

# ABC TMA Annual Report 2005

**DATE:** January 15, 2006  
**TO:** ABC TMA Board  
**FROM:** David Straus, Executive 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 134 new participants for a total of 600 registrants in the program. In 2005, **participants prevented over 73,000 vehicle miles** and had more than 15,000 car free days.
- Guaranteed Ride Home Program: Registered 273 new employees for a total of 1,852 participants in the program. **Provided 81 emergency rides home** at an average cost of \$47.15.
- Fill ‘er Up Carpool Subsidy Program: **Registered 7 new carpools with 16 riders.** Participants during this period had over 18,500 vehicle miles reduced.
- Express Yourself: **Registered 8 new employees for a total of 72 participants.** Participants prevented over 14,500 vehicle miles and have had 345 car free days.
- Vanpool Subsidy Program: **Participants prevented over 43,000 vehicle miles from being traveled** and had 382 car free days. Filled 5 empty vanpool seats.
- Ridematching: **Provided 173 commuters with detailed commuter assistance reports.**
- Added **six new members** to the TMA: Boston Medical Center HealthNet Plan, Davis Management Corp. – 175 Cambridge Street, ERG, Heritage Realty – 131 Dartmouth Street, Millennium Partners – One Chalres Street, and National Car Rental.
- Planned and promoted the **2005 Bike Week Commuter Challenge**, working with the Boston area TMA’s, the City of Cambridge, and Harvard University. The theme for this year’s Bike Week was “Biking...The Commute of Champions”. The TMA hosted several events in preparation for bike week including Bike Breakfasts at Verizon and MGH. The breakfasts included free tune-ups and breakfast donated by Espresso Royale Café. The TMA also hosted the **4<sup>th</sup> Annual Back Bay Bike Breakfast** on the Boylston Plaza. Espresso Royal Café provided free breakfast to all cyclists. In addition, Community Bicycle Supply provided free tune-ups and MassBike, Boston Bike Festival, The Ride Magazine, and Boston Pedicab attended the events. The TMA also organized the **3<sup>rd</sup> Annual Bike Bash**, which took place at Kings of Boston in the Back Bay. All Bike Week participants were invited to attend the Bike Bash to celebrate with free pool, food, and raffle drawings.
- The ABC TMA worked with the MBTA to plan and coordinate the **2005 Water Transportation Week**, which was held June 20-24. The TMA sponsored an online quiz on water transportation. Over 70 individuals participated in the quiz and prizes were awarded to those that answered the five questions correctly. The TMA also worked with Smart Routes to include information on water transportation highlighted on the SmartRoutes phone system. A promotional email was sent out to over 2,000 individuals to promote Water Transportation Week.

- In June, the ABC TMA launched a new **Online Ridematching** system ([www.abctma.com/services\\_ridematching.htm](http://www.abctma.com/services_ridematching.htm)). The system enables employees to visit the website and create a commuter profile that will automatically search the database and provide them with matches of other employees that live and work near them, share similar arrival and departure times, and match the profile they desire (smoking/non smoking, male/female, drive/don't drive).
- In August, the ABC TMA sponsored the "**Summer Stroll**" series a five-week walking series developed with WalkBoston. The series was a great success providing guided walks to 135 people. More than 250 people RSVP'd for the walks. The TMA provided walkers with a free bottle of water and water bottle holder.
- The ABC TMA in conjunction with MassCommute partnered with the MBTA to plan and coordinate the **2005 Try Transit Week and Communities in Motion Day**, held October 3-7, 2005. The TMA's sponsored a trivia contest on public transportation that attracted more than 400 entries. The ABC TMA has also prepared two articles for the MBTA as part of a five part series on public transportation. The first article focused on the importance of public transit to businesses and the local economy and the second article was on public transit and smart growth.
- More than **1,400 employees visited** the ABC TMA at **23 commuter information events** at member companies, including: 10 St. James Avenue (1), 125 Summer Street (1), 226 Causeway Street (1), 73 Tremont Street (1), 75 Arlington Street (1), Bank of America (1), Boston Medical Center HealthNet Plan (2), ERG (1), MGH (4), Pearson Education (1), Prudential Center (2), and Verizon (3).
- The ABC TMA worked with the Environmental Protection Agency to plan and promote the "**New England - Best Workplaces for Commuters**" campaign. ABC TMA members: Booz Allen Hamilton, Boston Properties, ERG, MGH, Shriner's Hospital, and Verizon made the 2005 list.
- The ABC TMA was a finalist for the Association for Commuter Transportation "**TMA Innovative Service**" Award presented at the 2005 TMA Summit in Minneapolis, MN.

#### 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, Shriner’s 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.

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

**Work out to Work**

New Registrants for Year	134
Total Registrants	600
Total VMT Saved for Year	73433 miles
Total # of Car Free Days for Year	15,095 days
Hydrocarbons Reduced for Year	502 pounds
Carbon Monoxide Reduced for Year	3,723 pounds
Volatile Organic Compounds Reduced for Year	159 pounds

**Fill 'er Up**

New Registrants for Year	16
Total Registrants	248
New Carpools for Year	7
Total Carpools	110
VMT Saved for Year	18,691 miles
Car Free Days for Year	850 days
Hydrocarbons Reduced for Year	127 pound
Carbon Monoxide Reduced for Year	947 pounds
Volatile Organic Compounds Reduced for Year	40 pounds
Cost of Subsidy for Year	\$698.98

**Guaranteed Ride Home**

New Registrants for Year	273
Total Registrants	1,852
Taxi Vouchers Used for Year	72
Cost of Taxi Vouchers for Year	\$3,140.20
Enterprise Rentals Used for Year	9
Cost of Rental Cars for Year	\$629.18
Total Program Cost all Years	\$22,001.91

**Vanpool Subsidy**

New Registrants for Year	5
Total Registrants	99
VMT Saved for Year	43,792 miles
Total Car Free Days for Year	382 days
Hydrocarbons Reduced for Year	299 pounds
Carbon Monoxide Reduced for Year	2,220 pounds

Volatile Organic Compounds Reduced for Year	95 pounds
Cost of Subsidy for Year	\$1,535
Total Cost of Subsidy All Years	\$20,120

**Express Yourself**

New Registrants for Year	8
Total Registrants	72
Total VMT Saved for Year	14,792 Miles
Total Car Free Days for Year	345
Hydrocarbons Reduced for Year	101 pounds
Carbon Monoxide Reduced for Year	750 pounds
Volatile Organic Compounds Reduced for Year	32 pounds
Total Cost of Subsidy Used	\$2,244