

WHAT SERVICES CAN A TMA OFFER?

- ✓ Arrange employer-based **shuttle services** that are ADA compliant
- ✓ Expand Veo **e-scooter and e-bike services** beyond Rochester city limits, potentially linking between the ends of transit routes and major employment destinations
- ✓ Create other **on-demand services**, perhaps by using microtransit services
- ✓ Restart an **employer-specific vanpool program**, building on the Chamber of Commerce and the City of Rochester's previous efforts
- ✓ Build upon the Young Adult Manufacturing Training & Employment Program (YAMTEP) **vanpool program to serve job training sites** (could hire drivers)
- ✓ Deploy **employer-based vanpools as auxiliary services** to connect to Regional Transit Service (RTS) routes
- ✓ Improve **marketing of the ridesharing platform RocEasyRide** to employers and residents
- ✓ **Develop potential benefits** employers can offer employees who carpool (such as preferential parking spots and discounted parking fees)
- ✓ Implement a regional **Guaranteed Ride Home** program
- ✓ Develop **guidance and how-tos** around employer-led transportation benefits
- ✓ Establish **employee transportation coordinator positions** or responsibilities at employer or other partner sites

For more information, see the TMA Feasibility Study (Task 8542) at <https://www.gtcmpo.org/plans-and-studies>.

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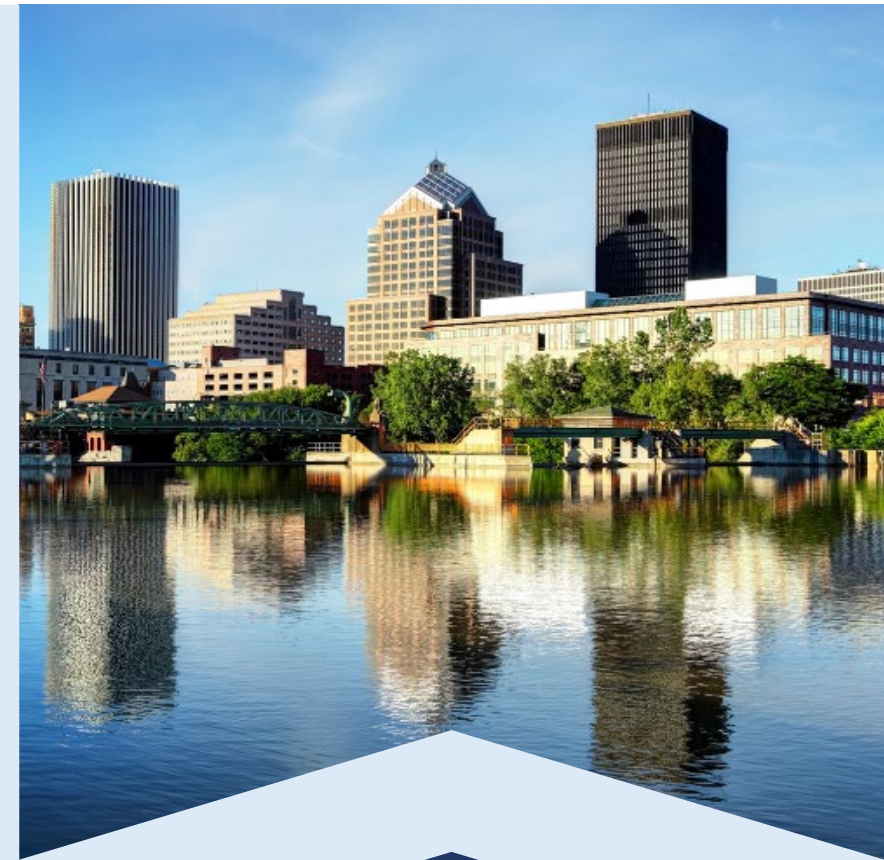
En Español

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Is a Transportation Management Association (TMA) a Good Fit for the Greater Rochester Region?

Can it help workers better access jobsites?

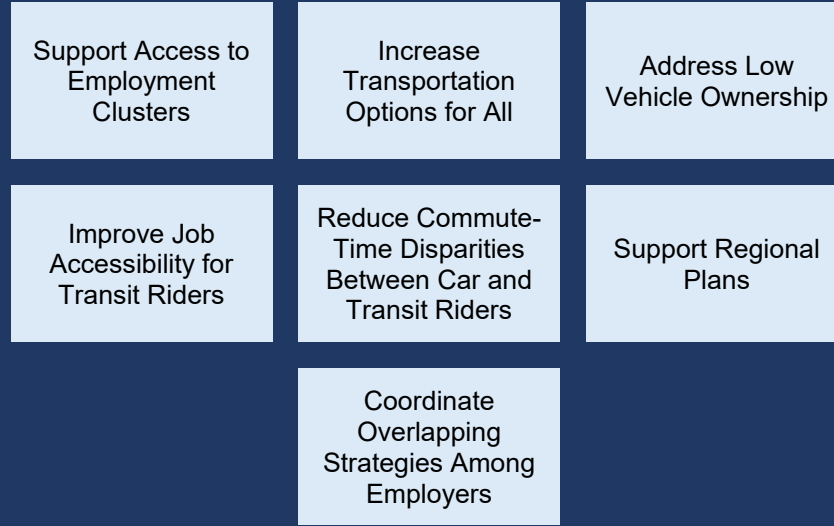
WHAT IS A TMA?

- A public-private partnership
- Applies select strategies to facilitate the movement of people and goods within an area
- Supports the delivery of various transportation options

WHAT CAN A TMA DO?

- Provide mobility services, education, and incentive programs to help workers access worksites
- Consult with community groups about transportation advice and technical support
- Act as a forum for consensus building
- Educate on transportation problems and solutions

WHY DOES THE REGION NEED A TMA?



TIMELINE OF TMA DISCUSSIONS

- 2015** • Rochester-Monroe Anti-Poverty Initiative (RMAPI) workgroups identify a need for more mobility options to support job access as a way of breaking the poverty cycle.
- 2018** • Reconnect Rochester and the Center for Governmental Research report on the disparity in job accessibility for workers in Monroe County.
- 2019** • City of Rochester's Rochester 2034 comprehensive plan suggests the city "explore the feasibility of creating a TMA that could coordinate TDM and transportation access activities."
- 2021** • Genesee Transportation Council (GTC)'s Long Range Transportation Plan for the Genesee-Finger Lakes Region 2045 recommends studying the potential of establishing a TMA.
GTC issued an RFP for a TMA Feasibility Study but delayed the start of the project to account for any downstream impacts from the COVID-19 pandemic.
- 2024** • GTC begins its TMA Feasibility Study.
- 2025** • TMA Feasibility Study completed.

STEPS TO TMA FORMATION

