TDM Agencies & Tech Companies

Time to Collaborate! (more)
TDM Agencies / Commuter Services / Ridesharing Agencies / TMAs

• Mission(s):
  – Improve mobility, access, system efficiency
  – Reduce vehicle trips, VMT, emissions, congestion
  – Improve economic vitality, public health, QOL
  – FOCUS ON MOVING PEOPLE, NOT JUST VEHICLES

• Over 300 Public service agencies across the US
  – Most cities and metro areas, many rural regions
  – Business groups, government agencies, non-profits, regional agencies

• Trade group: Association for Commuter Transportation
TDM Brings to the Table:

- The PEOPLE focus in transportation
- Employer/business clients – sales force to access employees, tenants
- Excellent local market knowledge
- Local relationships and credibility
- Dissemination of best practices
- Research and evaluation capability - credibility
- We are aggregators of transportation information and services
How TDM Agencies Work

• Facilitate mobility through transportation services mostly provided by others

• Provide information, incentives, encouragement to businesses and the public to use efficient modes of transportation

• Traditional transportation modes/services:
  – Transit – Carpool – Vanpool – Biking – Walking – Telework

• New opportunities: Technology-driven / Shared-use services
  – Carshare – Bikeshare – Real-time multimodal screens and apps – TNCs – Technology-facilitated ridesharing (carpool, vanpool) – Online fare payment – etc.
More specifically...

• TDM agencies can help people be aware of and use the bewildering array of new Tech-driven transportation services. We engage:

• With the **general public**: via Web tools, social media, commuter stores, traditional media

• Through **business clients** (e.g. DC and Arlington):
  – Employers: 1,450 companies, 406,000 employees
  – Residential complexes: 811 complexes, 127,000 units
  – Retail: 350 retailers
  – Developers: 250 properties
  – Hospitality: 41 hotels, 7,000 employees
A Scenario: Engaging Employers

1. TDM agencies do regular communications with employer prospects and clients:
   - Digital communication, newsletters, promotions
   - Can provide more information on new Tech services

2. TDM Sales rep meets with employer contact
   - Explores employer transportation needs
   - Describes one-stop shop for info and assistance, including benefits and how to use new Tech services
   - Employer “signs up” for assistance in desired services
3. TDM agency helps employer implement services. 
   Promote chosen services to employees
   – Transit incentive program, real-time multimodal screens
   – Explain App-based services, benefits, how to use
   – Carpool sign-ups: traditional service or new Tech services, or special company program
   – Car-share, bike-share memberships, corporate pool account
   – Etc.

4. Evaluation: jointly report/analyze results – trips shifted, etc.
   – Credibly documented results = good for employer, TDM agency, Tech services. Performance is key in Federal, state policy.
The Opportunities in Collaboration

- For TDM agencies:
  - More tools to serve the public
  - Achieve mission better

- For Technology/Shared-Use providers
  - Greater market penetration faster
    - e.g. Reach beyond “digital native Millennials” by helping older generations understand and adopt
  - Show benefits to businesses to accelerate adoption

The Action

Reach out to each other and figure out specific ways to collaborate.
Let’s get Going!

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