

# TMC Business Planning and Plans Handbook

August 2003, Version 1

Project Fact Sheet

## RECOGNIZING A NEED

Recognizing a need to provide business planning guidance to TMC and transportation agency managers, the Federal Highway Administration (FHWA) and participants in the TMC Pooled Fund Study are developing a *TMC Business Planning and Plans Handbook*.

## WHAT IS A TMC BUSINESS PLAN?

The *TMC Business Planning and Plans Handbook* will provide TMC managers and transportation agency executives with a step-by-step guide to multi-year business planning using sound and universally accepted business planning techniques. It will also help managers to understand the realm of possible alternatives for structuring a TMC and the management and operational implications of these alternatives. In essence, the TMC Handbook will create a "how-to" that focuses on evolving TMC functions, concepts, processes, and strategies and present them within a business planning context.

## A Business-Based Approach to TMC Planning

Long-term system operations is fast becoming a priority focus area for many states, and leveraging and protecting the investment states have made in Intelligent Transportation Systems (ITS) so that they will remain a vital traffic management tool requires careful and proactive planning. A Transportation Management Center (TMC) is the hub of a regional system, and often the TMC functions in many capacities, ranging from overall system operations to traffic and incident management, and even as the nerve center for state as well as local operations, travel information, regional emergency management, and system maintenance. With TMCs evolving into such vital elements of a region's transportation system, how can resources be targeted to achieve the desired results? How can future resource needs be projected and planned for? What are the options for organizing management functions and personnel?

## A Valuable Resource for TMC Managers

- Recommended 'best practices' for TMC business planning illustrated through case study examples of current TMC business plans and management strategies
- Approaches to TMC business planning garnered from public agencies, as well as how private sector business models and planning processes could be applied to TMCs
- A look at organizational issues, including TMC functionality and the role of the TMC in agency or regional operations, and recommended organizational structures and resource requirements
- Methods, strategies, procedures and key steps that TMC managers can use to develop a business plan for their TMC, including recommended guidelines and techniques
- The importance of a multi-year TMC business plan to long-term, sustaining operations of TMCs and supporting management systems, and how these business plans fit in with other regional ITS, strategic plans, and transportation improvement programs
- Performance measures and monitoring strategies that can be used to assess the effectiveness of the business plan

## Handbook Development Process

This 15-month project will begin with a literature review of relevant studies and interviews of TMC Pooled Fund Study participants and other TMC managers and transportation agency executives to obtain a 'state of the practice' perspective of current TMC business models and business planning practices. How agencies plan for, budget, allocate and in many cases leverage resources in light of competing transportation programs and limited funding, are important considerations in identifying sound business planning processes that will have real-world applicability. A review of business planning strategies from the private sector and related public functions will provide a corporate perspective of practices that can be applied to TMC planning objectives.

## Handbook Overview and Key Deliverables

The TMC Business Planning and Plans Handbook will be organized into the following chapters:

- Introduction
- Overview of TMC Business Plans
- Agency Strategic Plans, Programs, Business Processes and TMC Business Plans
- Types of Business Plans and Models for TMCs
- Business Plan Components
- Processes and Techniques to Develop and Update Business Plans
- Implementing Business Plans and Management Systems to Support TMCs
- Performance Measures, Monitoring, Evaluation and Reporting
- Multi-year Action Plans
- Case Studies

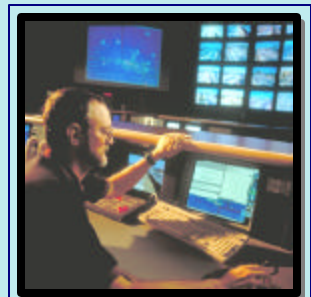
## For More Information

For more information about the Pooled Fund Study and the TMC Business Planning and Plans Handbook, go to:

[http://tmcdfs.ops.fhwa.dot.gov/cfprojects/new\\_detail.cfm?id=54&new=0](http://tmcdfs.ops.fhwa.dot.gov/cfprojects/new_detail.cfm?id=54&new=0)

### RESULTS

The result will be an informative resource guide that will provide TMC and agency transportation managers with the tools and step-by-step processes to develop multi-year TMC business plans. In addition to the *TMC Business Planning and Plans Handbook*, a concise primer, fact sheets and presentations will provide summaries of key findings, steps and processes.



TMC Managers will benefit from an informative resource guide.

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