

Why TMAs Are Winning Partnerships

Speaker: Janet Lo, Executive Director
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What is a TMA?

(Transportation Management Association)



- **A private nonprofit member organization, usually focused on a specific geographic area**
- **Made up of employers, property managers, developers, business and community groups, government and transit agencies**
- **Mission and Objectives:**
 - **To reduce gridlock, emissions and costs by managing transportation demand**
 - **To pool resources in addressing transportation problems**
 - **To advocate the transportation needs of the area**



Goals for today's presentation:

1. Why our TMA was created
2. How it was started
3. What services are provided
4. The results/accomplishments
5. Summary of the business case

Why We Had to Act:



- 64% increase in automobile trips by 2021
- Tripling in the number of congested roads
- Increased delays, economic costs, health problems
- Costing \$2 Billion to the region & 7,400 smog-related deaths/illnesses
- Building more roads, brings more traffic.

Co-founded by the Cities of Toronto & Vaughan,
Region of York, the North York & Vaughan
Chambers of Commerce, York University, Knoll
and Bombardier



1st TMA in Ontario with
start-up grants from Transport
Canada's MOST, Province of
Ontario & TAF in 2001

Why Formed the TMA...

The Costs of Inaction



- **Losing employees:** 150% base salary to replace
- **High cost of building parking:** up to \$35,000 per parking stall
- **No space for facilities:** loss of land for operations, R&D, warehousing, plant expansion, development or leasing
- **Shipment delays, wasted fuel, higher costs for drivers/staffing for extended hours**
- **Cost of vacancy:** Building owners/property managers lose income when units are vacant because of poor transportation accessibility

How the BCR TMA started as a Private-Public Partnership



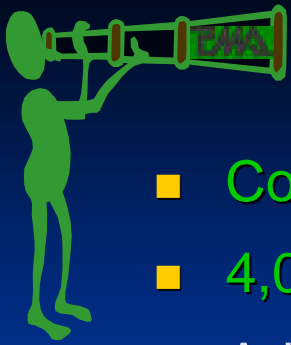
- 1998-2000: consultation meetings, bringing together employers, property managers, local chambers of commerce, and public agencies in northwest Toronto and Vaughan
- 2001:
 - Started under the auspices of the North York Chamber of Commerce with grants
 - Office space donated by York University
 - Furniture donated by Knoll North America
 - Public and private partners contributed fees to hire an Executive Director and part-time support to develop and market services to commuters

What services are provided?



- Site-specific solutions
- Carpool/vanpool/ride matching
- Emergency ride home
- Employer transit account
- Shuttle buses
- Telecommute programs
- Surveys & Monitoring
- Bicycle/pedestrian programs
- Transit info/trip planning
- Promotional events & materials, newsletters
- Financial incentives
- Parking management
- Transportation advocacy

TMA's offer a menu of commuter options



Our Accomplishments

- Core set of champions and 18 Members & Partners
- 4,000 SOVs reduced at York University, our largest member
- Advocated for GO Bus Hwy 407, now carries 900,000 riders/year
- Advocated for new GO Train station and mid-day service that carries 27,000 riders/year
- Guaranteed Ride Home program has ongoing registrants
- More than tripled # of participants on carpool database
- Already 616 carpool permit holders (people carpooling)
- Six times as many website visitors: 6,500
- Over 18,000 brochures distributed
- 46 media mentions reaching around 3 million people in southern Ontario, 27 events, and 49 presentations
- 65,000 people are represented by the BCR TMA

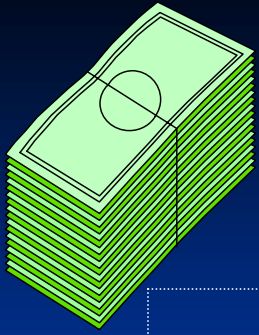


Award-winning Results: *York University*



- Grew by 10% in population, and kept car traffic growth to less than 1%
- Deferral of plans to build two parking garages, at a cost savings of up to \$33 million
- Freeing land from parking for new academic space to be constructed \$184 million (i.e., new School of Business building and the York/Seneca Technology Enhanced Learning Centre);
- Freeing land from parking use to allow a 35.5-acre private sector residential development of 600 townhouse units marketable to University members;
- Reducing an estimated 12,300 tonnes per year in vehicular air pollutants and greenhouse gas emissions.
- Building a new GO Train station, expanded bus service from 688 to 930 buses/day, new bicycle parking, an online ride-matching service and Guaranteed Ride Home program for employees

A worthwhile investment for Quality & Productivity



Summary of Business Case

- ❑ **#1: Saves money!**
- ❑ **Increases productivity**
- ❑ **Improves employee recruitment & retention**
- ❑ **Boosts corporate image & profile**
- ❑ **Reduces traffic and smog**
- ❑ **Frees up land and parking**
- ❑ **Strengthens our economic competitiveness**