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# MassCommuter Annual Report 2011



Photo courtesy of TransitBoston.com



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

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MassCommute is a coalition of eleven Transportation Management Associations (TMAs) serving 39 municipalities and over 300 businesses across Massachusetts. Collectively, the TMAs represent over 310,000 commuters throughout the Commonwealth. Since its inception, MassCommute has sought to increase public awareness of key transportation issues and endorse a wide range of Transportation Demand Management (TDM) measures throughout Massachusetts. TMA Directors and staff dedicate their time, energy and expertise to various MassCommute events and programs with the goal of promoting transportation alternatives and services.

This document highlights a few of those events and programs, demonstrating 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 across the state. MassCommute sponsors or co-sponsors three signature events a year.

**ECO Awards** - MassCommute made history in April when all eleven Bay State TMAs collaborated with MassDOT to hold the first annual ECO (Excellence in Commuter Options) Awards Ceremony. The event was held in the Great Hall at the State House in Boston and recognized the Massachusetts businesses and institutions that have made the strongest commitments to ridesharing and other measures for their employees to choose as alternatives to driving alone to work.

**MassCommute Bicycle Challenge formerly "MassCommuter Challenge"** - Now in its 18th year MassCommute promotes this friendly competition which attracted over 4,000 participants who collectively cycled nearly 250,000 miles during Bay State Bike Week.

**Car-Free Week** - MassCommute, MassRIDES and MassDOT joined over 1,000 cities in 40 countries around the globe to celebrate Car-Free Day on September 22<sup>nd</sup> as part of the Bay State's first annual Car-Free Week held on September 18 - 24.

***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.***



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# events

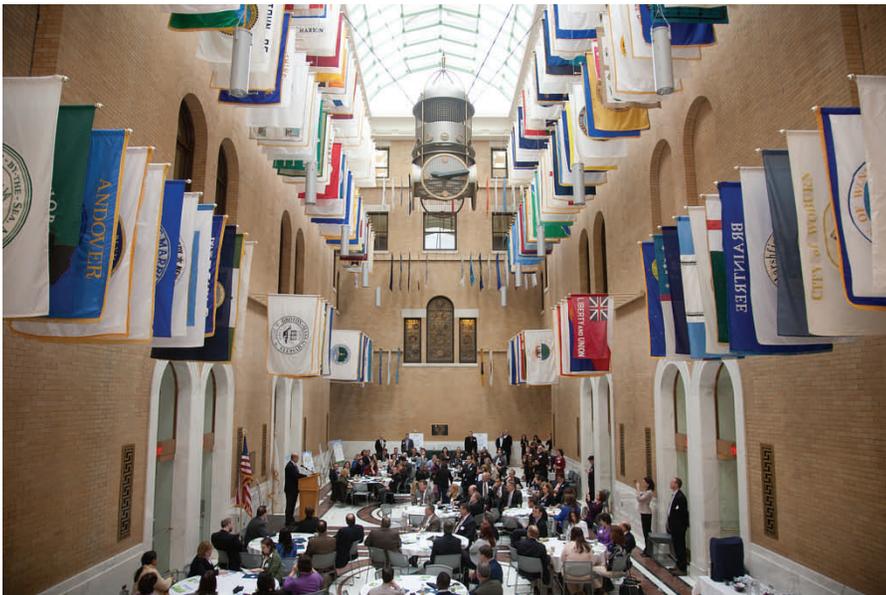
## MASSACHUSETTS eco AWARDS

On Friday, April 1, 2011, MassCommute made history by partnering with the Massachusetts Department of Transportation (MassDOT) to present the first annual Massachusetts Excellence in Commuter Options (ECO) awards. The ceremony was held in the Great Hall of the State House and featured keynote speaker Jeffrey B. Mullan, then-Secretary and CEO of MassDOT.

MassCommute and MassRIDES (the state's travel options program) publicly recognized the Bay State employers that have taken the biggest steps to reduce traffic and improve air quality by offering incentives and programs that support the use of transit, carpools, vanpools, bicycling, walking, telework or flextime.

At the ceremony, 114 Massachusetts businesses were honored for their efforts to reduce drive-alone commute trips, and four businesses won Spotlight awards for exemplary performance. 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. Winning employers were recognized for the subsidies, policies and other benefits that they offer to motivate their employees to leave their single-occupancy vehicles at home in favor of alternative travel options.

Going forward, the ECO program will be the state's signature event promoting commuter alternatives and saluting businesses that have made the greatest commitments to improving air quality and reducing traffic congestion in Massachusetts.



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# events

## 2011 MassCommuter Challenge Winners

CATEGORY	PLACE	TEAM	MILEAGE
MUNICIPALITY	1st Place	Boston	55,238
	2nd Place	Newton	17,602
	3rd Place	Cambridge	13,625
ACADEMIC SMALL (0-999 Campus Community)	1st Place	School of the Museum of Fine Arts	784
	2nd Place	UMass Geoscience Department	776
	3rd Place	Emmanuel College	461
ACADEMIC MEDIUM (1,000-4,999)	1st Place	Harvard Longwood Campus	5,590
	2nd Place	Boston University Medical Campus	3,777
	3rd Place	Woods Hole Oceanographic Inst.	1,797
ACADEMIC LARGE (5,000+)	1st Place	Massachusetts Institute of Technology	5,996
	2nd Place	Harvard University	5,628
	3rd Place	Boston University	738
BUSINESS/ INSTITUTION (1-24)	1st Place	Urban Adventours	863
	2nd Place	Ciclismo Classico	431
	3rd Place	MassBike	370
BUSINESS/ INSTITUTION (25-99)	1st Place	Boston Pedicab	2,560
	2nd Place	Azure Dynamics	807
	3rd Place	Public Interest Network	715
BUSINESS/ INSTITUTION (100-499)	1st Place	Merck Boston	1,357
	2nd Place	Marine Biological Laboratory	1,343
	3rd Place	Museum of Science	1,045
BUSINESS/ INSTITUTION (500-1,499)	1st Place	MassDEP	2,926
	2nd Place	CS Draper Laboratory	2,205
	3rd Place	US EPA	2,174
BUSINESS/ INSTITUTION (1,500-2,999)	1st Place	Philips	1,916
	2nd Place	Bose	1,667
	3rd Place	Biogen Idec	1,300
BUSINESS/ INSTITUTION (3,000-4,999)	1st Place	MIT Lincoln Lab	6,965
	2nd Place	Dana Farber Cancer Institute	3,526
	3rd Place	Fidelity	1,472
BUSINESS/ INSTITUTION (5,000+)	1st Place	Children's Hospital	5,376
	2nd Place	Mass General Hospital	5,195
	3rd Place	Brighman & Women's Hospital	3,546
TEAM w/ MOST MILEAGE TOTAL	1st Place	MIT Lincoln Lab	6,965
	2nd Place	Children's Hospital	5,376
	3rd Place	Mass General Hospital	5,195
TEAM w/ MOST MILEAGE PER PERSON TOTAL	1st Place	Galenea	140 mp person
	2nd Place	Boston Properties	123 mp person
	3rd Place	Enterasys	106 mp person

MassCommute's Bicycle Challenge (formerly MassCommuter Challenge) occurs the third week in May during Bay State Bike Week. During this week MassCommute encourages Massachusetts residents to make short commute and other trips by bicycle for fun and exercise, to save money and to preserve the environment.

Now in its 18th year, the friendly competition attracts over 4,000 participants who collectively cycle nearly 250,000 miles during the week. MassCommute recognizes outstanding employers, schools and communities whose members or residents participate by pledging to ride a certain number of miles during the week.



Natalia McKittrick | Pedal Power Photography | 2010

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MASSACHUSETTS

# Car-Free Week



This past fall, MassCommute, MassRIDES and MassDOT joined over 1,000 cities in 40 countries around the globe to celebrate Car-Free Day on September 22<sup>nd</sup>. The 2011 Car-Free Day was part of the Bay State's first ever Car-Free Week.

Beginning in Europe in the 1990s and held annually on September 22<sup>nd</sup>, Car-Free Day has spread around the world as a way to promote the environmental, financial, community, and health benefits of using public transit, carpooling, vanpooling, bicycling, walking, and telework.

During Car-Free Week September 18<sup>th</sup> - 24<sup>th</sup>, individuals throughout the Commonwealth traveled car-free as many days as they could and tracked their trips online.

Participants were eligible to win daily prizes as well as one grand prize - a \$250 Amazon gift card. Employers and Communities also participated by registering as teams.

## 2011 Statistics

- 2,035 individuals and 470 businesses celebrated Massachusetts Car-Free Week
- Participants tracked a total of 38,391 miles
- Cost approximately saved = \$40,253 in car ownership fees.
- Reduced gasoline consumption = 1,891 gallons.
- 17.52 tons of CO<sub>2</sub> were prevented from entering our environment

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# advocacy

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In 2010, MassCommute conducted a survey of TMA and non-TMA member employers, whose business or institution is subject to comply with Massachusetts' Rideshare Regulation (310 CMR 7.16). The Rideshare Regulation is an air quality initiative of the Massachusetts Department of Environmental Protection (DEP) which requires certain businesses and educational facilities to develop and promote programs with the goal of reducing their drive-alone commute trips by 25 percent.

In 2011, the results of our study were compiled, analyzed, and released in a report entitled "Findings on the Impacts of the MassDEP Rideshare Regulation". The results of the survey indicate the current rideshare survey and reporting process does little to impact an employer's efforts to meet their trip reduction goal.

The release of this report led to a meeting with DEP officials to discuss opportunities to encourage companies to invest in TDM and, as an incentive for this investment, allow companies to participate in a DEP Rideshare Regulation Expedited Reporting/Certification Process (ER/CP). MassCommute is currently working with DEP to address obstacles and concerns regarding this proposal.

In addition to working with DEP, MassCommute was also active in 2011 as an advocate on several key transportation fronts. During the Congressional debate over a new transportation funding bill, MassCommute asked the Massachusetts delegation to support parity for pre-tax commuter benefits. Our goal was to assure that I.R.S. transit and vanpool tax benefits were equal to the parking benefit. In addition, MassCommute kept up the pressure on both Congress and the MBTA to support Capital Cost of Contracting. This provision would allow the MBTA to include vanpool ridership mileage as part of the overall mileage that they report to the federal government and thereby receive reimbursement for the capital costs associated with vanpooling. This reimbursement can be reinvested into the state's vanpool stock which can help reduce the cost by up to 60% for van riders. MassCommute is committed to expanding the vanpool fleet for both traditional uses and those that may provide non-traditional options to support and reduce the growing pressure on public transit.



Photo courtesy of VPSI Inc.

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**Charles River TMA:**

**Year founded:** 1995

**Total members:** 26

**Municipalities served:** Cambridge

**Milestones that occurred in 2011:**

- EZRide served its 2,000,000th passenger

**A Better City TMA:**

**Year founded:** 1996

**Total members:** 37

**Area served:** Downtown/Financial District, Back Bay

**CommuterWorks/MASCO**

**Year founded:** 1989

**Total members:** 24

**Area served:** Boston, Longwood Medical & Academic Area

**Milestones that occurred in 2011:**

- Welcomed Hubway into the Longwood Medical and Academic Area with six bike sharing stations

**TranSComm:**

**Year founded:** 1991

**Total members:** 3

**Area served:** Boston University Medical Center (South End)

**Milestones that occurred in 2011:**

- Celebrated 20th Anniversary

**Seaport TMA:**

**Year founded:** 1996

**Total members:** 27

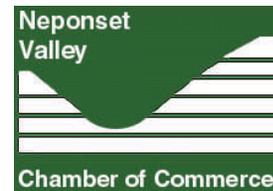
**Area served:** South Boston Innovation District

**Milestones that occurred in 2011:**

- Recruited 2 new members
- Initiated a new employee/commuter incentive program known as TRIP
- Produced the 8<sup>th</sup> edition of the South Boston Waterfront Map & Area Guide

# partners

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



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# results



## 2011 Mass Stats for MassCommute Membership:

# of MassCommute TMA Members	311
# of Employees Served	311,503
# of Residents Served	2,800
# of Visitors Served	4,344,200
Membership Dues Collected	\$819,557.50

## Promotional Events/Programs:

# of Promotional Events	325
# of Commuters Spoke to at Events	18,259
Total Registrants in GRH	11,693
New Registrants in GRH since 2010	1,984
Participants in Ridematching Databases	2,186
Employees Provided General Commute Assistance	18,362
Total Participants at TMA Forums/Seminars/Workshops	19,231
# of VMT (Vehicle Miles Travelled) Reduced Through Programs	9,318,139.45

## Bike to Work:

Participants in annual Bike to Work Week	3,273
Companies that Participated in Bike to Work Week	114

## Shuttles:

Private Shuttle Investment	\$14,370,955
Annual Shuttle Boardings	4,163,395

## Reduction in pounds of mobile emission pollutants released into the environment as a result of MassCommute TMA programs:

Carbon Monoxide (CO)	472,435
Carbon Dioxide (CO <sub>2</sub> )	8,471,036
Hydrocarbons (HC)	63,676
Volatile Organic Compounds (VOC)	20,214

\*CO<sub>2</sub> calculations based on 22 mpg.



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#### **MassCommute Executive Committee**

David Straus, Managing Director  
Jim Gascioigne, Deputy Manager  
Andrea Leary, Director  
Dustin Rhue, Treasurer  
Lauren Grymek, Secretary

David Kucharsky, Executive Director