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MEDIA RELEASE

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The TMA Group Receives Regional Award for TDM Excellence

Franklin, TN – At the recent SEACT/Chesapeake Transportation Demand Management (TDM) Symposium, held June 5 – 8, 2011 in Charleston, S.C., The TMA Group received the Association for Commuter Transportation (ACT) Southeast Chapter Award for Outstanding Rideshare Program. TDM professionals throughout the Southeast honored TMA for the level of excellence and service provided to Middle Tennessee commuters and employers.

The TMA Group's TDM program, under the daily leadership of Diane Thorne, Chief Regional Transportation Director implements various strategies that increase transportation system efficiency, especially in congested areas. Today, more Middle Tennessee commuters are experiencing significant savings in their personal transportation costs due to participation in the regional commuter vanpool programs, operated and managed by The TMA Group. "The demand for reliable, affordable, and effective transportation demand management solutions that provide connectivity and enhance economic development of the Middle Tennessee region is intensifying," states Diane Thorne.

The coordinated planning and performance measures in all areas of transportation demand management are critical to the continued growth of local and regional economies. The regional vanpool program in Middle Tennessee has many benefits, such as reduction in commute costs; consumption of fewer resources; reduction in pollution and commuter stress caused by single-occupant vehicles.

"To be recognized by our regional peers for our work is humbling," affirms Debbie Henry, Executive Director, The TMA Group, "With smarter commute choices and TDM tools, such as expanding commuter vanpool programs, fast growing communities can start to see a positive impact in slowing the growth of traffic congestion."

The TMA Group, located in Franklin, Tennessee operates and manages: the regional commuter vanpool programs throughout nine Middle Tennessee counties; Franklin's public transit service on behalf of the Franklin Transit Authority; and the Clean Air Partnership programs of Williamson and Rutherford County. For more information on these programs, visit: www.tmagroup.org

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