

COLORADO

Aurora
Fitzsimons Transportation Management Association
[www.fitzsimonstma.org/]

Boulder
Boulder East Community Transportation Options
[<http://bouldereast.typepad.com>]

Downtown and University Hill Management Division,
Parking Services
[www.ci.boulder.co.us/index.php?option=com_content&task=view&id=1238&Itemid=436]

Denver
Downtown Denver Partnership [www.downtowndenver.com]
Stapleton TMA [www.sntma.org/]
Transportation Solutions [<http://transolutions.org/>]

CONNECTICUT

Hartford
The Ride Share Company [www.rideshare.com/]

DISTRICT OF COLUMBIA

Commuter Connections [www.commuterconnections.org/]

DELAWARE

Wilmington
TMA of Delaware [www.tmadelaware.org/]

FLORIDA

Davie
South Florida Education Center TMA [www.sfec.org]

Fort Lauderdale
Downtown Fort Lauderdale Transportation Management Association (DFLTMA)
[www.suntrolley.com/tma_history.html]

Jacksonville
First Coast Commuter Services [www.firstcoastmpo.com/pages_sec.php?page_id=30]

Miami Beach
Miami Beach Transportation Management Association
[www.commuterservices.com/mbtma/]

St. Petersburg
St. Petersburg [www.stpetpartnership.org/]

Tampa
New North Transportation Alliance [www.newnorthalliance.org]
Tampa Downtown Partnership [www.tampasdowntown.com]
West Shore Alliance TMA [www.choosewestshore.com/page/about.php]

GEORGIA

Atlanta
Buckhead Area Transportation Management Association (BATMA)
[www.batma.org]

Central Atlanta Progress
[www.centralatlantaprogress.org/TMA/TMAMain.asp]

Clifton Corridor Transportation Management Association
[www.cctma.com/]

CobbRides [www.cobbrides.com]

Downtown Transportation Management Association
[www.atlantadowntown.com/TransParking.asp]

Hartsfield Area Transportation Management Association (HATMA)
[www.hatma.org/]

Perimeter Transportation Coalition [www.perimetergo.org/]

Marietta
Commuter Club [www.commuterclub.com]

HAWAII

Oahu

Leeward Oahu Transportation Management Association
[www.lotma.org]

IOWA

Des Moines

Greater Des Moines Transportation Management Association
[www.drivetimesdesmoines.org]

ILLINOIS

Chicago

Prairie Stone TMA [www.prairiestone.com/transport.html]

Deerfield

TMA of Lake Cook [www.metroplanning.org/resource.asp?objectID=450]

MASSACHUSETTS

Andover

Junction Transportation Management Association
[www.masscommute.com/tmas/junctiontmo]

Boston

A Better City (ABC) Transportation Management Association
[www.abctma.com]

Masco/commute Works [www.masco.org/commuteworks/]
Seaport TMA [www.seaporttma.org]

Transcomm At BUMC [www.transcomm.org/]
Transitworks [www.transitworks.org/]

Cambridge

Charles River Transportation Management Association
[www.charlesrivertma.org/]

Framingham

MetroWest/495 TMA [www.metrowest.org/MW495TMA/]

Marblehead

Logan Airport Employee Transportation Management Association
[www.masscommute.com]

Merrimack Valley Transportation Management Association
[www.merrimackvalleytma.com/]

Salem

North Shore TMA [www.NorthShoreTMA.org]

Waltham

128 Business Council [www.128bc.com]

MARYLAND

Annapolis

Annapolis Regional Transportation Management Association
[www.artma.org/]

Bel Air

Hartford Transportation Management Association
410-638-3069

Linthicum Heights

The BWI Business Partnership [www.bwipartner.org/]

MINNESOTA

Andover

Anoka County TMO [www.anokacounty.us/v3_tmo/links.html]

Edina

494 Corridor Commission [www.494corridor.org]

Minneapolis

Downtown Minneapolis Transportation Management Organization
[www.mplstmo.org]

St. Paul

St. Paul Smart Trips [www.smart-trips.org/]

MISSOURI

Springfield

Ozarks Transportation Organization
[www.ozark.org/RidingORT/home.html]

St. Louis

Transportation Management Association
[www.metrostlouis.org/MetroCallARide/CARTMA.asp]

MONTANA

Missoula

Missoula Ravalli Transportation Management Association
[www.mrtma.org/]

NORTH CAROLINA

Charlotte

Charlotte Center City Partners [www.charlottecentercity.org]

Raleigh

SmartCommute Transportation Management Association
[www.godowntownraleigh.com/news-detail/smartcommute-challenge]

NEW JERSEY

Flemington

HART Commuter Information Services [www.hart-tma.com/]

Hunterdon Area Rural Transit (HART) [www.hart-tma.com/]
Jersey City
Hudson Transportation Management Association
[www.hudsontma.org/]

Marlton
Cross County Connection [www.driveless.com/about_profile.htm]

New Brunswick
Keep Middlesex Moving Inc. [www.kmm.org/kmm/kmm_about.html]

Princeton
Greater Mercer Transportation Management Association
[www.gmtma.org]

OREGON

Beaverton
West Side Transportation Alliance [www.wta-tma.org/]

Milwaukie
Clackamas Regional Center Transportation Management Association
[www.crc-tma.com]

Portland
Lloyd District Transportation Management Association
[www.ldtma.com]

South Waterfront Transportation Management Association
[www.portlandonline.com/TRANSPORTATION/index.cfm?a=188594&tc=44478]

Swan Island Transportation Management Association
[www.swanislandtma.org/]

Tualatin Transportation Management Association
[www.tualatinchamber.com/whynot/tma.htm]

Troutdale
Troutdale Area Transportation Management Association
[www.westcolumbiagorgechamber.com/]

PENNSYLVANIA

Bensalem
Bucks County Transportation Management Association
[www.tcrpc-pa.org/SRTP/SRTP_Chapter_06/bctma.htm]

King of Prussia
Greater Valley Forge Transportation Management Association (GVFTMA)
[www.gvftma.com]

Malvern
Transportation Management Association of Chester County
[<http://tmacc.org/>]

Media
Delaware County Transportation Management Association
[www.dctma.org/]

North Wales
The Partnership Transportation Management Association of Montgomery County
[www.ptma-mc.org/]

Philadelphia
Central Philadelphia Transportation Management Association
[www.centercityphila.org/about/CPTMA.php]

Pittsburgh
Airport Corridor Transportation Association (ACTA)
[www.acta-pgh.org/]

Oakland Transportation Management Association
[www.otma-pgh.org]

TENNESSEE

Franklin
Transportation Management Association Group [www.tmagroup.org/]

TEXAS

Dallas
Central Dallas Transportation Management Association
[www.nctcog.org/trans/cmp/tm/tma.asp]

Houston
Bay Area Houston Transportation Partnership (BayTran)
[www.batp.org]

Downtown in Motion/Central Houston, Inc [www.centralhouston.com]

Trek Tom [www.trekhouston.org]

VIRGINIA

Chantilly
Dulles Area Transportation Management Association
[www.datatrans.org/about.html]

Springfield
Transportation Management Association of Greater Springfield
[www.tagsva.org/membership/whyjoin.html]

Tysons Corner
Tysons Transportation Association [www.tytran.org/]

Warsaw
Northern Neck Rideshare [www.neckride.org/]

Woodbridge
Potomac and Rappahannock Transportation Commission [www.prtctransit.org/]

VERMONT

Burlington

Campus Area Transportation Management Association
(CATMA)
[<https://www.uvm.edu/~catma/about.html>]

White River Jcnctn

Upper Valley Transportation Management Association
[www.vitalcommunities.org/Transport/translinks.htm]

WASHINGTON

Bellevue

Transmanage/bellevue Downtown Association
[www.bellevuedowntown.org/magazine/fall06/23transmanage.html]

Redmond

Greater Redmond Transportation Management
Association [www.grtma.org]

Seattle

Commuter Challenge [www.commuterchallenge.org]

Duwamish Transportation Management Association
[www.duwamishtma.org/]

Seatec Transportation Partnership [www.kingcounty.gov/]

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