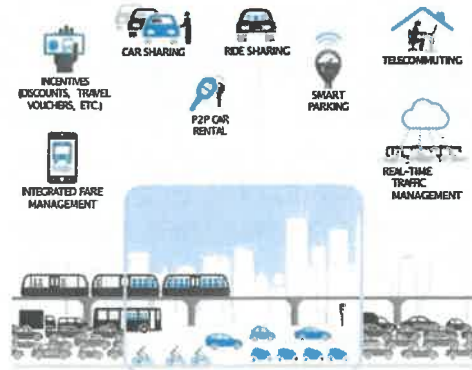


transportation Legacy Area management association

The TMA is a non-profit association comprised of public and private sector members. This unique public-private arrangement enables a more flexible collaboration between:

- the public sector – with the funding and experience to design, build and operate transportation systems, and
- the private sector – with the financing and expertise to deploy entrepreneurial, performance-based approaches to commuting arrangements.

The focus of this TMA is to use all the tools available to increase substantially the numbers people using mobility options as they travel to, from, and around the Legacy area.



Public Sector Membership is a flat annual fee - \$40,000

Membership benefits:

- One representative serving on the board of directors, who ensure fiscal and mission accountability.
- Public members may also arrange to receive specific services.
- Your membership is an investment in a markedly public interest. The most common Returns on Investment (ROI) for public entities come from:
 - Managing demands for new and costly infrastructure.
 - Increasing economic growth potential.
 - Increasing health, safety, and quality of life outcomes.



Private Sector Membership is an annual sliding scale amount:

EMPLOYEES per business	RESIDENTS per property mgr.	MEMBERSHIP AMOUNT
50 or less	50 or less	\$ 500
51 to 500	51 to 500	\$ 1000
501 to 1000	501 to 1000	\$ 2,500
1001 to 5000	1001 to 2,500	\$ 5,000
5000 or more	3000 or more	\$ 10,000

Membership benefits:

- One representative serving on the board of directors, who ensure fiscal and mission accountability.
- Private members (employers) are also direct recipients of largest portion of TMA staff time for consults on program set up, working directly with employees, and marketing/promotions.
- Your membership is an investment, with the most common Returns on Investment (ROI) come from:
 - Managing facilities costs (parking / office space).
 - Increasing growth potential for your business.
 - Increasing employee benefits in support of recruitment/retention, productivity, health.



Currently 81.49% of all commutes in Plano are people driving alone, while the national average is 76.41%. Increasing use of mobility options by even 5 or 10 percent can significantly improve commuting for everyone, reducing the congestion levels, and improve Plano's economic competitiveness with respect to peer locations.

Public Sector

Owns and operators most of the transportation infrastructure and services; however, maturing urban areas face challenges finding the funds or the land or both to "build their way out of congestion." The TMA can become a critical partner in the evolution toward mobility. The TMA's relationship with the private sector can facilitate public/private partnerships, as well as private investment in existing or even new services. The TMA can be more agile and test/pilot new options more easily. And the TMA can provide micro services that are difficult for public agencies to accomplish from data collection and analysis to targeted customer relations objectives. The TMA does all of this for a markedly public interest - increasing the number of commuters using mobility options; thereby providing some relief congestion places on the transportation system.

Public Membership

Entitles your organization to a representative on the board of directors and a vote at our annual meeting to elect subsequent board of directors and officers. In addition, public sector members may ask for any of the following:

Public sector members may seek assistance from the TMA for specific services:

- Supporting implementation of first/last mile services (e.g., scooters/bike sharing, shuttles, etc.)
- Implementation of programmatic solutions targeting congestion relief (e.g., flexing time of arrival/departure to address constriction points or "park it once" to reduce circulation challenges)
- Marketing and measuring performance for services, e.g. new Mobility on Demand services, incident and construction alerts with travel alternatives.

Public sector members may seek macro-data from the TMA, built from aggregated micro-commuter data:

- To inform planning for new facility improvements as well as operations adjustments.
- To inform feasibility and design of new services being considered by DART, City of Plano, NTTA, and others, , e.g., connections to the DART Green Line and the Airport, prioritizing bike/pedestrian improvements, or helping get the work out about alternative routes for construction.

Public sector members may form a partnership with the TMA to initiate new services:

- Purchase last mile services from DART, e.g., piloting lunch shuttles from employer sites to the many restaurants at Legacy West and Town Center.
- Plan and bring to Legacy new technologies and services for cars, bikes and other mobility options, e.g., new ride hailing services, or completely new services like automate people movers and automated vehicles.

Public sector members may opt to receive the annual TMA Mobility Report:

- Customized research documenting program performance and continues challenges.
- Data display for key metrics and outcomes important to the community.