



MassCommute Annual Report 2012





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.

- Met with 8 members of MA Congressional delegation in Washington DC to promote transportation fringe benefit
- Worked with MassDEP officials to implement first round of changes to DEP Rideshare Regulation reporting
- Over 120 Massachusetts businesses and institutions were recognized at the 2nd Annual Excellence in Commuter Options (ECO) Awards Ceremony at the Federal Reserve Bank in Boston
- MassCommute's 19th Annual Bicycle Challenge attracted over 3,000 participants who collectively cycled nearly 143,000 miles during Bay State Bike Week
- 4,636 individuals celebrated the 2nd Annual Car-Free Week statewide, resulting in a reduction of approximately 724,488 vehicle miles traveled

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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MASSACHUSETTS eco AWARDS

events

On March 29, 2012 MassCommute co-hosted the 2nd annual Excellence in Commuter Options (ECO) Awards ceremony with the Massachusetts Department of Transportation (MassDOT) and MassRIDES, the statewide travel options program. The event was held at the Federal Reserve Bank of Boston where Transportation Secretary & CEO Richard Davey was on hand to recognize over 120 Commonwealth organizations who have excelled in engaging and encouraging their employees to travel by public transit, carpools, vanpools, or by bicycling or walking.

MassCommute, MassDOT and MassRIDES actively support Massachusetts employers in their efforts to reduce congestion and greenhouse gas emissions by reducing drive-alone trips to work while encouraging employees to travel by public transit, carpools, vanpools, bicycle or walking. 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. Five Spotlight Awards were also presented for Leadership in Sustainability, Leadership in Commuter Engagement, Leadership in Commuter Options, Leadership in Innovation, and the Rising Star to corporations whose efforts have exemplified how to incorporate sustainable transportation in the workplace.



getting you there



events

2012 MassCommute Bicycle Challenge Winners

CATEGORY	PLACE	TEAM
MUNICIPALITY	1st Place	Arlington
	2nd Place	Cambridge
	3rd Place	Boston (Jamaica Plain)
ACADEMIC SMALL (0-999 Campus Community)	1st Place	Emmanuel College
	2nd Place	Springfield Renaissance School
	3rd Place	King Open School
ACADEMIC MEDIUM (1,000-4,999)	1st Place	Harvard Longwood Medical Campus
	2nd Place	Woods Hole Oceanographic Institution
	3rd Place	Boston University Medical Campus
ACADEMIC LARGE (5,000+)	1st Place	Massachusetts Institute of Technology
	2nd Place	Harvard University
	3rd Place	Boston University
BUSINESS/ INSTITUTION (1-24)	1st Place	Ciclismo Classico
	2nd Place	Toole Design Group
	3rd Place	United for a Fair Economy
BUSINESS/ INSTITUTION (25-99)	1st Place	Public Interest Network
	2nd Place	MA-DOER
	3rd Place	The Woods Hole Research Center
BUSINESS/ INSTITUTION (100-499)	1st Place	Marine Biological Laboratory
	2nd Place	Merck Boston
	3rd Place	Elkus Manfredi Architects
BUSINESS/ INSTITUTION (500-1,499)	1st Place	MassDEP
	2nd Place	US EPA Region 1
	3rd Place	PTC
BUSINESS/ INSTITUTION (1,500-2,999)	1st Place	CS Draper Laboratory
	2nd Place	Bose
	3rd Place	Pfizer Biotech/Research
BUSINESS/ INSTITUTION (3,000-4,999)	1st Place	Dana Farber Cancer Institute
	2nd Place	MIT Lincoln Lab
	3rd Place	John Hancock Financial Services
BUSINESS/ INSTITUTION (5,000+)	1st Place	Children's Hospital Boston
	2nd Place	Mass General Hospital
	3rd Place	Beth Israel Deaconess Medical Center
TEAM w/ MOST MILEAGE TOTAL	1st Place	Dana Farber Cancer Institute

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 encourages Massachusetts residents to retry bicycling all over again, to commute and/or make other trips by bicycle. Participants pledged to ride during Bay State Bike Week from May 14th-20th. Over 3,000 riders on 225 teams commuted over 143,000 miles during the 18th annual event in 2012! At the Bike Bash, MassCommute recognized the outstanding employers, schools, and communities who took the challenge.



getting you there

MASSACHUSETTS 2012 Car-Free Week



events



MassCommute in conjunction with MassDOT and MassRIDES celebrated Car-Free Week from September 17th to the 23rd. 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. Participants 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. Five \$50 gift cards were awarded daily as well as three \$150 grand prizes.

MassCommute's promotion of Car-Free Week through its member TMAs led to close to 1,100 new participants in NuRide during the month of September 2012.



Kathleen S. of Woods Hole Research Center in Falmouth poses with fellow cyclists after being presented her \$150 gift card



ABCTMA Director, David Straus and MassRIDES Worksite Outreach Coordinator, Ari Ofsevit present a \$150 gift card to Amelia C. from Bank of New York Mellon in Boston

2012 Statistics

- **4,636 individuals** celebrated Car-Free Week statewide
- Participants tracked a total of **27,456 reduced car rides**
- An amazing **724,488 reduced vehicle miles**
- **319 tons of CO2** were prevented from entering the environment
- **Surpassed** statewide goal of having 12,000 fewer cars
- **13,587 fewer cars** driven during the week

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advocacy

In the winter of 2011, MassCommute submitted comments to MassDEP Commissioner Kimmell regarding the release of the Agency's Draft Action Plan for Regulatory Reform. We recommended including the Agency's Rideshare Regulation ([310 CMR 7.16](#)) and identified some measures to streamline the program's required reporting and surveying process including our proposal for an Expedited Reporting/Certification Process (ER/CP).

The Commissioner's [Final Action Plan](#) (released 5/12/12) included streamlining the Rideshare Reporting Requirement as a specific targeted regulatory reform. A rideshare stakeholders meeting was convened consisting of representatives from MassCommute, the TMAs, MassDOT, MassRIDES and businesses/organizations required to comply with the regulation. Opportunities to streamline the employer reporting and survey requirements were identified and MassCommute formally submitted a list of recommendations based on feedback from TMA member businesses. Many of the recommendations were approved and included in the 2012 reporting period. MassCommute will continue to work with DEP to address other recommendations not enacted and are preparing for the larger regulation review process that is scheduled to take place in 2013.

In addition to working with DEP, MassCommute was also active in 2012 as an advocate on several key transportation fronts. During last year's MBTA fare increase/service cuts hearings, MassCommute and the TMAs attended several public meetings to provide testimony urging T officials to reconsider certain aspects of their proposals and offer recommendations to deal with the agencies financial issues. In addition, many of the TMAs worked with their members to develop contingency plans in the event that certain cuts to services were made.

Members of MassCommute participated in the ACT Legislative Summit in Washington, DC in January 2012. Meetings were held with policy staff in the offices of: Senators Kerry and Brown and Representatives Capuano, Markey, Tsongas, Neal, Lynch, and Keating. A meeting was also held with Congressman McGovern to discuss his legislation to reinstate transit parity. ABC TMA on behalf of MassCommute hosted a press conference with Congressman McGovern in May 2012 to promote the need for action to reinstate parity in the transportation fringe benefit. ABC TMA member, Massachusetts General Hospital spoke at the event about the real impact the benefit has on helping attract more than 8,000 employees to use transit to get to work.

MassCommute also provided comments to Transportation Secretary Davey regarding MassDOT's Mode Shift Goal of tripling the share of bicycling, transit and walking trips in the Commonwealth. We offered our support for the goal and urged the Secretary to also consider vanpooling, carpooling and telecommuting as additional methods for reducing SOV trips. In particular we recommended the state implement a Capital Cost of Contracting (CCC) Vanpool Program. In December 2012, MassCommute learned that under MassDOT's direction, MassRIDES is moving forward with the process for implementing a CCC program for a mid-2013 launch.



Photo courtesy of vRide

getting you there

Merrimack Valley TMA:**Year founded:** 1997**Total members:** 85**Municipalities served:**

Andover, Haverhill, Lawrence, Methuen,
North Andover

2012 Milestones:

- 1/12 - Executive Director selected to provide transportation expertise as a member of the Andover Economic Development Council.
- 9/12 - Worked with the Merrimack Valley Regional Planning Commission and Merrimack Valley Transit Authority to restore public bus service to the River Road area of Andover.

128 Business Council:**Year founded:** 1987**Total members:** 38

Municipalities served: Burlington,
Lexington, Lincoln, Needham, Newton,
Waltham, Wellesley, Weston, Woburn

2012 Milestones:

- Welcomed the Town of Lexington as our first community member
- Increased ridership on our commuter shuttles by over 10%

Junction TMO:**Year founded:** 2000**Total members:** 28

Municipalities served: Andover, Wilmington

2012 Milestones:

- Held fifth annual Green Car Expo on Pfizer's Andover campus

North Shore TMA:**Year founded:** 2008**Total members:** 6

Municipalities served: Beverly,
Danvers, Lynn, Peabody, Salem

2012 Milestones:

- 7/12 - Submitted pilot proposal to the MBTA, which was approved for 2013 start, to allow bikes on commuter rail between outer core stations during AM & PM peak service hours
- 10/12 - Sponsored the first area bike/truck race from TMA member Axcelis in Beverly to the Topsfield Fair.

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

Neponset Valley TMA:**Year founded:** 1995**Total members:** 15

Municipalities served: Canton, Dedham,
Foxborough, Norwood, Westwood

2012 Milestones:

- Implemented new commuter shuttle schedule
- Recruited the Town of Foxborough to join the TMA

A Better City TMA:

Year founded: 1996

Total members: 37

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

2012 Milestones:

- Expanded TMA service area to Fenway, Kenmore, Allston, and Brighton

CommuteWorks:/MASCO

Year founded: 1989

Total members: 24

Area served: Boston, Longwood Medical & Academic Area

TransComm:

Year founded: 1991

Total members: 3

Area served: Boston University Medical Center (South End)

2012 Milestones:

- Electric Vehicle charging stations accommodating 4 cars

Charles River TMA:

Year founded: 1995

Total members: 26

Municipalities served: Cambridge

2012 Milestones:

- EZRide had it's first year over 500,000 passengers
- EZRide passed the 3,000,000 passenger mark since starting in 2002
- Emergency Ride Home program surpassed 1,600 participants registered

Seaport TMA:

Year founded: 1996

Total members: 30

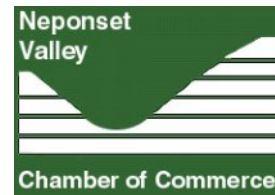
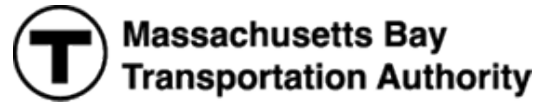
Area served: South Boston Innovation District

2012 Milestones:

- Recruited two new corporate members
- Participated in 35 employee outreach events for TMA members
- Increase Guaranteed Ride Home registrants by 26%

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



2012 Mass Stats for MassCommute Membership:

# of MassCommute TMA Members	309
# of Employees Served	280,637
Membership Dues Collected	\$923,202

Promotional Events/Programs:

# of Promotional Events	336
# of Commuters Spoken to at Events	15,304
Total Registrants in GRH	6,772
Participants in Ridematching Databases	3,809
Employees Provided General Commute Assistance	14,142
Total Participants at TMA Forums/Seminars/Workshops	6,518
# of Vehicle Trips Reduced Through Programs	1,376,360
Carbon Dioxide (CO ²)* Reduced (tons)	5,035,692
Gallons of Gas Saved	384,219
Money Saved	\$1,417,235

Bike to Work:

Participants in annual Bike to Work Week	3,145
Companies that Participated in Bike to Work Week	101

Shuttles:

Private Shuttle Investment	\$13,700,262
Annual Shuttle Boardings	5,706,761

*CO2 calculations based on 22 mpg.

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GETTING YOU THERE

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MassCommute Executive Committee

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Patrick Sullivan, Assistant Managing Director
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Lauren Grymek, Secretary
David Straus, Past Managing Director
David Kucharsky, Executive Director