



# ***A Coalition of TMAs in Massachusetts***

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@MassCommute**

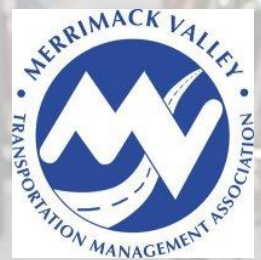
# Q: What is MassCommute?

We are a registered non-profit coalition of **12 TMAs** led by a part-time Executive Director and TMA staffed committees.

Our mission is to:

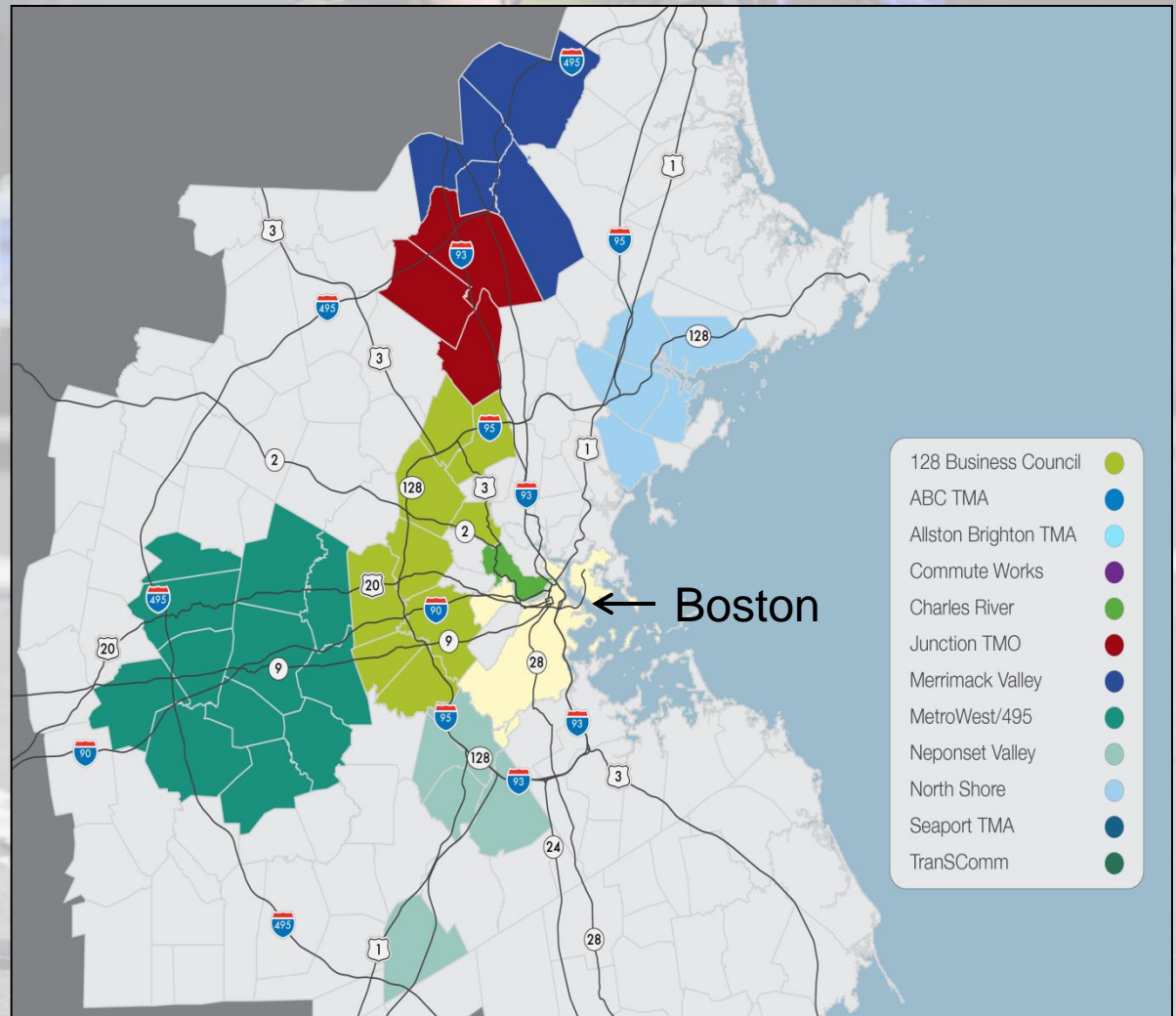
- ✓ **Collaborate**
- ✓ **Advocate**
- ✓ **Inform**





# Q: Where are MassCommute TMAs?

In 2015, there are **12 TMAs** serving over **300 members** in **40 municipalities** across the Commonwealth



September 15th, 2015

# Q: How did MassCommute get started?

Initially formed in **2001** as “The TMA Council of Massachusetts”, MassCommute was organized via MOU between 11 TMAs who had been meeting as an informal “TMA Roundtable” since the 1990s. MassCommute received legal status as a 501c4 organization in **2005**.

## Goals:

- ✓ **Ensure continued funding for TMAs** & for the TMA Council to promote & support TMAs
- ✓ **Develop & maintain positive working relationship with state** commuter options program (then CARAVAN, now MassRIDES) while distinguishing how TMAs are different.

## Focus on Advocacy:

**2003:** “Day on the Hill” campaign promotes TMAs and seeks direct funding for them

**2004:** Series of meetings with state & federal offices, state legislators, and Congressional reps provides information about MassCommute mission and the value of TMAs

**2005:** MassCommute publishes first “FastStats Report” highlighting cumulative impacts TMAs have had on reduced VMT, ghgs, employer and commuter expenditures, etc

**2006:** Meetings with FTA to push for CMAQ funding for TMAs (ie. “TMAs can double the funding through private sector matches!”)

**2008-2009:** Meetings with EOT (now MassDOT) result in MOU to implement a work plan and funding to MassCommute TMAs

*Moving Massachusetts Forward.*  
**massDOT**

**nuride**



*you...moving smarter*  
**massRIDES**  
*commute.com*

# MassCommute: TMAs Collaborating (Statewide Events)



September 15th, 2015



# MassCommute: TMAs Sharing Information



- ✓ Bi-monthly meetings
- ✓ Shared list serv
- ✓ Peer learning
- ✓ Knowledge sharing
- ✓ Internal monthly newsletter/digest
- ✓ Quarterly newsletter (external)
- ✓ Annual retreat






# MassCommute: Advocating for TMAs



- ✓ Meetings with legislators
- ✓ Filed legislation to support TMAs (H.2743)
- ✓ Deliver public statements on key policy issues
- ✓ Represent TMAs on regional and statewide committees (including the MPO, Regional Coordinating Council, Regional Transportation Advisory Council)
- ✓ Partner with related organizations (Transportation for Massachusetts, Park'n'Pedal MassBike, etc)

September 15th, 2015

# Marketing & Visibility for TMAs



**MassCommute**  
GETTING YOU THERE

**ABOUT US**  
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 39 municipalities across the Commonwealth to improve and increase transportation choices 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.

**WHAT WE DO**  
Transportation Management Associations (TMAs) are non-profit organizations that leverage public and private funds to provide transportation options (like shuttles and vanpools) that decrease drive alone commuting and improve both workplace satisfaction and quality of life for commuters.

**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 2013	
5,946,796 Annual Shuttle Boarding	
1,263,507 Vehicle Trips Reduced	
\$2,156,143 \$\$\$ Saved by Commuters	
498,068 Gallons of Gas Saved	
311,211 Employees Served	
4,673.7% Tons of CO2 Reduced	


**Support MassCommute!**  
By reducing congestion and creating policies that help meet statewide goals for mode shift, public health, and environmental quality, we are making Massachusetts a better place to live, work and do business.

[P /MassCommute](http://MassCommute.com)
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**Annual Report 2014**





**MassCommute TMAs:  
Successful Public-Private Partnerships for a Better Massachusetts**

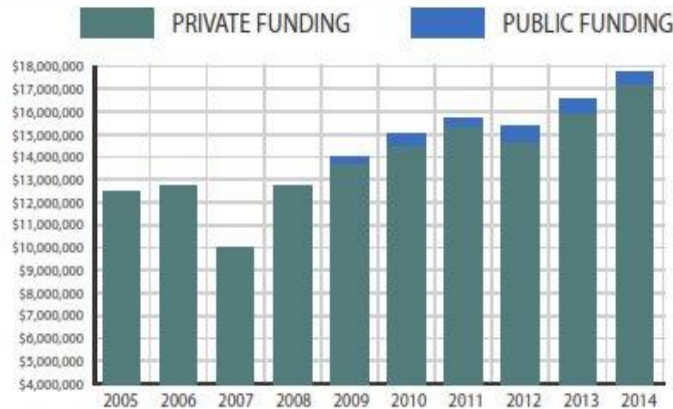
**Decade at a Glance  
2005-2015**



The Transportation Management Associations (TMAs) of MassCommute are making Massachusetts a better place to live, work and do business by reducing traffic congestion, improving air quality, and supporting policies that meet statewide goals for improved mobility choice, public health, and environmental sustainability.

# Sharing TMA Impacts

## TMA: A Smart Return on Investment



Since 2009, MassCommute TMAs have received a combination of public (MassDOT) and private (membership dues) funds.

**Government support has triggered even more private sector investment in transportation, yielding continually growing public benefits.**

**\$2,900,000 in public funding has been leveraged into \$75,850,826 in private sector investment since 2009.**

**↑ Private Dollars RESULTS IN ↑ Public Benefits**

### 2006

**17,637 tons**

CO2 Emissions Reduced

**37,794,911**

Vehicle Miles Reduced

**429**

Education/Outreach Events



### 2014

**42,000 tons**

CO2 Emissions Reduced

**109,923,335**

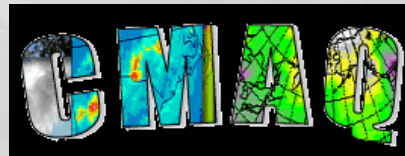
Vehicle Miles Reduced

**1007**

Education/Outreach Events

# Preserving State Funding for TMAs: MassCommute Partnership with MassDOT

- ❖ **December 2014:** Expiration of 5 year MassCommute MOU with MassDOT (\$50,000/year/TMA via CMAQ)
- ❖ **Winter/Spring 2015:** Creation of new marketing materials, meetings with legislators, legislation filed, commissioning TMA white paper
- ❖ **June 2015:** Notification of non-eligibility for continued CMAQ funding (for operations)
- ❖ **July 2015:** Meeting with Sec.Pollack/DOT, collaboration with ACT to research opportunities for continued CMAQ funding & reach out to FHWA and federal delegation
- ❖ **August 2015:** Notification of approved CMAQ funding for 11 established TMAs (via CMAQ Education & Outreach) & 4 newly established TMAs (via CMAQ Operations)



# TMA White Paper 2015

In early 2015, MassCommute retained consultants at Eastern Research Group (ERG) to prepare a research paper addressing:

- ✓ *How are TMAs defined?* Exploring definitions
- ✓ *What do TMAs do?* Exploring roles & programs
- ✓ *How are TMAs modeled?* Exploring:
  - ✓ Funding mechanisms
  - ✓ Relationships with state governments, municipalities, community groups & businesses
- ✓ *What policies, legislation, & goals exist to support TDM?* Exploring how TMAs can most effectively & cost efficiently deliver solutions
- ✓ *What benefits are MA TMAs yielding and how can they be even more effective?*

# TMA White Paper 2015: What We Found

## Massachusetts' TMAs:

- ✓ Are uniquely collaborative
  - ✓ MassCommute
  - ✓ Customized member services
- ✓ Augment regional rideshare and employer programs
  - ✓ Three tiers of effective TDM → Synergy!
    1. State & Regional TDM Programs (like MassRIDES)
    2. Local TDM Programs (like TMAs)
    3. Employer TDM Programs
- ✓ Support state climate and transportation initiatives



# TMA's Deliver Benefits to MA

- ✓ **Reduce Fuel Use and CO<sub>2</sub> Emissions**
  - ✓ **In 2013, TMA's helped reduce vehicle trips by 1.3 million, which reduced CO<sub>2</sub> emissions by nearly 4,700 tons**
- ✓ **Mitigate Traffic Congestion**
- ✓ **Encourage Biking and Walking**
  - ✓ **Workout to Work, Bicycle Challenge, education and advocacy**
- ✓ **Drive Demand for Public Transit and Raise its Impact**
- ✓ **Leverage TDM Funds and Reduce Trans. Expenditures**
  - ✓ **Private investment accounts for up to 95% of TMA's' budget**
- ✓ **Develop and Enact Transportation Policies and Plans**

# TMA White Paper 2015: Key Recommendations

- ✓ **Expand and Enforce** Existing Trip Reduction and Congestion Mitigation Policies
- ✓ **Utilize TMAs** to Achieve State Transportation and Climate Goals
- ✓ **Increase Coordination** Between TMAs and the Statewide Travel Options Program
- ✓ **Employ TMAs** to Pilot Transportation Initiatives
- ✓ **Dedicate State Funding** to Leverage Private Sector Funding for Existing and Future TMAs



# Next Steps

- **Breakfast forum on 10/8** in collaboration with regional planning council (MAPC): “*Commuting Matters: Transportation Strategies for Businesses and Municipalities*” (<http://tinyurl.com/TDMforum>)
- **Employer roundtable in November** with T4Mass, T4America & 495Partnership (*details TBD*)
- Meetings with legislators
- Incorporating lessons from other TMAs

**✓ SOLVE ALL TRANSPORTATION PROBLEMS IN MA!**

# Thank You!

## Questions?



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