

TRANSPORTATION MANAGEMENT ASSOCIATIONS



Nelson\Nygaard knows how to get the most productivity out of a transportation system, moving more people in the same amount of space or within the same budget. For us, TMA goes beyond shuttles and vanpools: it is integral to how we approach city design, parking management, and the allocation of transportation project funds.

TMA's are a critical element of most successful sustainable transportation programs. This is especially true where a single transportation program spans multiple partners, who often have independent priorities, concerns and resources. Establishing a successful TMA, however, is not a simple task. TMA staff must work with partners to build and sustain consensus on challenging issues such as parking management, transportation fees and charges, and public transportation services.

Nelson\Nygaard staff offer agencies extensive experience planning, designing, managing and evaluating TMA's. We are also experienced with guiding organizations during the start-up process, managing key elements of TMA programs and evaluating transportation programs and services. Our expertise can help clients ensure that a TMA is implemented quickly, has sufficient technical expertise and is adequately supported. In particular, Nelson\Nygaard TMA management capabilities include:

- Creating effective organizational structures and business plans including hiring program staff, setting goals, bylaws and mission statements, and developing budgets
- Establishing TMA policy boards with appropriate membership, setting out board roles as well as staffing and facilitating meetings
- Procuring, running, and applying ridesharing software
- Securing vanpool program arrangements including vehicle procurement, use policies, and service contracts
- Designing shuttle services as well as operating and management procedures;



- Marketing and implementing transportation program elements;
- Writing and securing funding and grants;
- Lobbying for funding, grants, supporting legislation, and program support;
- Evaluating and communicating TMA success.

Recent Projects include:

- San Mateo, California — Rail Corridor TMA
- Missoula, Montana — Ravalli TMA Strategic Plan
- Emeryville, California — Emeryville TMAs