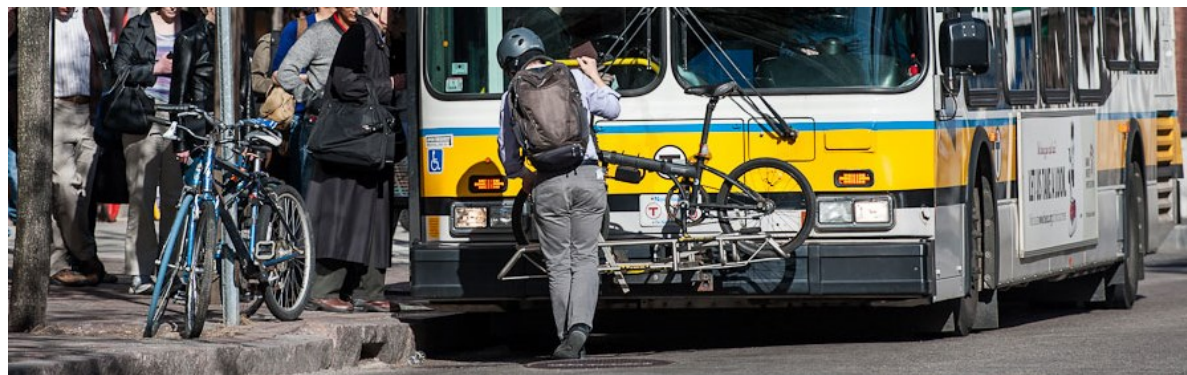




Annual Report 2013





Transportation Management Associations (TMAs) are public-private partnerships that work cooperatively to provide and encourage alternative commuting options and programs. The overall goal of these partnerships is to address transportation issues, improve air quality and reduce traffic in specific geographic areas. MassCommute TMAs work with and provide services for a diverse range of companies, municipalities, medical facilities and higher learning institutions. Below are just a few of their services:

- ◆ Transportation Advocacy
- ◆ Emergency/Guaranteed Ride 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 eleven Transportation Management Associations (TMAs) serving 39 municipalities, over 300 businesses and collectively represents over 280,000 commuters throughout the Commonwealth. Our overall goal has been to increase public awareness of key transportation issues and endorse a wide range of Transportation Demand Management (TDM) measures in Massachusetts.

This document highlights some of the key successes and accomplishments as well as the events and programs which demonstrate how the TMAs individually, and jointly as MassCommute, leverage public and private funds to increase the use of ridesharing and other commuting alternatives to reduce traffic congestion and improve air quality. Below are just some of our 2013 accomplishments.

- Organized several transportation forums to engage business and organization members in Transportation Finance discussion
- Continued work with MassDEP officials to revise DEP Rideshare Regulation
- Over 130 Massachusetts businesses and institutions were recognized at the 3rd Annual Excellence in Commuter Options (ECO) Awards Ceremony at Fenway Park in Boston
- MassCommute's 19th Annual Bicycle Challenge attracted over 2,700 participants who collectively cycled over 100,000 miles during Bay State Bike Week
- Over 8,000 individuals celebrated the 3rd Annual Car-Free Week statewide, resulting in a reduction of approximately 35,000 car trips

TMAs Are Dedicated To:

Decreasing traffic congestion and improving mobility.

Facilitating local economic development.

Developing local transportation infrastructure, services, and programs.

Improving air quality and the environment.



getting you there



On March 28, 2013 MassCommute co-hosted the 3rd annual Excellence in Commuter Options (ECO) Awards ceremony with the Massachusetts Department of Transportation (MassDOT) and MassRIDES, the statewide travel options program. The efforts of more than 130 Massachusetts businesses and organizations to promote healthier, more environmentally-friendly commuting were celebrated at Historic Fenway Park! On hand to recognize the winners was MBTA General Manager and MassDOT's Rail & Transit Administrator Dr. Beverly Scott.

MassCommute, MassDOT and MassRIDES actively support employers across the Commonwealth in their work to reduce drive-alone trips to work sites while encouraging employees to travel by public transit, carpools, vanpools, bicycling, and walking – or avoid commuting altogether by encouraging telework. Together, MassRIDES and MassCommute have over 700 employer partners and member organizations that 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, Zipcar, NuRide, URS Corporation, 128 Business Council and the Charles River Transportation Management Association.



getting you there



events

2013 MassCommute Bicycle Challenge Winners

CATEGORY	PLACE	TEAM
MUNICIPALITY	1 st Place	Arlington
	2 nd Place	Jamaica Plain
	3 rd Place	Somerville
ACADEMIC (0-999 Campus Community)	1 st Place	Emmanuel College
	2 nd Place	King Open School
	3 rd Place	Springfield Renaissance School
ACADEMIC (1,000-4,999)	1 st Place	Harvard Longwood Medical Campus
	2 nd Place	Woods Hole Oceanographic Institution
	3 rd Place	Boston University Medical Campus
ACADEMIC (5,000+)	1 st Place	Harvard University
	2 nd Place	Massachusetts Institute of Technology
	3 rd Place	Tufts University
BUSINESS/ INSTITUTION (1-24)	1 st Place	MassBike
	2 nd Place	United for a Fair Economy
	3 rd Place	Toole Design Group
BUSINESS/ INSTITUTION (25-99)	1 st Place	Public Interest Network
	2 nd Place	Wilson Architects
	3 rd Place	Digital Lumens
BUSINESS/ INSTITUTION (100-499)	1 st Place	Merck Boston
	2 nd Place	Museum of Science
	3 rd Place	Elkus Manfredi Architects
BUSINESS/ INSTITUTION (500-1,499)	1 st Place	MassDEP
	2 nd Place	Google
	3 rd Place	EPA Region 1 Boston
BUSINESS/ INSTITUTION (1,500-2,999)	1 st Place	CS Draper Laboratory
	2 nd Place	Philips
	3 rd Place	Pfizer Biotech/Research
BUSINESS/ INSTITUTION (3,000-4,999)	1 st Place	MIT Lincoln Lab
	2 nd Place	Dana Farber Cancer Institute
	3 rd Place	John Hancock Financial Services
BUSINESS/ INSTITUTION (5,000+)	1 st Place	Childrens Hospital Boston
	2 nd Place	Massachusetts General Hospital
	3 rd Place	State Street
MOST TOTAL MILEAGE		MIT Lincoln Labs

Nearly everyone learned to ride as a kid and has access to a bike today. Many personal trips are short enough to make by bicycle. Bicycling is fun, convenient, saves money, promotes fitness and drastically reduces the environmental impacts of personal mobility.

The MassCommute Bicycle Challenge is the signature event of Bay State Bike Week, where we invite anyone who lives, works or attends school in Massachusetts to take as many trips as possible by bicycle. MassCommute tallies trips and miles by affiliation and home community, and recognizes the participants. In 2013, over 2,700 Massachusetts residents, scholars and employees participated in the Challenge, logging a total of over 100,000 miles ridden by bike throughout the week!



getting you there

MASSACHUSETTS 2013 Car-Free Week



Pick a Day • Commute Another Way

2013 RESULTS

35,197
reduced
car trips



214
tons of
reduced
emissions



478,468
reduced miles

\$270,334
dollars saved

8,226
green
commuters



massDOT
Massachusetts Department of Transportation



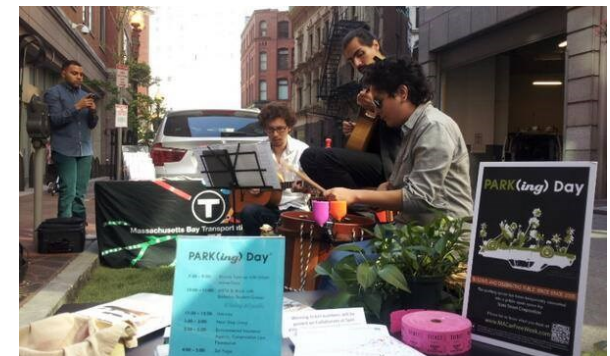
you...moving smarter
massRIDES
commute.com

events

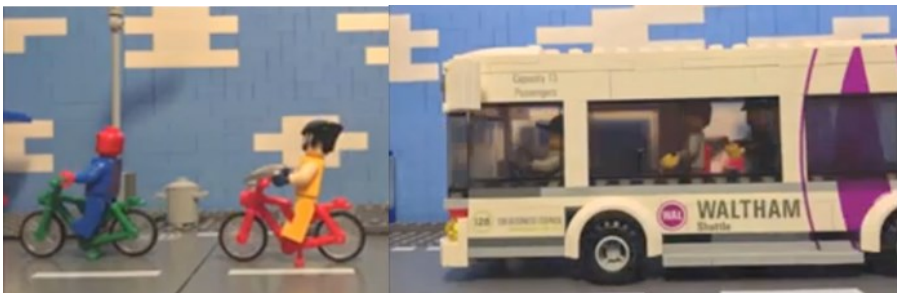


MassCommute in conjunction with MassDOT and MassRIDES celebrated Car-Free Week from September 16th to the 22nd. Massachusetts Car-Free Week is an extension of World Car-Free Day, an annual event which has quickly spread to over 1,000 cities in 40 countries around the globe. As part of Car-Free Week thousands in Massachusetts got out of their cars and chose a more sustainable mode of travel. We asked participants to “pick a day and commute another way” during the week, and those who went Car-Free or Car-Light were asked to track their “green” trips with NuRide, the nation's largest travel rewards and rideshare matching program.

Whether they biked, walked, teleworked, carpooled, vanpooled or took public transportation during Car-Free Week, participants who logged their green trips on NuRide were eligible to win great prizes. We also held a video contest through our Facebook page, asking commuters to briefly show us more about their car-free commutes!



getting you there



advocacy

In 2013, MassCommute was very active advocating on several key transportation fronts including:

Transportation Finance Reform

- ◆ TMAs hosted forums in the Merrimack Valley, North Shore and the Route 128 Western Corridor
- ◆ Approximately 200 representatives from local businesses, major corporations, medical facilities and learning institutions attended along with local and state officials
- ◆ Submitted letters to the State Legislature expressing support for a robust, comprehensive, long-term transportation financing formula for the Commonwealth

DEP Rideshare Regulation ([310 CMR 7.16](#)) Reform

- ◆ Past efforts led to the implementation of 10 recommendations that streamlined the program's required reporting and surveying process
- ◆ Met with DEP Commissioner Kimmell and staff to discuss the recently implemented recommendations and stress the importance of moving forward with the revision of the regulation
- ◆ Participated in second stakeholder meeting to discuss additional streamlining measures
- ◆ TMAs and members formally submitted letters supporting the inclusion of an Expedited Reporting/Certification Process (ER/CP) as a key component in the Rideshare Regulation Reform



Members of MassCommute also participated in the following events:

- **2013 Moving Together Conference** - This annual conference brings together participants representing diverse interests from the public and private sectors who advocate funding for transit, walking and bicycling programs.
- **Last Mile Forum** - organized by MassDOT and MassRIDES to open a dialogue between MassDOT, stakeholders and businesses, to discuss past experiences, lessons learned and future opportunities for transportation services that connect suburban workplace destinations to transit centers.

getting you there

Merrimack Valley TMA:**Year founded:** 1997**Total members:** 68**Municipalities served:** Andover, Haverhill, Lawrence, Methuen, North Andover**2013 Milestones:**

- Recruited Merrimack College to join the TMA
- Organized a Transportation Finance Roundtable to provide an opportunity for information sharing between the business community and MassDOT regarding regional transportation priorities
- Worked with the Andover Economic Development Council to approve new zoning regulations in the River Road area of Andover that will reduce the need to drive by providing needed services to TMA member employees working in the area

128 Business Council:**Year founded:** 1987**Total members:** 38**Municipalities served:** Burlington, Lexington, Lincoln, Needham, Newton, Waltham, Wellesley, Weston, Woburn**2013 Milestones:**

- Launched new commuter shuttle service to serve businesses in the Hartwell Avenue area of Lexington
- Planned and presented GreenWatch, a community sustainability festival on Waltham City Common
- Held two separate policy forums with Secretary of Transportation Davey & Secretary of Housing and Economic Development Bialecki

Junction TMO:**Year founded:** 2000**Total members:** 28**Municipalities served:** Andover, Wilmington**2013 Milestones:**

- Worked with the Town of Andover Police and Planning Department to expand and better mark biking infrastructure within the Town of Andover
- Organized a Transportation Finance Roundtable to provide an opportunity for information sharing between the business community and MassDOT regarding regional transportation priorities

North Shore TMA:**Year founded:** 2009**Total members:** 7**Municipalities served:** Beverly, Danvers, Lynn, Peabody, Salem**2013 Milestones:**

- Recruited Eastern Bank and the City of Beverly
- Organized a Transportation Finance Roundtable to provide an opportunity for information sharing between the business community and MassDOT regarding regional transportation priorities
- Implemented a major information and educational campaign to promote alternate options to driving to (and parking at) the Salem Depot during MBTA garage construction

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**2013 Milestones:**

- Implemented Green Points: Commuters receive a \$25 gift card who change from an SOV to alternative mode of travel
- Introduced an enhanced Guaranteed Ride Home service: TMA will cover the cost for member company employees who require an unexpected emergency ride
- Developed a Commuter Map for the MetroWest region: the first of its kind in our region, a guide to using sustainable transportation to commute to work

Neponset Valley TMA:**Year founded:** 1995**Total members:** 15**Municipalities served:** Canton, Dedham, Foxborough, Norwood, Westwood**2013 Milestones:**

- Town of Foxborough and Gillette Stadium/Patriot's Place joined as new members
- New Director of Neponset Valley TMA, Karen Dumaine joined December 2013

A Better City TMA:

Year founded: 1996

Total members: 40

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

2013 Milestones:

- Launched new website with interactive features for both commuters and ABC TMA Board Members
- TMA member John Hancock received recognition at the Association for Commuter Transportation International Conference in San Antonio, Texas
- Worked with member State Street Corporation to host PARK(ing) Day as a premier event during Massachusetts Car-Free Week

Charles River TMA:

Year founded: 1995

Total members: 26

Municipalities served: Cambridge

2013 Milestones:

- Increased staffing by 50%
- EZRide carried its 2.5 millionth passenger
- Acquired three new members

Seaport TMA:

Year founded: 1996

Total members: 34

Area served: South Boston Waterfront

2013 Milestones:

- Recruited five new members
- Increased participation in Bicycle Commuter programs by over 50%
- Established new program with MyBike bicycle repair shop
- Participated in district-wide transportation planning effort

CommuteWorks:/MASCO

Year founded: 1989

Total members: 24

Area served: Boston, Longwood Medical & Academic Area

2013 Milestones:

- Planned and organized First Annual transportation day, "CommuteFest" where over 500 employees learned about various commuting methods while enjoying a day filled with live music, food trucks, and great raffles and prizes
- Launched Carpool Incentive Program where those employees who commute via carpools are rewarded for logging their trips each month with a \$50 gas cards over 45 carpools have registered since the program launch

TranSComm:

Year founded: 1991

Total members: 3

Area served: Boston University Medical Center (South End)

2013 Milestones:

- Installed two additional electric charging stations
- Installed third bike cage which can accommodate 38 cyclists
- Co-piloted "Prescribe a bike" program with Hubway for low income patients who can try the program for a minimal fee

partners

Below is a small sample of the many leading businesses, institutions, community groups and public sector agencies that work with and support MassCommute:



getting you there

results



2013 Mass Stats for MassCommute Membership:

# of MassCommute TMA Members	311
# of Employees Served	311,211
Membership Dues Collected	\$851,364

Promotional Events/Programs:

# of Promotional Events	317
# of Commuters Spoken to at Events	18,884
Total Registrants in GRH	10,660
Participants in Ridematching Databases	5,618
Employees Provided General Commute Assistance	11,520
Total Participants at TMA Forums/Seminars/Workshops	3,027
# of Vehicle Trips Reduced Through Programs	1,263,507
Carbon Dioxide (CO ²)* Reduced (tons)	4,673.74
Gallons of Gas Saved	495,065
Money Saved	\$2,156,143

MassCommute Bicycle Challenge:

Participants in annual Bicycle Challenge	3,157
Companies that Participated in Bicycle Challenge	192

Shuttles:

Private Shuttle Investment	\$14,089,583
Annual Shuttle Boardings	5,446,796

*Based on NuRide Calculations.

getting you there



GETTING YOU THERE

A Better City TMA
33 Broad Street, Suite 300
Boston, MA 02109
T: 617-502-6246
F: 617-502-6236
Email: DStraus@abettercity.org
Facebook: ABC TMA
Twitter: @ABCTMA
Website: abctma.com

Charles River TMA
238 Main Street, Suite 306
Cambridge, MA 02142
T: 617-324-6119
F: 617-253-9402
Email: info@charlesrivertma.org
Website: charlesrivertma.org

CommuteWorks/MASCO
375 Longwood Avenue
Boston, MA 02215
T: 617-632-2796
F: 617-632-2779
Email: junderhill@masco.harvard.edu
Website: masco.org/directions/commuteworks

Seaport TMA
200 Seaport Boulevard, Suite 75
Boston, MA 02210
T: 617-385-5510
F: 617-385-1788
Email: Info@SeaportTMA.org
Facebook: Seaport TMA
Twitter: @SeaportTMA
Website: seaporttma.org

TranSComm
710 Albany Street
Boston, MA 02118
T: 617-638-7473
F: 617-638-6816
Email: bumctranscomm@gmail.com
Twitter: @BUMCTranSComm
Website: bumc.bu.edu/transcomm

128 Business Council
395 Totten Pond Road, Suite 302
Waltham, MA 02451
T: 781-890-0093
F: 781-890-4736
Email: 128bc@128bc.org
Twitter: @UnlockTheGrid
Website: 128bc.org

The Junction TMO
One Burt Road
Andover, MA 01810
T: 978-247-3100
Email: info@junctiontmo.com
Website: junctiontmo.com

Merrimack Valley TMA
c/o Northeast Transit Planning & Management Corp.
28 Brook Road
Marblehead, MA 01945
T: 781-639-6262
F: 781-639-6263
Email: commute@merrimackvalleytma.com
Facebook: MVTMA
Twitter: @MerrimackVlyTMA
Website: merrimackvalleytma.com

MetroWest/495 TMA
c/o MetroWest Chamber of Commerce
1671 Worcester Road, Suite 201
Framingham, MA 01701
T: 508-879-5600, ext. 105
F: 508-875-9325
Email: stephanie@metrowest.org
Website: metrowest495tma1.org

Neponset Valley TMA
c/o TransAction Associates
5 Wheeling Avenue, Unit B
Woburn, MA 01801
T: 781-895-1100
F: 781-895-1122
Email: director@neponsetvalleytma.org
Twitter: @NeponsetTMA
Website: neponsetvalleytma.org

North Shore TMA
120 Washington Street, 3rd Floor
Salem, MA 01970
T: 781-639-6262
F: 781-639-6263
Email: commute@northshoretma.org
Facebook: NorthShore TMA
Twitter: @NorthShoreTMA
Website: NorthShoreTMA.org

MassCommute Executive Committee

Andrea Leary, Managing Director
Patrick Sullivan, Assistant Managing Director
Jim Gascoigne, Treasurer
Lauren Grymek, Secretary
David Straus, Past Managing Director
David Kucharsky, Executive Director
Email: executivedirector@masscommute.com