**Transportation Management Association (TMA) Feasibility Study**

Introduction

Transportation Management Association Feasibility Studies are eligible in the ACR/TDM Program under the TDM Planning and/or TDM Project Competitive Categories. The goal of a TMA Feasibility Study is to assess the potential for establishing an organization that can provide transportation benefits such as shuttles, transit passes, or other first/last mile strategies to a set of businesses or certain geographic areas. This sample scope of work was designed to approximately fit a total budget of $110,000 ($10,000 from local matching funds and $100,000 from a potential ACR/TDM grant award). The SMCTA On-Call Transportation Planning bench is available in-lieu of local procurement processes as well. This sample is intended to provide potential ACR/TDM Program applicants with this sample scope of work to use as starting point and amend tasks to fit local needs. This scope assumes a citywide project with a focus on key activity centers and major corridors. Based on the parameters provided by the City with regards to the size and scale of the Plan, the geographic focus of outreach, the effort to advertise and solicit feedback and the analysis can be tailored.

Scope of Work

# Task 1 Project Admin & Management

This task focuses on the administrative requirements of the project and can be used to determine the project’s protocols and expectations. Activities under this task include:

* Consultant will facilitate a project kick-off meeting and provide an agenda to review project goals, communication protocols, schedule, deliverables, and meeting dates.
* A Project Management Plan will be developed following the kick-off meeting to detail decisions made at the kick-off meeting.
* Bi-weekly Consultant/City Project Managers should be held to discuss on-going progress and address any scope, schedule, or budget issues as they arise.
* Consultant shall prepare monthly invoices and/or progress reports.

Deliverables include:

* Draft and final project kick-off agenda
* Draft and final Project Management Plan
* Bi-weekly check-in meetings between Consultant/City Project Manager with meeting minutes/action items
* Invoices

# Task 2. TMA Background

The Consultant will identify the location and boundaries of the proposed TMA and define what a TMA is within this context. The Consultant will also describe the rationale for selecting the proposed location/boundaries, and discuss TMA components, including:

* Potential TMA role
* Potential TMA service offerings
* Potential TMA participants

Deliverables included:

* TMA Background memo

# Task 3 TMA Feasibility Study

## 3.1 Existing Conditions Review

The Consultant will review the transportation network in the proposed TMA area, including public transit, bicycle and pedestrian network, public and private parking conditions. The Consultant will review any existing ordinances or city policies affecting the proposed TMA area. Lastly, the consultant will describe the employers and employment types within the proposed TMA area and note if there are any existing employer or City-based TDM programs in or within the vicinity of the proposed TMA area.

3.2 Identifying TMA Purpose

The Consultant will describe and analyze the transportation problem or issue a proposed TMA is attempting to help alleviate or solve. The consultant will conduct community outreach to businesses and entities within the proposed TMA area to gain feedback on their transportation issues. The community outreach can include activities such as a survey, interviews or focus groups. This task should also identify a preliminary list of core business/entity participants who would partner with the City in a TMA.

3.3 Proposed TMA Transportation Strategies

Based on the information gained from Task 3.1 and 3.2, the Consultant will identify the potential transportation strategies the TMA will deploy to address the transportation problem/issue identified in Task 3.2. The Consultant will discuss the potential effectiveness of each recommended strategy, highlight its target audience/market, and outline the typical annual operating and/or capital costs.

Deliverables include:

* Existing Conditions report
* TMA purpose memo
* Proposed transportation strategies memo

# Task 4 Recommendation and Implementation Plan

The Consultant will make a recommendation of if the City should move forward with developing a TMA. If not, the Consultant will recommend what the City may do in place of a TMA to address the transportation issues and concerns within the proposed TMA service area. If a TMA is recommended, the Consultant will outline the next steps the City and its partners should embark on towards forming a TMA. The next steps may include and are not limited to:

* Describing the specific organizational structure
* Developing a strategic work plan
* Developing a schedule for implementing transportation strategies or services
* Annual capital and operating cost assumptions for the first 3 years of operation
* Evaluation and monitoring plan

Deliverables include:

* Goals and performance measure matrix
* Technical memo documenting performance goals, measures and evaluation process

## Task 5 Draft and Final Plan

The Consultant will prepare a draft and final report collecting previously developed technical memorandums into a final, public document.

Deliverables include:

* Draft and Final TMA Plan

Task Budget

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| **Task** | **Budget** |
| Task 1 – Project Administration & Management | $15,000 |
| Task 2 – TMA Background | $10,000 |
| Task 3 – TMA Feasibility Study | $40,000 |
| Task 4 – Recommendations and Implementation Plan | $35,000 |
| Task 5 – Draft and Final Plan | $10,000 |
| **Total** | **$110,000** |

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Additional information TMA Handbook: A Guide to Successful Transportation Management Associations

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