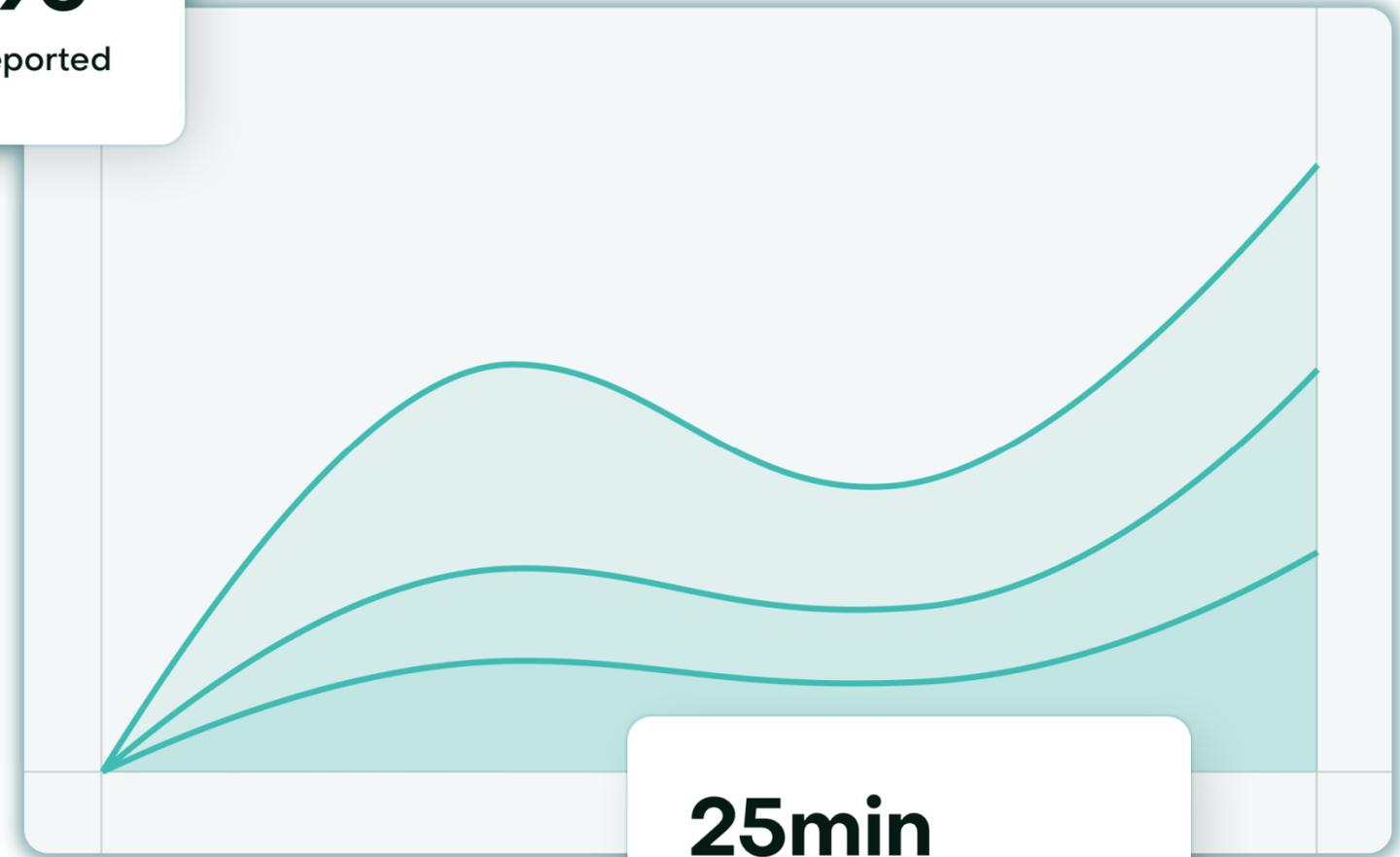


E-BOOK

How TMAs & TMOs Can Maximize Their Impact for Members with Commutifi's Free TMA Platform

1,293

Trips reported



25min

Avg trip time

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Introduction

This Is the Moment

After years of work-from-home and hybrid models, the commuting landscape is more complex than ever before.

And as a result, employers and employees alike are rethinking their approach to commuting. As expectations from employees about their commutes grow, employers know it's critical to get it right.

Your member employers need experts, and as their TMAs and TMOs (both of which we'll refer to as "TMAs" moving forward) you are poised to deliver. But there's one little problem:

TMAs today are fighting an unwinnable battle: Without a shared system, there is simply no way to simultaneously maximize the impact of both members and TMA when it comes to improving commutes.

Why? As employers adopt more TMA guidance to address the complexity of current commuter expectations, they turn increasingly to technology like commute management platforms. Platforms are great for employers, but most operate independently of TMAs, leaving TMAs fewer avenues through which to serve commuters.

Is there any way to empower your members without sacrificing your impact? The answer, luckily, is yes. TMAs must join forces with their members to create centralized commuter hubs through which...

- TMAs can share programs and information directly with commuters
- Members can deliver their own programs and information alongside yours
- Commuters can find and accomplish what they need in a single place
- TMAs can retain and increase access to crucial commuter data

But how? TMAs and employers both win when they operate out of a common commuter platform. This eBook will take a closer look at how TMAs can take advantage of Commutifi for TMAs, a platform that is entirely free for TMAs, to maximize their impact and empower member employers to maximize theirs—
together.

Today's Shortcomings

Knowledge Lost in the Shuffle

TMAs and their members share a common goal: to improve commuting, whether through efficiency, cost, convenience, environmental impact, or all of the above.

The potential for this improvement is great, and when TMAs and members collaborate, there's an almost endless amount of data that can help them make the biggest possible impact. In most cases, however, that potential is never fully realized.



For Commuters: Too little information, too many places to find it

How do commuters take advantage of your expertise? The cost-prohibitive nature of sophisticated commute management platforms means TMAs are usually stuck relying on websites.

While many TMA websites are thoughtfully designed to provide information and services in a dynamic and intuitive manner, even the best are severely limited.

Website Shortcomings for Commuters	
Issue	Outcome
No notifications	Commuters must proactively return to check whether new information or programming has been added
Unpersonalized	Commuters must sort through information to find what is relevant to them
Separate from employer's commuter hub	Commuters cannot see all of the programs and information available to them in a single place

As with any website, it's difficult for TMAs to ensure commuters will check back regularly for new information and offerings.

Even those that are motivated must sort through an unpersonalized experience to find what they need. However, the biggest complication, somewhat ironically, can come from the very members whose commuters you serve.

When employers build their own commuter hubs, whether on platforms or elsewhere, the challenge of keeping commuters up-to-date on information and options available to them via the TMA becomes that much tougher.

Commuters often come to see their employer's information as the single source of truth, rather than one of multiple resources available to them.

At that point, it's up to leaders at member organizations themselves to ensure your resources are reaching commuters.

For TMAs: Hidden Insights

One of the biggest problems for TMAs is what happens—or rather, what doesn't happen—behind the scenes.

Data fuels effective programming: Understanding where and how commuters are traveling is an essential prerequisite for offering meaningful guidance and high-value programming.

But collecting data—and ensuring said data is accurate—is a major challenge.

No matter how dedicated your staff, there's simply no way for a TMA to develop a complete picture of the way people in your region commute when you have to collect data on your own.

Shortcomings of Non-Centralized Data Collection Methods	
Approach	Challenge
Website	Commuter data cannot be tracked
Surveys	Information is static, limited, and unreliable
Employee Transportation Coordinators	<ul style="list-style-type: none"> - Reliance on single contact - Time and resources must be spent on relationship development and maintenance - Information travels on someone else's timeline
TMA-exclusive commute management platform	Most commuters will not use two systems and will prioritize employer's platform if one is available

The Power of Centralization

Optimization through collaboration

The challenges TMAs are up against can't be out-manuevered. The only way to maximize your impact for commuting in your region is to work through a commuter platform that supports both TMAs and member employers.

Let's take a look at two example scenarios, one without a centralized approach and one that takes advantage of the Commutifi for TMAs platform.



Scenario 1: Without a Centralized Platform

Penns, Inc., a member employer, wants to better support their employees' commutes and comes to Golden Peaks TMA for help. The TMA has tons of information and programs on its website and suggests Penns starts by sending its employees there. Next, GP TMA works with Penns to build commuting programs based on what has worked for other employers in the region. The TMA, naturally, can't guarantee that the programs will work for Penns, too, but the Golden Peaks' staff know they can only work with the information available to them.

After hearing about Penns' needs and goals, they recommend a commuter shuttle, a bike rental program, and paid daily parking. So far, so good. Energized by the early success of the programs the TMA helped them establish, Penns purchases a commute management platform and encourages all their employees to sign up. Once they're on the platform, employees come to assume that the portal is the single source of truth for commuting resources they may need both now and in the future. Getting individuals to return to the TMA website was always a challenge—of those who did take the initiative to look, most did so only once or twice. They rarely returned, which was reasonable given that Golden Peaks has no way to let commuters know about new or updated programs

outside of a generic email blast. Now, though, the TMA sees a dramatic drop-off in web visits and a subsequent reduction of program usage. Penns employees have come to focus all their commuting attention on the Penns commute management platform, assuming they don't need to look elsewhere.

When Golden Peaks TMA next launches a new program, the team struggles to get the information to Penns employees, hoping instead that the information will reach them via their in-house employee transportation coordinator. The dropoff of traffic from Penns employees is unfortunate, of course, because it means that commuters don't have access to all the information and programs available to them.

As fewer commuters take advantage of TMA-sponsored programs, they rely more heavily on those that Penns pays for, meaning the company sees their costs rise.

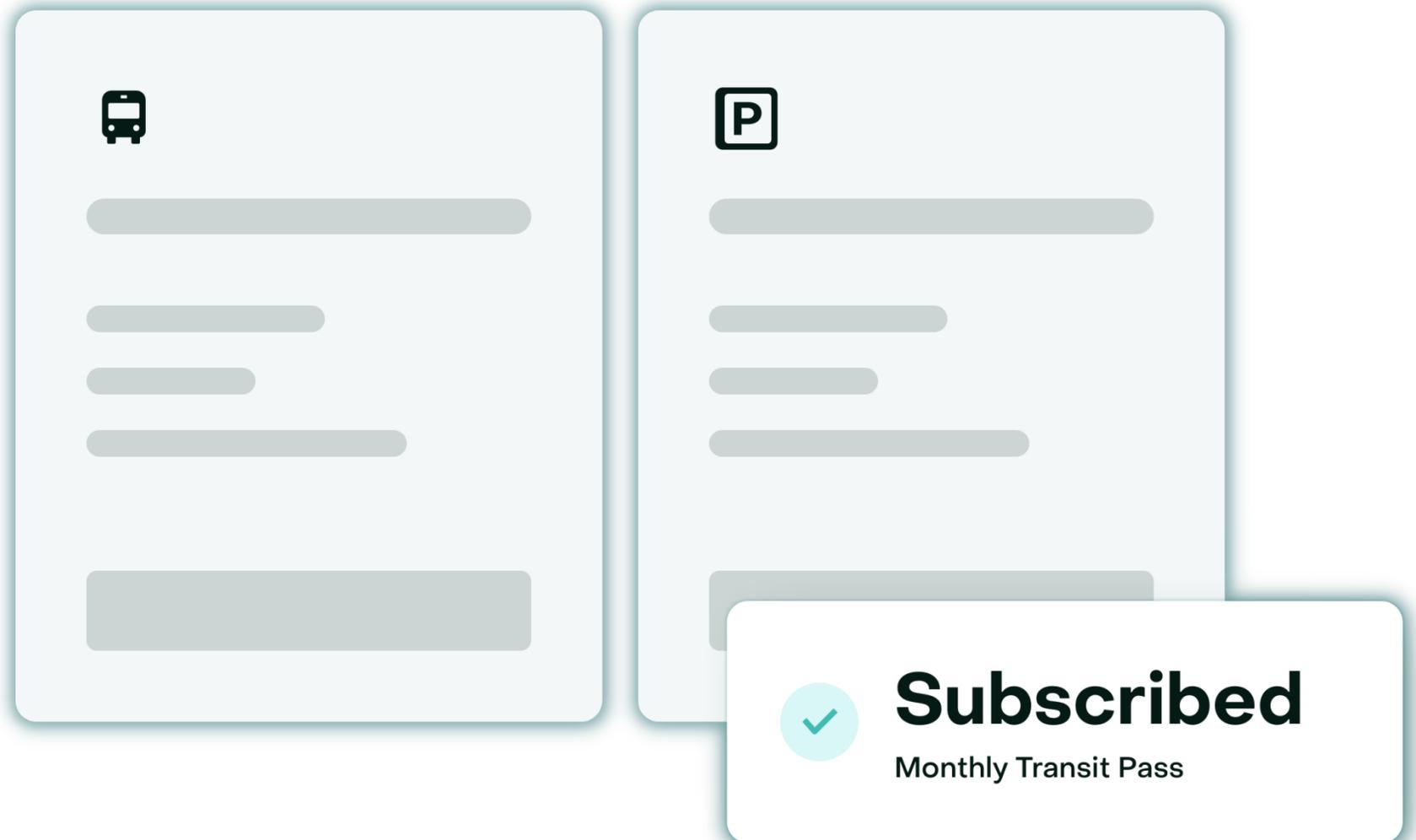
To add to the trouble, Golden Peaks TMA also suffers: Without direct information about how employees are commuting and using the programs GP TMA helped design, it's impossible for them to get a sense for how programs are working and what initiatives to prioritize and recommend in the future.

TMAs and Their Members Can and Should Work Together

Empowering member employers shouldn't mean reducing your own ability to make an impact.

Instead of relying on static web information and losing data when employers shift to commute management platforms, TMAs and their members can join forces.

Key to this approach is that the TMA can provide a foundation on top of which member employers can build.



Scenario 2: With a Centralized Platform

A member employer, Penns, Inc., reaches out to Golden Peaks TMA hoping for guidance to better support their employees' commutes. GP TMA suggests that, as a first step, Penns gets their employees to register for the Golden Peaks' TMA platform, Commutifi, for free.

Commuters fill out a brief onboarding survey and see an overview of their commute (time, cost, and carbon impacts, as well as a Commuter Score that rates their commute's overall benefits) before even creating an account. Golden Peaks TMA uses the data provided by employees to design a program for Penns that addresses their specific needs.

The final recommendation includes a bike rental program and daily parking but nixes the idea of a shuttle because the data suggests it won't be an effective method for improving commutes and cutting costs. Instead, GP TMA suggests that Penns provide their employees with Commutifi Mobility Cards, which allow them to flexibly spend a fixed monthly stipend on a variety of commuting options. To incentivize commuters to track or log their trips, GP TMA recommends that Penns reward commuters with virtual Commuter Points that can be converted into real money via employees' Mobility Cards.

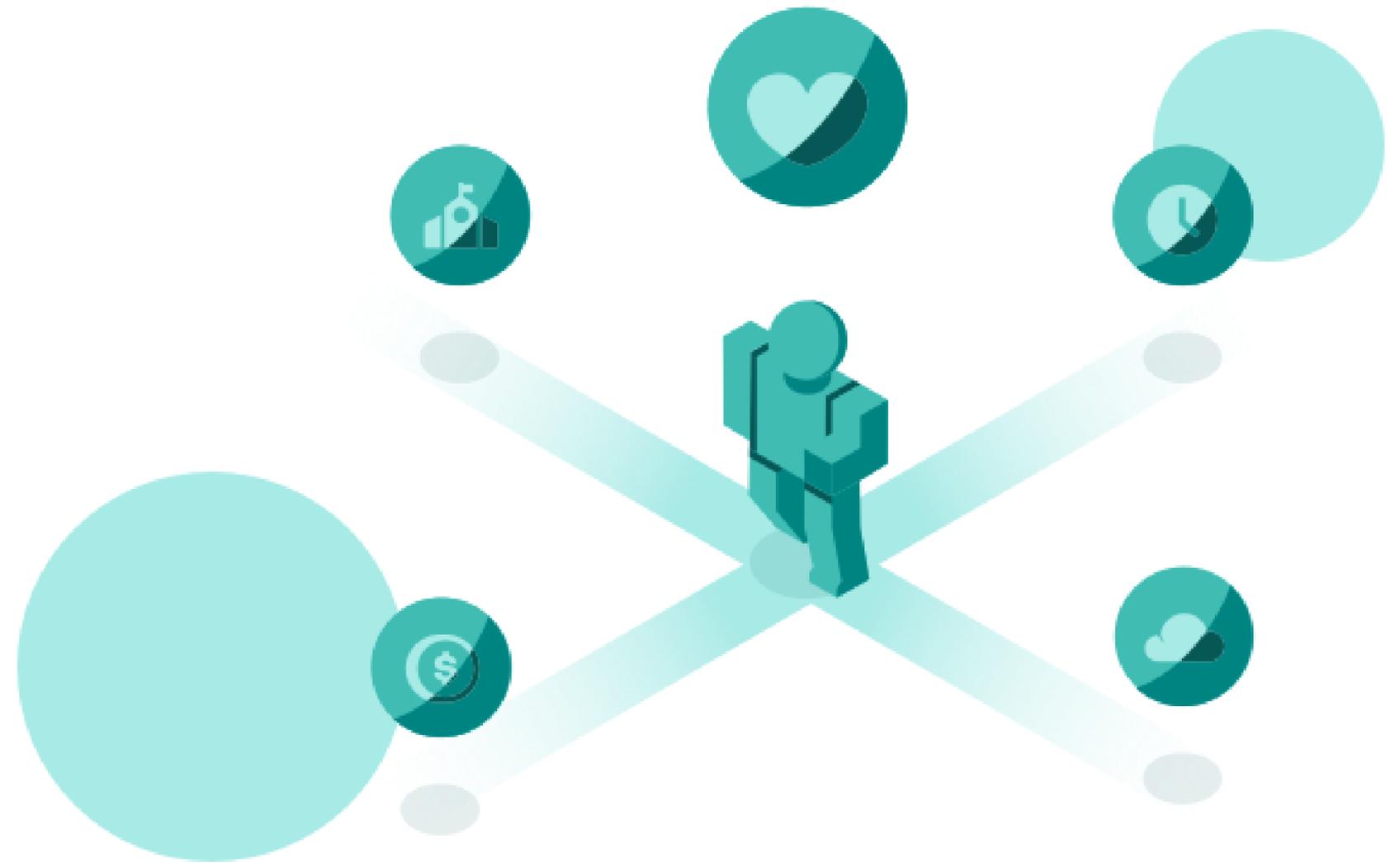
Penns is excited about your plan, but wants to ensure it's easy for employees to take advantage of the new programs— and for Penns management to manage and track the programs' success. Luckily, though, they don't need to start from scratch. Rather than bringing on a new platform and going through another onboarding process, Penns simply goes to the place where their employees already look for commute information from GP TMA: Commutifi.

For Penns' employees, accessing the new programs require no additional hassle. They simply log on to the Commutifi platform as they had before, and see all of the information and programs available from both their TMA and their employer in one simple dashboard. When Golden Peaks TMA or Penns has updates they want employers to see, they simply push the new information onto the platform.

Adoption rates for both entities increase. Golden Peaks TMA can't see the individual information of employees, but it does get access to anonymous data that allows the team to assess the success of all the programs and improve their planning for the future. Down the road, Golden Peaks even encourages their MPO to adopt the platform, which adds a third layer of reporting and ensures everyone is speaking the same language.

Helping Everyone Win

By using a single commuter platform that employers can augment and personalize for their own commuters, everybody wins.



Commuters

- Personalized portal
- Onboard once
- Single source for information
- Compare alternative commute routes, explore TMA and employer options, and book directly

Member Employers

- Simple to augment existing platform with organization-specific information, programs, subsidies, and incentives
- With data flowing directly to the TMA, receive more nuanced guidance

TMA

- Tracking of key metrics in real-time
- Connected, anonymized data, allows for better insight into commuting trends and impacts
- Employees at organizations embracing complex commuting programs stay connected to your own

Help Members Help Themselves

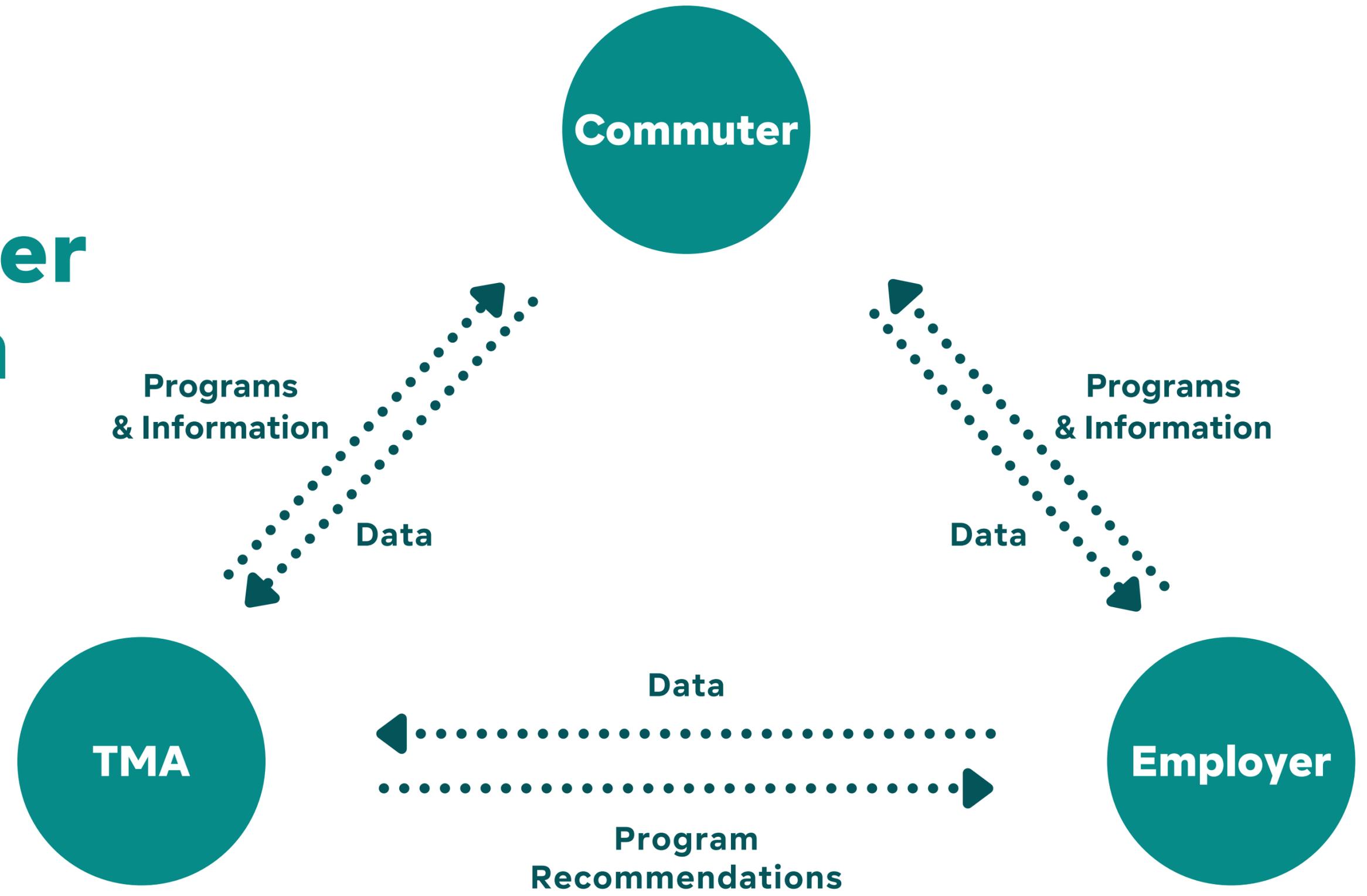
By allowing member employers to augment your platform with their own information, programs, subsidies, incentives, and more, you can improve the likelihood that commuters use the platform and take advantage of your TMA programs. Plus, when everything runs through a central platform, you'll have additional data with which to paint a more complete commuting picture for your members.

With Commutifi's free TMA commuter platform, TMAs can deliver information and programming directly to all commuters in their region.

As employers continue to build out increasingly complex commute offerings for their organizations, they can build directly on top of the existing platform, meaning employees remain in a single ecosystem and can serve all their commuting needs in a single place.

By keeping commuters in their ecosystem, TMAs can keep and expand access to commuter data, allowing them to better serve members and have the biggest possible impact on commuting in their regions.

Single Unified Commuter Platform





A Commuting Solution Built for TMAs

With Commutifi's data-driven commuter platform, TMAs and their members can distribute information and programs and measure commuting behaviors through a single platform.

TMAs and TMOs use Commutifi to:

- Educate commuters about commuting options
- Create sustainable and long-term mode shift
- Support their member employers' commuting goals
- Track commuting habits in their service area
- Measure the impact of commuting across the region

Ready to create a sustainable commuting future that benefits you, your members, and their employees?

[Learn more](#)

Schedule a
call with
our team