



MassCommute Newsletter

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MassCommute Statistics for 2008 Show Consistent Increase in Participation in TMA Programs

MassCommute recently released its 2008 Fast Stats report. Fast Stats is an annual report highlighting the accomplishments of TMAs during the previous year. A review of TMA program data for the years between 2005—2008 identified that after significant increases across the board in programmatic results between 2005 and 2006, program participation leveled off in 2007 and again show an increase in participation in 2008.

Of significant note, is the **nearly 4 million mile increase in vehicle miles traveled reduced through TMA programs in 2008**—Rising to a high of 59,149,843 vehicle miles traveled reduced by TMA member employees in 2008. This translates to the following reduction in pounds of mobile emission pollutants being released into the environment as a result of MassCommute TMA programs:

HC	CO	VOC	CO2*
404,204.5	2,998,936.5	128,315.4	53,772,630

WHO WE ARE

MassCommute is a coalition of Massachusetts Transportation Management Associations (TMAs) that leverage public and private funds to increase participation in ridesharing and other commuting alternatives to reduce traffic congestion and improve air quality across the state.

MassCommute is dedicated to advancing the mission of TMAs and Transportation Demand Management (TDM) in Massachusetts and seeks to increase public awareness of key transportation issues while promoting a wide range of TDM measures throughout Massachusetts. Visit us at: www.MassCommute.com

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- *The Ride just got easier in Cambridge—CRTMA highlights improvements to EZRide Shuttle*
- *MetroWest TMA announces new Executive Director*

At-a-Glance MassCommute 2008 Stats

# of MassCommute TMA Members	284
Promotional Events	423
# of Employees to Whom Info Provided	27,629
Total Registrants in GRH	6,757
New Registrants in GRH	2,129
Employees Provided Commute Assistance	22,642
Forums/Seminars Conducted	217
Total Participants at TMA Events	18,933
Private Shuttle Investment	\$11,178,599
Annual Shuttle Boardings	3,290,996

Charles River TMA on the Move with Improvements to EZRide Shuttle



Charles River TMA's signature program is EZRide Shuttle, a one seat ride precursor to the Urban Ring that connects North Station Commuter Rail with places of employment in Cambridge. EZRide fills the gap in MBTA service that required additional transfers for transit users.

EZRide consolidates multiple private corporate shuttles into a single service, open to the general public for a fare, and clearly illustrates the value of a TMA to plan, negotiate, coordinate, manage and provide joint services for area employers and property owners.

Executive Director Jim Gascoigne reports that ridership was strong from the 2002 inception of the service, and has grown at a steady 10-15% rate each year until 2007. In mid-2008, average daily ridership jumped an amazing 60% due to two



MetroWest TMA Looks Way to the West to Hire New TMA Director

The MetroWest / 495 Transportation Management Association has a new Director, Jake Green. Recently relocated from Utah to an office at the MetroWest Chamber of Commerce, he'll lead the effort, through a variety of programs available to member companies, to overcome the transportation and commuting problems that threaten to hobble our economy and otherwise diminish the quality of our lives.

Jake, who has a strong transportation background, served as the Transportation Planner at the University of Utah for eight years, "learning from great leaders," he says, "how to proactively improve customer service." He worked closely with Salt Lake City and the Utah Transit Authority to improve the connectivity between the administrations of the two organizations to create a seamless transportation network for walking, cycling, buses, trains and even cars.

To learn more about how the MetroWest /495 Transportation Association can help you and your business, contact Jake at (508) 879-5600 or e-mail jake@metrowest.org.

Riding EZ in Cambridge *(from page 1)*

key service improvements, (in addition to fluctuating gas prices, changing environmental attitudes and uncertain economic conditions). First, CRTMA added a seventh medium-sized shuttle bus in July 2008. Second, full-sized, heavy duty transit buses replaced the medium sized vehicles in October.

On order is even more passenger capacity and a greatly lessened environmental impact. Watch for straight-from-the-factory compressed natural gas buses, scheduled to arrive in early summer 2009.

For more information: <http://www.ezride.info> <http://www.charlesrivertma.org>

MassCommute

C/o Northeast Transit Planning & Mgt. Corp.

28 Brook Road

Marblehead, MA 01945