



Mobility as a Service



2017 Tennessee Sustainable Transportation Awards & Forum
May 23, 2017



transportation
management
association

The TMA Group Innovation

Do something different that has a positive impact.

- Efficiency – doing the same faster or cheaper
- Sustaining – making current solutions better
- Transforming – turning complicated solutions into simple, accessible, affordable ones.....

NASHVILLE – MIDDLE TENNESSEE

**2015 Census Total
Population**

1,830,298

**2040 Population
Prediction**

2,600,000

**12 million people live
within a 2.5 hour drive**

**3 major interstates
converge in Nashville**

**Transportation Demand
growing faster than
population**



MIDDLE TENNESSEE DEVELOPMENT PATTERN

Approx. 1965 Development Pattern
(750,000 People)



Today's Development Pattern
(1,700,000 People)



2035 Development Pattern?
(2,600,000 People)



vanstar

a better commute

Simple Black Van Wrap



The TMA Group, Franklin TN

vanstar
a better commute



The TMA Group, Franklin TN



Vanpooling Is

“For the People by the People”

- Customer drives;
- Customer determines the
 - Route,
 - Arrival/departure times,
 - Pick-Up/Drop-Off Points;
- Customers cover almost 100% of the operational expenses.



Vanpools and Other Transit Modes

Vanpool

Capital Investment

\$Thousands

Operating Costs

Fares cover Costs

Development to Operation

Weeks to Months

Coverage Area

Statewide

Other Transit Modes

Capital Investment

\$Millions to \$Billions

Operating Costs

Fares cover 30% of Costs

Development to Operation

Years to Decades

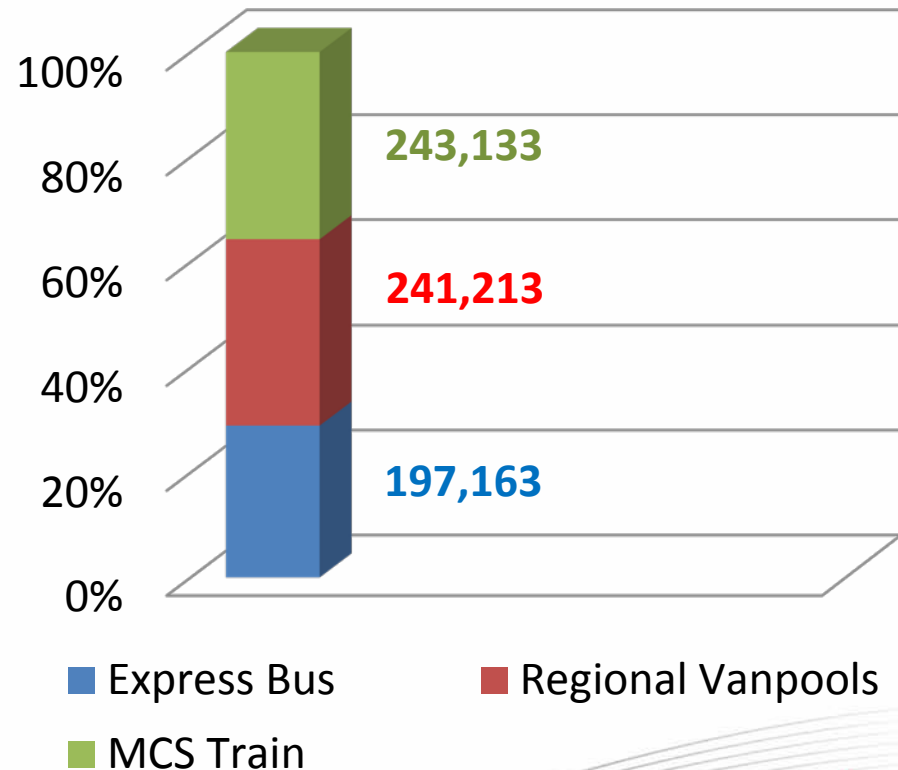
Coverage Area

Limited

Vanpooling Fits Middle Tennessee

- Least Costly,
- Most Flexible,
- Designed for Longer Distance Commute Trips,
- Fastest to Implement of Any Transit Choices.

Middle Tennessee Commute Modes





State-of-the Art Technology

www.VanStar.com



Internationally-acclaimed web-based vanpool
ridematch and management program.

TMA – TripSpark partnership resulted in a state-of-the-
art vanpool matching and distribution system for
Middle Tennessee.



The TMA Group, Franklin TN



Public Value



8,806,169 miles

Reduced Vehicle Miles
Traveled

7,187,821 lbs.

Reduction in Total Pollutants

352,246 gallons

Reduction in Fuel

\$2,113,480

Cost Savings

TripSpark

January 1, 2016 – December 31, 2016

 The TMA Group, Franklin TN



The TMA Group

TDM Programs

- Regional Transportation Demand Management Strategies
- VanStar, A Better Commute

Clean Air of Middle Tennessee

- Clean Air School Pooling

Transit

- Franklin Transit Authority

The TMA Group Communications

Communicating Alternative Transportation Options at Employer Worksites

Regional Vanpool, Carpool and One-Stop Shop

Transportation Demand Management

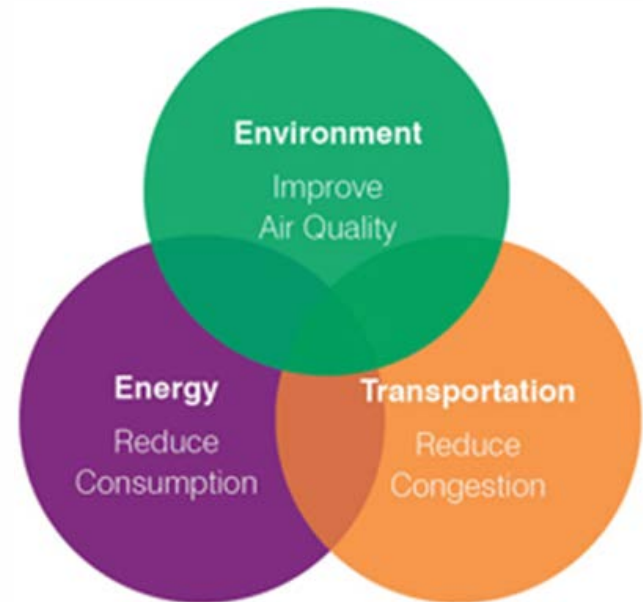
TDM is to Transportation what Prevention is to Health Care



Goal – Influence and Change Individual Behavior

TDM Strategies

- Economic
- Social and Health
- Environmental
- Sustainability



Mobility as a Service

- **Ownership**
- **Disruptive Changes**
- **Customer Based vs. System Based**
- **Who's In / Who's Out**

Mobility as a Service Challenges

INSTANT GRATIFICATION

- Mobility Options
- Integration
- Payment
- Real-Time
- Wait Times (5-10 minutes)
- Door to Door Service

The Future No Longer “If” but “When”



The TMA Group, Franklin TN

vanstar 
a better commute

The Future No Longer Fantasy but a Reality



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Moving our region forward

www.tmagroup.org

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