

ABC TMA Annual Report January '03 – December '03

DATE: December 9, 2003
TO: ABC TMA Board
FROM: David Straus, Director
RE: ABC TMA Yearly Activities

Highlights of Activities for the ABC TMA

- Added four new dues paying members: The Gale Company – One Lincoln, Intercontinental – 226 Causeway Street, Mercer Human Resource Consulting, and Dechert LLP.
- Held 27 information tables at the following members: Boston Properties (3), Dechert LLP (1), Equity Office – 28 State Street (1), Fidelity (2), Fitzgerald Investment Trust (1), John Hancock (5), MGH (3), Mercer Human Resource Consulting (1), Millennium Partners – 75 Arlington (3), Millennium Partners – 10 St. James (2), Shriner's Hospital (1), State Street (2), and Verizon (3).
- Registered 453 new employees in the Guaranteed Ride Home program for a total of 1,353 participants. The TMA has provided 95 emergency rides home.
- Registered 91 new employees in the Workout to Work program for a total of 404 participants. Monthly reporting has increased from an average of 30 participants per month to almost 80 participants per month.
- Registered 15 new carpools with 33 riders in the Fill 'er Up carpool subsidy program.
- Registered 9 new employees into the Vanpool Subsidy program.
- Registered 41 employees into the new Express Yourself commuter boat/express bus program.
- Planned and held events for Bike Week. Events included the 6th Annual Bike Week Commuter Challenge with over 150 TMA member employees participating; The 2nd Annual Back Bay Bike Breakfast held at the Prudential Center, which featured bicycling information, free bike tune-ups, and free breakfasts donated by Marche; and the first ever Boston Bike Bash at The Rack to celebrate Bike Week and recognize the winners of the Commuter Challenge.
- Conducted the "Spring Into a New Commute" a week long contest that had employees track how they came into work each day, earning points based on the modes they used and bonus points for registering in TMA programs. Over 250 employees participated in the program.
- The TMA working with the MBTA Advisory Board has secured funding from The Boston Foundation and the MBTA to fund the new TransitWorks organization, including a full-time staffing position. TransitWorks will provide a forum for riders and stakeholders to provide feedback regarding the MBTA system and facilities directly to the MBTA.
- The TMA conducted a survey of 1,300+ employees registered in the GRH database to get feedback on the program. The TMA received over 400 surveys from participants providing the TMA with information on the effects the GRH program has had on mode shift, and general information regarding employee feelings regarding the GRH program. The TMA is currently working on a report that will summarize the findings from the survey and include detail on the background, administration, operation, and marketing of the GRH program.

Summary of All ABC TMA Activities

Board and Administration: The TMA held board meetings in June and December. The June meeting included updates on the change of the MBTA commuter rail contract from Amtrak to MBCR and an

update from the MBTA on the status of Phase III of the Silver Line. The December meeting included a briefing from MBTA General Manager Michael Mulhern on the scheduled fare increase, automated fare collection system, and joint TMA/MBTA activities. The meeting also included an update from the Central Artery Project on the scheduled Initial Southbound Opening of I-93. Updates on TMA activities and accomplishments were presented to the Board by the TMA Director.

The TMA held two Executive Committee meetings. At the May meeting the Committee was updated on the TMA's involvement with the TMA Council and TransitWorks and asked for approval of a new dues structure and dues increase for 2004, which was approved by a unanimous vote. The new dues levels for 2004 were voted on and approved at the June Board meeting. At the second meeting in September the committee discussed TMA membership, reviewed the draft 2004 work plan, discussed the proposed TMA member survey, and heard updates on TransitWorks and MassCommute.

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.

Membership in the TMA has continued to climb at a steady pace. During 2003 the TMA added four new members to the organization including The Gale Company, Dechert LLP, Mercer Human Resource Consulting, and Intercontinental Property Management. The TMA has met with or continues to discuss TMA membership opportunities with a number of businesses throughout the city. The TMA currently has 22 dues paying members.

Events and Programs: During the month of April, the TMA held its 2nd Annual 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. Over 250 employees from 13 member companies participated in the contest.

The TMA worked with the Boston/Cambridge area TMA's to plan the 6th Annual 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. Over 150 member employees participated this year and winning companies included John Hancock and MGH. Other Bike Week events included the 2nd Annual Back Bay Bike Breakfast held at the Prudential Center, which featured bicycling information, free bike tune-ups, and free breakfasts donated by Marche; a bicycle brown bag session at John Hancock; and the first ever Boston Bike Bash at The Rack to celebrate Bike Week and recognize the winners of the Commuter Challenge.

The TMA worked closely with the US Environmental Protection Agency (EPA) in organizing and promoting its New England Best Workplaces for Commuters Campaign. The campaign recognized businesses throughout New England that provide excellent commuter benefits programs and services to their employees. Three TMA members were among the 80 business from throughout New England recognized at a ceremony in May.

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 200 new employees in the program during the month of July.

TMA Grant Programs: The TMA has launched the new "Express Yourself" Express Bus/Commuter Boat Subsidy program. Over the year the TMA has registered 41 employees into the program and has been successful in encouraging a mode shift away from driving alone. So far participants have prevented

over 97,000 vehicle miles from being traveled resulting in a reduction of almost 6,000 pounds of pollutants. Seventy-Five percent of participants that have completed the program have stated that they will continue to use an alternative to commute to work.

The TMA has worked with CARAVAN for Commuters, MHD, and MassCommute on a pilot Commuter Incentive Program, that provided drive alone employees and employees with a new commute with a \$35 monthly subsidy for six months. The program provided subsidies to over 200 TMA member employees and has resulted in a reduction of over 240,000 VMT.

TransitWorks: The TMA has worked with the MBTA Advisory Board to revive the TransitWorks program. The TMA hired a consultant to put together a white paper in support of receiving funding for the program and was successful in securing funds from The Boston Foundation, the MBTA, and the American Public Transportation Association totaling \$133,000 to fund the hiring of a full-time director and start up costs for the new organization. TransitWorks will be a ridership and stakeholder based customer feedback organization that will work to provide detailed information to the MBTA on its system and facilities. The program will include volunteer surveys and station evaluations and will work closely with riders, abutters, towns and cities along the route, and the MBTA. The TMA has interviewed potential Directors and will hire an individual by the end of the year.

MassCommute: MassCommute the statewide TMA council has been very active over the last year. It has met on a regular basis and strengthened itself by forming a board of officers to oversee it. In June MassCommute held a Day on the Hill event, which took place at the State House. The event included information tables and visual displays about each TMA in the state. Over the four hour event several hundred people passed through taking information, listening to the speakers, which included Senator Resor, and talking with the TMA staff in attendance. MassCommute has currently been working with the state and the MAPC to secure state TDM funds for each TMA in the amount of \$25,000 per year.

Association for Commuter Transportation: The ACT Patriot Chapter has had a very successful year. In April the chapter hosted its first ever conference on Transportation Demand Management. The conference included a set of morning and afternoon breakout sessions, an annual TDM Awards Luncheon, and guest speakers that included MBTA General Manager Michael Mulhern, and Tad Widby from Parsons/Brinckerhoff. The Patriot Chapter sponsored a social marketing workshop in July and was a part of the coalition promoting the EPA's Best Workplaces for Commuters campaign. The TMA attended the ACT International Conference in Salt Lake City in September. In November, David Straus was elected to serve a second two-year term as President of the Patriot Chapter.

South Boston Waterfront Transportation working Group (SBWTWG): The SBWTWG held a meeting on June 26th. The meeting included presentations from the MBTA on Silver Line Phase II construction, which had been delayed by a glacial boulder in the Fort Point Channel. Completion of the project, previously scheduled for December '03 will now take place in late Spring of 2004. The MBTA also updated the group on Phase III funding and design. The MBTA in order to make the project more competitive for federal funding has eliminated almost \$200 million from the project, by realigning the route and tunnel portal on Washington Street, eliminating the taking of the YMCA and the NEMC station. The group was also briefed on the BCEC Transportation Access Study conducted by the ABC, Convention Center Authority and Greater Boston Chamber of Commerce.

The TMA working with the ABC, Greater Boston Chamber of Commerce, and the Massachusetts Convention Center conducted a study on transportation access to the new convention center in South Boston. With the center scheduled to open next year, enabling easy travel between South Boston, the Back Bay, and Downtown will be an important piece of the center's success. The study recommends five key projects for the success of the convention center, which include: Back Bay u-turn ramp on the Turnpike, completion of Silver Line Phase III, Streetscape and Signage for pedestrians, water transportation, and opening of the South Boston Haul Road.

Numbers for Employee Participation in ABC TMA Programs 2003

Work out to Work

New Registrants for Year	91
Total Registrants	404
Total VMT Saved for Year	60,636 miles
Total # of Car Free Days for Year	14,010 days
Hydrocarbons Reduced for Year	414 pounds
Carbon Monoxide Reduced for Year	3,074 pounds
Volatile Organic Compounds Reduced for Year	132 pounds

Fill 'er Up

New Registrants for Year	33
Total Registrants	210
New Carpools for Year	15
Total Carpools	92
VMT Saved for Year	71,034 miles
Car Free Days for Year	836 days
Hydrocarbons Reduced for Year	485 pound
Carbon Monoxide Reduced for Year	3,601 pounds
Volatile Organic Compounds Reduced for Year	154 pounds
Cost of Subsidy for Year	\$1,780.98

Guaranteed Ride Home

New Registrants for Year	453
Total Registrants	1,335
Taxi Vouchers Used for Year	87
Cost of Taxi Vouchers for Year	\$2,736.15
Enterprise Rentals Used for Year	8
Cost of Rental Cars for Year	\$650.11
Total Program Cost all Years	\$12,334.31

Vanpool Subsidy

New Registrants for Year	9
Total Registrants	90
VMT Saved for Year	90,616 miles
Hydrocarbons Reduced for Year	619 pounds
Carbon Monoxide Reduced for Year	4,594 pounds
Volatile Organic Compounds Reduced for Year	197 pounds
Cost of Subsidy for Year	\$1,700
Total Cost of Subsidy All Years	\$17,730

Express Yourself

New Registrants for Year	41
Total Registrants	41
Total VMT Saved for Year	97,315 Miles
Total Car Free Days for Year	1,607
Hydrocarbons Reduced for Year	665 pounds
Carbon Monoxide Reduced for Year	4,934 pounds
Volatile Organic Compounds Reduced for Year	211 pounds
Total Cost of Subsidy Used	\$9,972