

# ABC TMA Annual Report January '04 – December '04

**DATE:** December 16, 2004  
**TO:** ABC TMA Board  
**FROM:** David Straus, Director  
**RE:** ABC TMA Yearly Activities

## Highlights of Activities for the ABC TMA

- Worked to realize the **prevention of over 307,000 vehicle miles traveled** resulting in the reduction of over 18,000 pounds of pollutants during this period. The reductions include 15,565 pounds of carbon monoxide, 2,098 pounds of hydrocarbons, and 666 pounds of Volatile Organic Compounds.
- Workout to Work: Registered 61 new participants for a total of 465 registrants in the program. During 2004, participants prevented over 60,000 vehicle miles and **had over 12,500 car free days**.
- Guaranteed Ride Home Program: Registered 243 new employees for a total of 1,579 participants in the program. **Provided 111 emergency rides home** at an average cost of \$36.46.
- Fill 'er Up Carpool Subsidy Program: **Registered 10 new carpools with 21 riders**. Participants during this period had over 50,000 vehicle miles saved (VMS).
- Express Yourself: **Registered 27 new employees for a total of 68 participants**. In 2004, participants have prevented over 58,000 vehicle miles and have had more than 1,100 car free days.
- Vanpool Subsidy Program: **Participants prevented over 32,000 vehicle miles from being traveled** and had 220 car free days. Filled 4 empty vanpool seats.
- Ridematching: **Provided 169 commuters with detailed commuter assistance reports**.
- Added three new dues paying members: Booz Allen Hamilton, Beacon Capital Partners Management, and the US Environmental Protection Agency.
- Planned and promoted the **2004 Bike Week Commuter Challenge**, working with the Boston area TMA's, the City of Cambridge, and Harvard University. The event attracted almost 900 participants from over 60 companies in Boston and Cambridge with over 200 employees from ABC TMA members. TMA member MGH won the Commuter Challenge for the sixth year in a row with over 120 participants. Winning companies were recognized at the 2<sup>nd</sup> Annual Bike Bash. The TMA also hosted the **3<sup>rd</sup> Annual Back Bay Bike Breakfast** at the Prudential Center with free breakfast and tune-ups for cyclists.
- The TMA held a **"How I Elect to Commute During the DNC" essay contest** that encouraged employees to share their ideas about how to commute into work during the DNC. Over 150 employees submitted essays, poems, and ideas ranging from teleworking to rollerblading.
- Working with MassCommute to develop a database of Transportation Access Plan Agreements/Site Plan Special Permitting/Zoning By-law Amendments from throughout Massachusetts in order to create a TDM template that will encourage and assist cities and towns without these ordinances in their development, enactment, and enforcement.
- Have met with the MBTA Marketing Department to discuss the TMA's working with the MBTA to plan and coordinate the MBTA's Water Transportation Week and Try Transit Week in 2005.

- Held 16 commuter information events at member companies, including: 10 St. James Avenue (1), 226 Causeway Street (1), 28 State Street (1), 75 Arlington Street (1), Booz Allen Hamilton (1), Mercer Human Resource Consulting (1), MGH (2), New England Medical Center (1), One Lincoln Street (1), Prudential Center (3), State Street Bank (1), and Verizon (1).
- Best Workplaces for Commuters: Worked with the Environmental Protection Agency to plan and promote their “New England - Best Workplaces for Commuters” campaign. ABC TMA members: Booz Allen Hamilton, Boston Properties, MGH, Shriners Hospital, and Verizon made the 2004 list.
- Nominated Massachusetts General Hospital for a New England Employee Benefits Council “Best Practices Award” for their commuter benefits programs, which they won.

### Summary of All ABC TMA Activities

#### **Board and Administration:**

The TMA held board meetings in March, June, September, and December. At the March meeting the TMA provided an update to the membership on TMA activities that were taking place during the first quarter including membership, TransitWorks, MassRIDES, and the TMA Member Survey. The June meeting was dedicated to presentations on the transportation impacts during the DNC being held in Boston in July. The September board meeting was focused on focus on the City of Boston’s Transportation Access Plan Agreements (TAPA) and the Massachusetts DEP Rideshare Regulation.

The TMA held an Executive Committee meeting in October to review the draft 2005 work plan and budget. A great deal amount of time was also spent discussing issues that have arisen with MassRIDES, the state’s new rideshare agency, in which, MassRIDES is now directly competing against the privately funded TMA’s and providing its services for free.

The TMA hit its goal of recruiting three new members in 2004. Booz Allen Hamilton, Beacon Capital Partners Management, and the US EPA have joined the organization. The TMA continues to discuss TMA membership opportunities with a number of businesses throughout the city. The TMA currently has 24 dues paying members.

#### **Events and Programs:**

Planned and promoted the 2004 Bike Week Commuter Challenge, working with the Boston area TMA’s, the City of Cambridge, and Harvard University. The event attracted almost 900 participants from over 60 companies in Boston and Cambridge with over 200 employees from ABC TMA members. TMA member MGH won the Commuter Challenge for the sixth year in a row with over 120 participants. Winning companies were recognized at the 2<sup>nd</sup> Annual Bike Bash. The TMA also hosted the 3<sup>rd</sup> Annual Back Bay Bike Breakfast at the Prudential Center with free breakfast and tune-ups for cyclists.

The TMA focused much of the summer on planning for the Democratic National Convention held in Boston, July 26-29. Due to increased measures that were needed to be put in place to secure the Fleet Center, major roadways and commuter lines needed to be closed including North Station. In order to prevent massive gridlock event planners and the City of Boston aimed to reduce the number of commuters traveling into Boston during the DNC by 50%. The TMA worked aggressively to educate commuters about the impacts distributing 5,000 booklets on using the T during the DNC, hosting information tables at various member companies, and sending out frequent email traffic alerts.

The TMA also held a “How I Elect to Commute During the DNC” essay contest that encouraged employees to share their ideas about how to commute into work during the DNC. Over 150 employees submitted essays, poems, and ideas ranging from teleworking to rollerblading.

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. Five TMA members (Booz Allen Hamilton, Boston Properties, MGH, Shriners’

Hospital, Tufts/NEMC, US EPA, and Verizon) were among the 113 business from throughout New England recognized at a ceremony in August.

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.

### **TransitWorks:**

TransitWorks launched our first "MBTA Ridership Survey" on September 13, 2004. The MBTA Ridership Survey was designed to determine how satisfied MBTA customers are with regional transit service, and determine what issues are of greatest importance to the MBTA ridership. TransitWorks distributed approximately 75,000 of these surveys between September 13, 2004 and October 15, 2004, and received approximately 2,700 responses. These surveys were distributed via area businesses such as Massachusetts General Hospital, area TMA's, the Cities of Boston and Cambridge, The Boston Public Library system, the MBTA Advisory Board, and were handed out on platforms and in stations.

### **MassCommute:**

MassCommute the statewide TMA council continues to be very active. In January we began meeting with MBTA General Manager Mike Mulhern on a quarterly basis, which include many of the department heads from within the MBTA. These meeting have led to several accomplishments including the inclusion of public TMA shuttles on the MBTA system map, a link from the MBTA website to the MassCommute site, and the addition of TMA Directors to the MBTA press release distribution list. In May MassCommute developed a work plan that outlined future programs and projects that we would like to work on with the MBTA.

In September, MassCommute met with the MBTA Marketing Department to present a proposal for MassCommute and the MBTA to jointly plan and coordinate two events, Water Transportation Week and Try Transit Week (Communities in Motion Day), in 2005. For Water Transportation Week in June, MassCommute proposed a series of events that included free breakfasts for commuters, daily prize drawings, an afternoon concert series on the boats, and a large press event. Planning meetings will officially begin in January 2005. For Try Transit Week in October, MassCommute proposed events and contests aimed at getting new riders on to the MBTA and educating the public about the importance of public transit including, Pledge Cards, a transportation festival, and Magic Buses, where MBTA staff surprise bus riders with free prizes.

MassCommute is developing a database of Transportation Access Plan Agreements/Site Plan Special Permitting/Zoning By-law Amendments from throughout Massachusetts in order to create a TDM template that will encourage and assist cities and towns without these ordinances in their development, enactment, and enforcement.

### **Association for Commuter Transportation:**

The ACT Patriot Chapter has had a very successful year. In May the chapter hosted its 2<sup>nd</sup> Annual New England Transportation Demand Management Conference & Awards Luncheon on May 4 at the World Trade Center in Boston. The conference included sessions on Anti-Idling Campaigns, Green Fleets, TDM & Special Events, Marketing & TDM, Personal Coaching, and TDM & Smart Growth. The conference also kicked-off the 2004 New England Best Workplaces for Commuter Campaign sponsored by the US EPA. ABC TMA members Verizon and MGH attended the conference through a 50% match provided by the ABC TMA.

### **South Boston Waterfront Transportation working Group (SBWTWG):**

The SBWTWG met on June 23 to discuss the construction and opening of Silver Line Phase II, transportation and parking plan they have developed for the Boston Convention and Exposition Center and the 100 Acres Development.

## **Numbers for Employee Participation in ABC TMA Programs 2004**

### **Work out to Work**

New Registrants for Year	61
Total Registrants	465
Total VMT Saved for Year	62,994 miles
Total # of Car Free Days for Year	12,925 days
Hydrocarbons Reduced for Year	430 pounds
Carbon Monoxide Reduced for Year	3,193 pounds
Volatile Organic Compounds Reduced for Year	136 pounds

### **Fill 'er Up**

New Registrants for Year	21
Total Registrants	233
New Carpools for Year	10
Total Carpools	104
VMT Saved for Year	55,000 miles
Car Free Days for Year	850 days
Hydrocarbons Reduced for Year	451 pound
Carbon Monoxide Reduced for Year	3,346 pounds
Volatile Organic Compounds Reduced for Year	143 pounds
Cost of Subsidy for Year	\$2,043.26

### **Guaranteed Ride Home**

New Registrants for Year	243
Total Registrants	1,574
Taxi Vouchers Used for Year	91
Cost of Taxi Vouchers for Year	\$2,978.70
Enterprise Rentals Used for Year	11
Cost of Rental Cars for Year	\$739.74
Total Program Cost all Years	\$18,210.24

### **Vanpool Subsidy**

New Registrants for Year	4
Total Registrants	94
VMT Saved for Year	35,314 miles
Hydrocarbons Reduced for Year	241 pounds
Carbon Monoxide Reduced for Year	1,790 pounds
Volatile Organic Compounds Reduced for Year	77 pounds
Cost of Subsidy for Year	\$760.00
Total Cost of Subsidy All Years	\$18,550

### **Express Yourself**

New Registrants for Year	23
Total Registrants	64
Total VMT Saved for Year	42,244 Miles
Total Car Free Days for Year	1,072
Hydrocarbons Reduced for Year	302 pounds
Carbon Monoxide Reduced for Year	2,243 pounds
Volatile Organic Compounds Reduced for Year	96 pounds
Total Cost of Subsidy Used	\$6,701