

Transportation Management Association



At Hartsfield-Jackson Atlanta
International Airport



WHAT IS A

Transportation Management Association

(TMA)

?

What is a *Transportation Management Association (TMA)*?

An organization utilizing a collection of strategies & programs designed to **reduce roadway congestion and demand** for single occupancy vehicle travel by redistributing travel demand to **alternative travel modes, times and routes**



aeroATL

Airport Employee Ride Options

What is aeroATL?

a package of marketing approaches, incentives, and behavior change science to **change airport employee commute behavior**



Transit



Carpool



Vanpool



Bicycling

Program of ATL EcoDistrict



Transportation
makes up about
1/3 of US CO2 emissions



We prioritize lowering
emissions at an
individualized level.

Airport Employees

The airport is unlike any other worksite.

60,000 employees

constantly come and go,

24 hours/day, 365 days/year

Who We Work With:



- Airlines
- Concessionaires
- Contractors
- Security Services

Promoting Transit



- Getting ridership on existing services
- Identifying new & meaningful services

Promoting Transit



- Gathering baseline numbers
- Identify who utilizes transit services
- Identifying barriers to taking transit

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