

ABC TMA Annual Report January '02 – December '02

DATE: December 9, 2002
TO: ABC TMA Board
FROM: David Straus
RE: ABC TMA Yearly Activities

Highlights of Activities for the ABC TMA

- Added eight new dues paying members: Boston Properties – Prudential Center, Equity Office – 28 State Street, Fitzgerald Investment Trust - 441 Stuart Street, John Hancock, Millennium Partners – 10 St. James Avenue & 75 Arlington Street, New England Financial, and Saunders Hotel Group.
- Held 27 information tables at the following members: Boston Properties (2), Equity Office – 28 State Street (1), Fitzgerald Investment Trust (1), Fleet (1), John Hancock (4), MGH (5), New England Financial (3), Pearson Education (1), Saunders Hotel Group (1), Shriner's Hospital (1), Spaulding & Slye – 73 Tremont Street (1), State Street (4), and Verizon (2).
- 512 new registrants in the Guaranteed Ride Home program, more than doubling employee registration in one-year. The TMA has provided 98 emergency rides home.
- 76 new registrants in the Workout to Work program. Monthly reporting has increased from an average of 30 participants per month to almost 80 participants per month.
- 11 new registered carpools participating in the Fill 'er Up carpool subsidy program.
- 7 new employees participating in the Vanpool Subsidy program.
- Held an Employee Transportation Coordinator training seminar and luncheon in March. Eleven ETC's attended the half-day event.
- Developed a new slogan and tag line for the TMA, "Commuter Services – Commuter Solutions." The tag line appears on the table banner used at events and has resulted in an increased recognition of the TMA and its services.
- Launched a new commuter contest, "Spring Into a New Commute." During the month of April over 300 employees tracked their commutes to earn points and win prizes. The TMA raised over \$6,000 in donated prizes.
- Distributed various construction updates and traffic advisories pertaining to Central Artery/Tunnel project, MBTA construction, and special events.
- Mailed monthly marketing packets containing promotional flyers for Guaranteed Ride Home program, ABC TMA, new CARAVAN RideGuides, invitation to the Employee Transportation Coordinator training seminar and lunch, Spring Into a New Commute Contest, ETC Incentive Program Event Registrations, flyers for the Bike Week Commuter Challenge, brochures for Bike Week, Commuter Challenge bike hangers, and a guide to MBTA bus route changes, a CD Rom version of the Commuter Transportation Resource Guide, Boston Transportation Fact Book and Neighborhood Profile, the Silver Line newsletter, and a copy of the Boston Business Journal article highlighting the ABC TMA

Summary of All ABC TMA Activities

Board and Administration: TMA Board of Advisors meetings were held on January 8th and June 26, 2002. At the meeting on January 8th, the board voted to approve new bylaws for the TMA. The bylaws allow for the inclusion of companies in the Back Bay as members in the TMA, by expanding the TMA's geographic scope. The bylaws establish an Executive Committee for the TMA that will meet quarterly and changed board of advisor meetings too semi-annually instead of quarterly. At the June 26th meeting the TMA presented to the Board updates on TMA administration, employee participation, membership, and budget. Glenn Berkowitz from the Central Artery/Tunnel project presented to the group on upcoming traffic changes associated with the opening of the northbound lanes of I-93 and the extension of I-90 to Logan Airport.

The TMA held two Executive Committee meetings. The first meeting on April 1st focused on the proposed LLP agreement for the Statewide TMA Council. Concerns were raised on the need of a legal document to create partnerships for programming that in some cases already exists. The committee requested the TMA to work more on construction mitigation in areas that affect transportation like the Central Artery connection to Storrow Drive. The second meeting was held on September 12th and focused on the proposed work plan for 2003.

The TMA met with the Boston Transportation Department to discuss involvement in the city's Transportation Access Plan Agreements (TAPA) process. The TAPA's outline transportation demand management (TDM) measures for developers to adopt to address the impacts their projects will have on the city's transportation system. Membership in a TMA is a common requirement in many TAPA's, but lack of enforcement by the city many developers do not fulfill this commitment. The TMA will assist the city in developing an annual reporting system that will enable the city to better enforce its TAPA's.

Back Bay Committee: At the TMA Board of Advisors meeting on January 8th, the board voted to approve new bylaws for the TMA allowing for the inclusion of companies in the Back Bay as members in the TMA, by expanding the TMA's geographic scope. The previous Back Bay TMA Steering Committee became the ABC TMA Back Bay Committee. The first meeting of the Back Bay Committee was held on August 13th. The TMA presented to the Back Bay members a summary of activities for the first half of the year. The committee was also given an update on the Back Bay ramp project, which would build a U-turn ramp on the Turnpike allowing westbound traffic to exit in the Back Bay.

Events and Programs: During the month of April, the TMA held its first Spring into a New Commute contest. The contest asked employees to keep track of how they came into work each day during the month and challenged them to use different modes. Participants earned points based on the modes they used and bonus points for not driving alone, registering in TMA programs, and purchasing a transit pass. The TMA solicited donations for prizes to give away for the Spring into a New Commute contest. The TMA received over 500 prizes worth over \$6,000.

The TMA worked with the Boston/Cambridge area TMA's to plan the Bike Week Commuter Challenge, a competition between Boston area business to register the most employees to Bike to Work during Bike Week, May 12-19. Winning companies received an ice cream party from Ben & Jerry's. ABC TMA members John Hancock and MGH both won in their size categories.

The TMA planned and held its 2nd Annual Back Bay Bike Breakfast on Thursday, May 16 at the Prudential Center, Boylston Plaza from 8:00 – 10:00am. The event featured information tables, free bike tune-ups, and free breakfasts for employees biking into work.

The TMA held its first Bicycle Brown Bag session at John Hancock to educate employees about bicycle commuting safety. The event will be expanded in 2003 to become the Bicycle Brown Bag Series.

The TMA held a ETC Training Seminar and Luncheon on March 19 at the Prudential Center. ETC's were given an overview of all TMA programs and services. The training also focused on building marketing skills to promote TMA services and encouraged ETC's to promote the programs to their employees. The TMA will launch a new ETC incentive program that will give-a-way monthly prizes to ETC's that register the most employees and/or promote TMA services.

During the month of July, the TMA conducted a Guaranteed Ride Home promotion aimed at rewarding ETC's for registering employees in the GRH program. Each ETC was eligible to receive a \$10 gift certificate for every 10 employees that registered during the month. In all ETC's registered almost 300 new employees in the program.

TMA Grant Programs: The TMA has received approval to spend the \$50,000 allocated for the second year of the Back Bay Expansion grant and Commuter Conversion programs. The TMA has been approved by the state to extend the Commuter Conversion program for six-months, making funds available through February 2003. The TMA has submitted a Request for Approval (RFA) for funds to design and print a promotional brochure for the Commuter Conversion program.

The commonwealth has just released grant funds in the amount of \$40,000 for the Express Bus/Commuter Boat Incentive Program. Due to budget cuts the Commonwealth did not release the grant funds for almost 12 months, until previous transportation commitments were met. The TMA has submitted a Request for Approval to expend funds for the design of a promotional brochure. The TMA is currently developing program guidelines and text for the brochure.

The TMA is currently waiting for the Commonwealth to release grant funds in the amount of \$40,000 for the Joint TMA Newsletter being produced with five other Boston TMA's.

The Commonwealth has approved the extension of the Commuter Referral program enabling the TMA to expend funds associated with this program through February 2003. The TMA has submitted it's first RFA for the program for funds to design and print a promotional brochure.

S. Boston Waterfront Transportation working Group (SBWTWG): The SBWTWG is made up of area stake holders, and meets on a regular basis to look at the transportation challenges facing the area, and to develop a plan to realize the vision of the South Boston Waterfront, as a vibrant part of the City. The group is currently working on two separate projects; MBTA Silver Line under D Street and shuttle efficiency.

The group has met regularly to discuss the issue of extending the MBTA Silver Line tunnel under D Street. The current plan calls for the tunnel to surface at D Street and have Silver Line vehicles have to cross D Street at grade. This creates the possible situation where traffic on D Street may cause the delay to the Silver Line trying to cross, thus affecting the Silver Lines schedule. Several members of the group agreed to pay for a feasibility study to look at the possibility of extending the Silver Line tunnel under D Street. The study looked at several options of what needed to be done and or happen for the tunnel extension to get built.

Consultants studying the feasibility presented their draft recommendations and findings to the committee on July 31. The study found that it is possible at this time and in the future to construct the Silver Line under D Street tunnel but recommended construction in the future to prevent delays in completing the current Silver Line and Central Artery projects. The study laid out plans and recommendations for work to be done now and as construction in adjacent blocks commences to allow for a future tunnel. The

committee will continue to meet on a regular basis to see that all possible actions are taken to ensure the future construction of the Silver Line under D Street.

A shuttle efficiency study is being conducted by the groups Surface Transportation Committee and is nearing completion. The study is looking at the current use of shuttles in the area and will make recommendations on the future needs for shuttles after the completion of the MBTA Silver Line. The study looking at integrating the public and private services operating in the area has been completed. This study recommended the consolidation of employee sponsored shuttle buses to create a more cost effective and efficient system.

Involvement with Complementary Organizations: Elected President of the Association for Commuter Transportation (ACT) Patriot Chapter in November 2001. The Patriot Chapter representing all of New England has held quarterly meetings to discuss commuter transportation issues including the Silver Line and the Rhode Island Public Transit Authority's Commuter Services Program. The chapter is currently planning its first Patriot Chapter Conference and Awards Luncheon to be held April 3, 2003 at the Seaport Hotel. Attended the ACT National Conference in Philadelphia in August. Participated in sessions dealing branding Transportation Demand Management (TDM) and TMA's, strategic planning, and marketing.

The Statewide TMA Council met monthly to discuss issues directly affecting the TMA's in Massachusetts. The TMA Council has worked with CARAVAN and Mass Highway in regards to setting up a Commuter Incentive Program to be managed by CARAVAN but provided to all TMA's. This program will provide incentives to employees switching from drive alone commutes to carpools, vanpools, transit, biking, and walking.

The Transportation Committee of the MA American Planning Association (APA) chapter has met on a quarterly basis. Meeting topics have included the City of Boston's street furniture program, the Commonwealth's new Sustainability Initiative and in November will receive an update from the ABC on the Back Bay ramps.

Numbers for Employee Participation in ABC TMA Programs 2002

Work out to Work

New Registrants	76
Total Registrants	347
Total VMT Saved	53,340 miles
Total # of Car Free Days	12,923 days
Hydrocarbons Reduced	203 pounds
Carbon Monoxide Reduced	1,505 pounds
Volatile Organic Compounds Reduced	64 pounds

Fill 'er Up

New Registrants*	26
Total Registrants	177
New Carpools*	11
Total Carpools	77
VMT Saved	150,181 miles
Car Free Days	2,388 days
Hydrocarbons Reduced	1,026 pound
Carbon Monoxide Reduced	7,614 pounds
Volatile Organic Compounds Reduced	325 pounds
Cost of Subsidy	\$4,899

Guaranteed Ride Home

New Registrants*	512
Total Registrants	977
Taxi Vouchers Used	77
Cost of Taxi Vouchers	\$2,613.40
Enterprise Rentals Used	21
Cost of Rental Cars	\$1,425.19
Total Program Cost all Years	\$4,038.59

Vanpool Subsidy*

New Registrants	7
Total Registrants	81
VMT Saved	140,470 miles
Hydrocarbons Reduced	960 pounds
Carbon Monoxide Reduced	7,122 pounds
Volatile Organic Compounds Reduced	305 pounds
Cost of Subsidy in 2002	\$2,870
Total Cost of Subsidy All Years	\$16,030

*Data for January – September 2002.