



Annual Report 2014





Transportation Management Associations (TMAs) are public-private partnerships that work cooperatively to provide and encourage commuting options and programs that reduce traffic congestion and improve air quality. MassCommute TMAs work with and provide services for a diverse range of 300+ companies, municipalities, medical facilities, and higher learning institutions in 40 communities across the Commonwealth. Below are just a few of our services:

- ♦ Transportation Advocacy
- ♦ Emergency/Guaranteed Rides Home
- ♦ Ridematching
- ♦ Vanpooling
- ♦ Carpooling
- ♦ Bike/Walk Promotions and Incentives
- ♦ Shuttle Services
- ♦ Personal Commute Planning
- ♦ Telecommuting
- ♦ Transit Passes
- ♦ Fixed Route Services



getting you there

MassCommute is a coalition of twelve Transportation Management Associations (TMAs) working with over 300 businesses, medical facilities, property managers, land developers and higher learning institutions in 40 municipalities across the Commonwealth to improve & increase transportation options for commuters. With a mission to *Collaborate, Advocate and Inform*, MassCommute provides a platform for TMAs to work together and with state agencies to support projects that reduce traffic congestion, improve air quality, and expand access to employment destinations.

For Government

Our TMAs work with municipalities to address transportation issues at the local level and engage diverse stakeholders concerned with traffic reduction and economic growth.

For Businesses

By pooling resources from multiple businesses, TMAs both relieve employers from the burden of providing commuter options programs and significantly reduce the participation costs.

For Employees

MassCommute TMAs help employees develop personalized commuter assistance plans that save time and money and earn rewards for choosing a greener commute.

For Residents

All TMA shuttles are open to the public and alleviate local traffic congestion and clear the air by taking cars off the road.

IMPACT OF TMAS IN 2014

4,525,049 Annual Shuttle Boarding

7,006,265 Vehicle Trips Reduced

\$23,259,037 \$\$\$ Saved by Commuters

9,837,192 Gallons of Gas Saved

279,643 Employees Served

4,200 Tons of CO2 Reduced



getting you there

MASSACHUSETTS eco AWARDS

events



The 4th annual Massachusetts Excellence in Commuter Options (ECO) Awards was held in the EMC Club at Fenway Park on March 26, 2014 in collaboration with MassDOT and MassRIDES, the State's commuter options program. **Over 170 guests gathered to recognize the achievements of 150 Massachusetts employers that provide exemplary commuter benefits to their staff.** The featured keynote speaker, Somerville Mayor Joseph Curtatone, touted the many social, economic, and health benefits of green commuting, and discussed the countless benefits soon to be realized across the region by the MBTA Green Line Extension.

With over 700 cumulative employer partners and member organizations, MassCommute and MassRides were proud to celebrate those who are going the extra mile to support green and healthy transportation options. Employers who met the criteria for one of three levels of achievement - Pacesetter, Leader and Pinnacle - received TDM (Transportation Demand Management) Achievement Awards for outstanding performance. Ten employers also received Spotlight Awards for outstanding accomplishments in Leadership in Commuter Options, Leadership in Commuter Engagement, Rising Star and Leadership in Innovation.

The ECO Awards Ceremony was presented with sponsorships from Blue Cross Blue Shield of Massachusetts, vRide, Eastern Bank, Zipcar, NuRide, URS Corporation, 128 Business Council and the Charles River Transportation Management Association, and The RideShare Company.



getting you there



events

Congrats to Our 2014 MassCommute Bicycle Challenge Winners!

CATEGORY (# employees/students)_	PLACE	TEAM (& miles logged)
MUNICIPALITY	1 st Place	Somerville (14,888 mil)
	2 nd Place	Cambridge (14,186 mi)
	3 rd Place	Arlington (10,527 mi)
ACADEMIC (0-100)	1 st Place	Woods Hole Oceanographic Institution (1,120 mi)
	2 nd Place	Meetinghouse Montessori School (503 mi)
	3 rd Place	Cambridge Street Schools (251 mi)
ACADEMIC (1,001-5,000)	1 st Place	BU Medical (2,918 mi)
	2 nd Place	Harvard Longwood (2,497 mi)
	3 rd Place	Lesley University (1,097 mi)
ACADEMIC (5,000+)	1 st Place	MIT (6,516 mi)
	2 nd Place	Harvard University (4,536 mi)
	3 rd Place	UMass Lowell (1,216 mi)
BUSINESS/ INSTITUTION (1-100)	1 st Place	Digital Lumens (1,735 mi)
	2 nd Place	MA-DOER (1,431 mi)
	3 rd Place	US EPA Region (995 mi)
BUSINESS/ INSTITUTION (101-1,000)	1 st Place	MassDEP (3,909 mi)
	2 nd Place	Merck Boston (2,553 mi)
	3 rd Place	Cell Signaling Technology (1,930 mi)
BUSINESS/ INSTITUTION (1001-3,000)	1 st Place	Biogen Idec (3,949 mi)
	2 nd Place	Draper Laboratory (1,809 mi)
	3 rd Place	Wayfair LLC (1,566 mi)
BUSINESS/ INSTITUTION (3,000+)	1 st Place	MIT Lincoln Lab (9,651 mi)
	2 nd Place	Mass. General (5,805 mi)
	3 rd Place	Children's Hospital Boston (4,180 mi)

The MassCommute Bicycle Challenge (MCBC) is the signature event for Bay State Bike Week, which runs annually during the second week in May. In 2014, we celebrated our 20th anniversary of challenging thousands of Massachusetts residents to take as many trips as possible by bicycle during Bike Week and log them on our tracking equipped website (masscommutebicyclechallenge.org).

Over 3,700 Massachusetts residents, scholars and employees participated in the 2014 Challenge, logging a total of over 155,556 miles ridden by bike throughout the week! We were proud to recognize our winners at the annual Bike Bash at Flat Top Johnny's in Cambridge and to celebrate Boston's 100%+ increase in bike commuting since 2005!



Wheelie Award Winners:

Bern Unlimited Fearless Commuter: Andrew Padilla, Isabella Stewart Gardner Museum

Urban Adventours Bicycle Love Story: Diana and Matt Glidden

Ortlieb Geared Out: Nathan and Julia Sharpe

Sinewave Cycles Grease the Wheels Award: Jennifer Melot, MIT Lincoln Labs

Po Campo and Hubway Pack Mule Award: Galen Mook, Landry's Bicycles

Roadrunner Award: Alex Diaz, Payette

Lifetime Achievement Award: Kim McCoy - MassDEP

getting you there



massDOT
Massachusetts Department of Transportation



your. moving. partner
massRIDES
commuter.com

SEPTEMBER 22-26, 2014

IN JUST **ONE WEEK** MASSACHUSETTS
RESIDENTS AND EMPLOYEES
REDUCED **26,000** CAR TRIPS.



THEY TRAVELED 290,000
FEWER MILES ON OUR
ROADS AND HIGHWAYS

THEY SAVED
12,000 GALLONS
OF GASOLINE



AND SAVED THEMSELVES
\$ \$ **\$38,4000**

ALL WHILE PREVENTING
130 TONS OF **CARBON**
EMISSIONS

#SHIFTYOURMODE
WWW.MACLEANAIRCHALLENGE.COM
WWW.NURIDE.COM



events

Formerly known as "Car-Free Week", the Massachusetts Clean Air Challenge debuted in September 2014 with a week of events and promotions celebrating and promoting transportation choices that improve air quality (as opposed to driving alone), including (but not limited to) transit, ridesharing, vanpooling, biking and walking. Held in conjunction with MassDOT and MassRIDES, the Challenge is an extension of World Car-Free Day, a global event celebrated by over 1,000 cities in 40 countries.

Thousands of Massachusetts residents accepted our challenge to "Shift Your Mode" and track their green trips in our NuRide database, the nation's largest travel rewards and rideshare matching program, where they were rewarded with daily prizes and giveaways. A social media video contest also inspired creativity and humor as commuters submitted clips of their daily green commute and voted on a winner.



getting you there

advocacy



MassCommute is committed to advocating for transportation improvements and Initiatives that make the Commonwealth a better place to work, do business and breath. Here is a snapshot from our advocacy work in 2014:

DEP Rideshare Regulation - MassCommute Advocacy Committee members met with new Department of Environmental Protection (DEP) Commissioner David Cash to advocate for and advance MassCommute's proposal to streamline the Massachusetts DEP Rideshare Regulation. The proposal seeks a change in policy that will allow TMAs to provide specific program participation data to their members that members will submit to DEP annually for five years in place of bi-annual surveying and annual reporting. In support of this position, A Better City provided its national research on best practices for trip reduction report to DEP.

2014 Moving Together - MassCommute expanded its outreach at the annual state conference which brings together public and private-sector proponents of walking, biking, and transit - premiering a new set of marketing media designed to increase awareness of TMAs and their success in bringing public and private-sector resources together to improve access, reduce congestion, and fill last mile transit gaps.



MAPC Trip Reduction Ordinance Study - MassCommute and many of its TMA members provided in-depth information to the Metropolitan Area Planning Council (MAPC) to help the organization develop a report on best practices for municipalities to reduce single-occupant vehicle commuting.

MBTA Late Night Service - MassCommute TMAs have actively promoted the late night T service to their members and their employees. In the fall, MassCommute surveyed more than 700 late night T service users and provided this data to the MBTA to help support continuation of the service. The survey data was included in the rationale presented to the MBTA Advisory Board to continue the service thru June of 2015 to provide an opportunity to seek additional information in support of full or partial service continuation after June 2015.



getting you there

Merrimack Valley TMA:**Year founded:** 1997 **Total members:** 70**Municipalities served:** Andover, Haverhill, Lawrence, Methuen, North Andover**2014 Milestones:**

- Hosted an inaugural Parklet (to show what can be done with public space when it's freed from parking) in Andover on May 13th
- Convened 5 member roundtables on various topics of interest to the TMA community.
- Created (and continues to maintain) an educational website about the Methuen Rotary construction project in Methuen.

Junction TMO:**Year founded:** 2000 **Total members:** 6**Municipalities served:** Andover, Wilmington**2014 Milestones:**

- Assumed new leadership and launched a new twitter feed, bi-monthly newsletter and blog.
- Hosted an inaugural Parklet (to show what can be done with space when it's freed from parking) in Andover on May 13th.
- Created (and maintains) an educational website about the Methuen Rotary construction project.

128 Business Council:**Year founded:** 1987 **Total members:** 38**Municipalities served:** Burlington, Lexington, Lincoln, Needham, Newton, Waltham, Wellesley, Weston, Woburn**2014 Milestones:**

- The REV Bus shuttle began offering pick-ups from Lexington Center for town residents.
- Launched the Smart Bus Kickstarter campaign in Fall 2014 to raise funds to build technology for flexible, on-demand bus service, which would be piloted in the Boston area but ultimately available to any transit agency or service provider.
- Worked with Landry's Bicycles to provide a new, hands-on interactive bicycle maintenance course for members.

North Shore TMA:**Year founded:** 2009 **Total members:** 9**Municipalities served:** Beverly, Danvers, Lynn, Peabody, Salem**2014 Milestones:**

- Hosted an inaugural Parklet Day (to demonstrate what can be done with space freed from parking) in Beverly on May 15th.
- Created a webpage and additional resources to track & promote the Salem Depot construction project.
- Worked with the City of Salem to promote bike cages in the Salem Depot garage and use Charlie Cards on the commuter rail.
- Welcomed two new members: Foot-print Power and Salem State University

Boston/Cambridge Area TMAs:
See following page**MetroWest/495 TMA:****Year founded:** 1990 **Total members:** 25**Municipalities served:** Ashland, Framingham, Holliston, Hopkinton, Hudson, Marlborough, Natick, Sherborn, Southborough, Sudbury, Wayland, Westborough**2014 Milestones:**

- Worked with the MetroWest Regional Transit Authority to identify 'last mile' gaps for Marlborough commuters & implemented several new routes to connect employment centers with existing transit stops.
- Influenced regional planning projects including the 9/90 Tech Park in Framingham, Route 9 and I90 and Route 9 and 495 interchange improvements.

Neponset Valley TMA:**Year founded:** 1995 **Total members:** 15**Municipalities served:** Canton, Dedham, Foxborough, Norwood, Westwood**2014 Milestones:**

- Welcomed 2 new members: Gillette Stadium/Patriot Place in Foxboro, and New England Baptist Outpatient Center in Dedham.
- Launched new shuttle service for NSTAR employees who were using taxis to connect from the Route 128 Commuter Rail station.
- Co-hosted the Neponset Valley Transportation Forum – Bridging the Transportation Gaps on November 19th.

Charles River TMA

Year founded: 1995 Total members: 26

Municipalities served: Cambridge

2014 Milestones:

- Over 3 million lifetime passenger trips on EZ Ride and over 2,000 participants in Emergency Ride Home.
- Hosted first PARK(ing) Day event in Cambridge.
- Added several Cambridgeport properties to EZRide Shuttle participation.
- Helped coordinate bus and shuttle service during first phases of Main Street reconstruction in Kendall Square.

Seaport TMA:

Year founded: 1996 Total members: 34

Area served: South Boston Waterfront

2014 Milestones:

- Recruited 3 new members (Elkus Manfredi Architects, State Street, Barking Crab)
- Participated in the \$1 million South Boston Waterfront Sustainable Transportation Plan
- Launched a new website
- Surpassed 500 Twitter followers

A Better City TMA:

Year founded: 1996 Total members: 52

Area served: Downtown/Financial District, Back Bay, Fenway, Kenmore, Allston, Brighton

2014 Milestones:

- Welcomed 13 new members
- Released new report "Establishing an Effective Commute Trip Reduction Policy in Massachusetts: Lessons Learned from Leading Programs" and presented it at the 2014 ACT International Summit in San Francisco, California.
- TMA Coordinator, Alex Depompolo, recognized as a Leadership Academy fellow by ACT National.

Allston Brighton TMA:

Year founded: 2014 Total members: 11

Municipalities served: Allston, Brighton

2014 Milestones:

- Launched the AB TMA with founding members: Boston University, Harvard Real Estate's portfolio of properties, DoubleTree Hotel Suites by Hilton, St. Elizabeth's Medical Center, New Brighton Development Group, and Samuels & Associates
- Developed branding and marketing materials, including a new logo, program brochures, and program prizes
- Held 7 events, including 2 bike tune-ups, and registered 61 participants in TMA programs

TranSComm:

Year founded: 1991 Total members: 3

Area served: Boston University Medical Center (South End)

2014 Milestones:

- Installed a new bike cage which stores up to 240 bikes and 8 more racks bringing the combined total of bike parking to 496 spaces in the BUMC area.
- Enrolled 145 Hubway members
- Registered 84 Carpool groups, 145 Hybrids and 28 Electric Vehicle participants.

CommuteWorks:/MASCO

Year founded: 1989 Total members: 22

Area served: Boston, Longwood Medical & Academic Area

2014 Milestones:

- Introduced a new fleet of 30 shuttle buses to assist 12,000 daily commuters with last mile connections & celebrated by hosting a 'Fleet Fiesta'.
- Advocated successfully with the T to expand commuter rail service at Yawkey (increased from 19 to 48 stops); collaborated with private and public partners on successful \$20 million application for federal funds to add commuter rail capacity at Ruggles Station.
- Established a new TMA membership level and welcomed a first member

ABC TMA

Allston Brighton TMA

Commute Works

Seaport TMA

TranSComm

partners

We are grateful for the many leading businesses, institutions, community groups and public sector agencies that work with and support MassCommute. A small sample:



getting you there

results



2014 Stats* for MassCommute TMA Membership:

# of MassCommute TMA Members	311
# of Employees Served	279,643
# of Employees Converting from SOV** to Non-SOV Commute	3,671
Membership Dues Collected	\$1,286,062

Programs & Impact:

Vehicle Trips Reduced	7,006,265
Vehicle Miles Travels (VMT) Reduced	109,923,335
CO2 Emissions Reduced (tons)	4,200
Gallons of Gasoline Saved	9,837,192
Money (\$) Saved by Commuters	\$23,259,037
Participants in Ridematching Databases	5,588
Participants in Guaranteed Ride Home (GRH)	10,920
# of Educational & Promotional Events	586

MassCommute Bicycle Challenge:

Individual Participants	3,700+
Miles Logged by Bicycle	155,556

Shuttles:

Private Shuttle Investment	\$14,140,148
Annual Shuttle Boardings	4,525,049

*Based on NuRide Calculations.

** Single Occupancy Vehicle

getting you there



GETTING YOU THERE

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