

2012 ANNUAL REPORT



March 2013

A Better City TMA

A Better City Transportation Management Association
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WALKING

VANPOOLING

CAR SHARING

BIKING

CARPOOLING

COMMUTE
PLANNING

GUARANTEED
RIDE HOME

ADVOCACY

RIDEMATCHING

2012 Annual Report

A BETTER CITY TMA

ORGANIZATION

A Better City Transportation Management Association (ABC TMA) is an independent, consensus oriented, nonprofit organization made up of employers, institutions, building owners, and public sector representatives working together to address employee transportation issues, expand access and mobility choices, and improve air quality in the Boston region.

OUR MISSION

To maintain the economic viability of the areas we serve through the provision of transportation demand management programs and services that encourage the use of sustainable transportation options that will reduce traffic congestion and improve air quality in Boston.

SERVICE AREA

ABC TMA serves businesses, institutions, and buildings in Boston including the Back Bay, Financial District, West End, Chinatown, Beacon Hill, North End, Charlestown Theatre District, Fenway, Kenmore, Allston and Brighton.

GOALS AND OBJECTIVES

- ✓ To stimulate the development and implementation of Transportation Demand Management (TDM) programs by businesses, institutions, and property managers.
- ✓ To develop, promote, and implement transportation services that reduce traffic congestion and improve air quality by increasing the use of alternatives to the single occupancy vehicle.
- ✓ To assist members with compliance of state and local regulations concerning transportation and the environment; including the Massachusetts Department of Environmental Protection Rideshare Regulation and the City of Boston's Transportation Access Plan Agreements.
- ✓ To share resources and expertise in advocating, developing, coordinating and promoting sound TDM measures.
- ✓ To disseminate information related to available and future TDM programs and initiatives, as well as, emergency traffic and transit service directives.

MEMBERSHIP

A Better City TMA provides services to over 80,000 employees at the following employers and buildings in downtown Boston and the Back Bay.

The TMA added three new members in 2012 for a total membership of 37 employers and buildings. The TMA welcomed four new members to the organization, **Rowes Wharf** managed by Equity Office, **CH2M Hill**, **Peabody Office**, and **222 Berkeley/500 Boylston** managed by Hines Properties. Annual dues collection increased 7% over 2011 for total dues revenue of \$161,600.

Through a grant from the Barr Foundation, the TMA also welcomes our newest members from the Kenmore, Allston, Brighton, and Fenway expansion area: **Boston Red Sox**, **Double Tree Suites Hotel**, **Museum of Fine Arts**, and **Christian Science Center**. Dues for expansion members are covered by the grant until June 2013. **Boston University** and **Harvard University** (as a building owner for the Allston developments) are in the process of completing Memorandums of Understanding. This will increase total membership to 44.

Member Employers & Institutions

- ▶ Back Bay Hotel
- ▶ Boston Red Sox
- ▶ CH2M Hill
- ▶ Christian Science Center
- ▶ DoubleTree Hotel Suites by Hilton
- ▶ ERG
- ▶ Fidelity
- ▶ HNTB
- ▶ John Hancock
- ▶ Liberty Hotel
- ▶ MGH
- ▶ Museum of Fine Arts, Boston
- ▶ Peabody Office Furniture
- ▶ Putnam Investments
- ▶ Shriner's Burn Hospital
- ▶ State Street Bank
- ▶ Tufts Medical Center
- ▶ US EPA
- ▶ W Hotel
- ▶ Wilmer Hale

Member Buildings

- ▶ One Charles Condominiums
- ▶ One Lincoln Street
- ▶ One Post Office Square
- ▶ 10 St. James
- ▶ 100 Summer
- ▶ 125 Summer
- ▶ 131 Dartmouth Street
- ▶ 28 State Street
- ▶ 222 Berkely/500 Boylston
- ▶ 225 Franklin
- ▶ 226 Causeway Street
- ▶ 33 Broad Street
- ▶ 73 Tremont Street
- ▶ 75 Arlington Street
- ▶ Atlantic Wharf
- ▶ Charles River Plaza
- ▶ Clarendon Back Bay
- ▶ Independence Wharf
- ▶ John Hancock Tower
- ▶ Prudential Center
- ▶ Rowes Wharf

GRANTS AND CONTRACTS



In 2012 the TMA received a \$120,000 grant from the Barr Foundation for expansion of the TMA into the Allston, Brighton, Fenway, and Kenmore neighborhoods and development of a SMART facility pilot program that work with a building to improve transportation access, reduce vehicle miles travelled, and greenhouse gas emissions.

The TMA was invited by the Barr Foundation to submit a proposal for funding of transportation demand management projects. The TMA submitted a list of potential projects in December and was approved to move forward a proposal for six projects including: greenhouse gas calculator for mobile source emissions, study on best practices for rideshare and trip reduction ordinances, research on new ridesharing technologies, research on creating a single transportation payment medium, and development of a program to promote and increase participation in transportation fringe benefit programs.



The TMA has finalized negotiations with MassDOT regarding work orders for FY 2013 funding. This represents the fourth year in a five year agreement providing up to \$50,000 in support funds annually to the TMA. The agreement lays out plans for collaboration on statewide events, support of TMA membership, and promotion of a single statewide ridematching system.

MARKETING



The TMA developed new program logos aimed at freshening up the imagery and creating a consistent brand for the TMA. New brochures and marketing collateral are also being developed. The TMA began work to completely overhaul the TMA's website, which will include increased automation of program management and increased opportunities for interaction with commuters. The new website is expected to be launched in late Spring 2013.

ADVOCACY



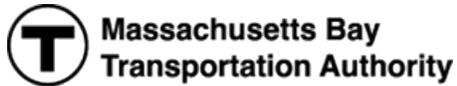
The TMA worked with MassCommute and the MassDEP to implement changes to the DEP Rideshare Regulation survey and reporting process. Changes implemented in 2012 include automated reporting forms using Excel, elimination of "applicable commuters", adoption of direct counts of commuter parking, and earlier notification of reporting errors. These changes were the first of a two-year process that aims to increase the effectiveness of the Rideshare regulation and improve the user experience.



The TMA in partnership with the Association for Commuter Transportation hosted a press conference with Congressman James McGovern (D-MA) in support of the Congressman's bill to increase the transportation fringe benefit. Mike Neville of

MGH spoke on behalf of the TMA about the important role the benefit plays in helping attract employs and reduce the demand for parking.

David attended the Association for Commuter Transportation's 2012 ACT Legislative Summit in Washington, DC in January and met with several members of the MA delegation and their staffs including: Representatives McGovern, Capuano, Lynch, Markey, Neal, Tsongas, and Keating; along with Senators Kerry and Brown.



The TMA worked closely with MassDOT, the MBTA and A Better City on transportation financing issues in the Commonwealth. This included a series of informational sessions and events in the early part of the year that helped temper the level of increase in MBTA fares that took place in July 2012 and greatly reduced the amount of service cuts. The solutions developed in 2012 were only temporary and the TMA continued to focus efforts to support the development of a long-term transportation funding solution.

PARTNERSHIPS & COLLABORATIONS



The TMA has worked closely with MassCommute on several regional and statewide promotions including the MassCommute Bicycle Challenge, ECO Awards, and Car Free Week. Through MassCommute the TMA secured its fourth year of funding in the amount of \$50,000 from MassDOT. This represented the fourth year of a five year funding agreement with the state and MassCommute began discussions with MassDOT regarding the development of a new agreement for continued support and collaboration between the TMAs and MassRIDES. MassCommute took the lead in coordinating advocacy efforts on behalf of the TMAs with MassDEP regarding the review of the Rideshare Regulation.



The TMA launched a unique partnership with the Environmental Insurance Agency in 2012. Through this partnership, participants in the TMA's Guaranteed Ride Home program are eligible to receive discounted insurance rates through EIA's innovative insurance program that structures its rates based on vehicle miles driven over the course of the year.



David Straus and Aileen O'Rourke attended the Association for Commuter Transportation (ACT) National Conference in Savannah, GA. David served as Program Chair for the conference and Aileen served as a judge on the Awards Committee. David also received recognition by ACT as part of the association's inaugural "40 Under 40" for TDM.

FAIRS AND EVENTS

The TMA held 32 member events, fairs, and information tables during the year at and reached out to approximately 936 member employees and tenants. Events were held at 22 member sites including: Clarendon Back Bay, 200 Clarendon Street, 10 State James, 28 State Street, 100 Summer Street (2), 125 Summer Street, 131 Dartmouth Street, Atlantic Wharf, US EPA, Charles River Plaza, Independence Wharf (2), John Hancock (2), Liberty Hotel, Post Office Square, Putnam Investments, MGH (5), Prudential Center, Red Sox (2), Rowes Wharf, Shriner's Hospital, Citizen's Bank, and Wilmer Hale.

Winter Bike Workshop

In January, the TMA organized a winter bike commuting workshop hosted by **Independence Wharf**. A panel led by year-round cyclists, including (Megan Ramey from **ABC**, Essek Petrie from **HNTB**, and David King from **Putnam Investments**) presented their tips and tricks for cycling in the winter, including bringing in their gear and bikes to demonstrate specific examples. The workshop was well-received and attended by 15 people.

Car-Free Week

The 2nd annual Massachusetts Car-Free week was held in September. ABC TMA member employees and tenants pledged to walk, bike, telework, take public transit or car/vanpool for the week and logged their trips using NuRide. Collectively, the following was logged: 6,343 trips, 177,109 reduced vehicle miles traveled, 8,074 saved gallons of gas, nearly 80 tons of reduced CO₂ and 41,632 saved dollars.

Massachusetts ECO Awards

The TMA, through MassCommute and in partnership with MassDOT, hosted the 2nd annual Excellence in Commuter Options (ECO) Awards, honoring Massachusetts businesses for their efforts to reduce drive-alone commute trips. We were proud to recognize the following ABC TMA members:



Pinnacle Level

- ▶ ERG
- ▶ EPA New England RI
- ▶ John Hancock
- ▶ MGH
- ▶ Putnam Investments
- ▶ State Street

Leader level

- ▶ HNTB
- ▶ Shriner's Hospital-Boston
- ▶ The Liberty Hotel

MassCommuter Challenge



In May, the TMA was the principal planner for the 2012 MassCommuter Challenge in which 3,283 cyclists and 225 teams participated collectively pledging 143,384 miles. ABC TMA podium winners included: Mass General Hospital (4th overall, 2nd in the 5000+ employee category, John Hancock (3rd place in the 3000-5000 category), US EPA R1 (2nd place in the 500-1499 employee category, and Fidelity (4th place in the 3000-5000 category), and Boston University (3rd place 5000+ University).

Walking Series

The TMA hosted its popular lunch-time walking series from August-October. All walks were free and open to any member employee/tenant. Each walk had a distinct theme and was led by a variety of tour guides. Themed walks included a WalkBoston-Presentation on “Walk your Way to Health” followed by a harbor walk, Colonial and Revolutionary North End, Back Bay Fens/Emerald Necklace, Boston Jazz tour of the Theatre District, Black Heritage Trail and Little Lanes of Boston. More than 200 people registered for the walks.



SPECIAL EVENTS

Employee/Tenant Transportation Coordinator Training (ETTC)

In June, the TMA held an ETTC Training at **Putnam Investments**. The training provided an overview of the role of TMAs in reducing single occupancy vehicles along with a refresher of our programs and incentives to encourage sustainable transportation choices. The TMA discussed the role of an ETTC and tips for successfully promoting our programs at a work site or building and participants got an opportunity to practice with hands-on scenarios. ETTC's from: **Atlantic Wharf, MGH, Museum of Fine Arts, Putnam Investments, Boston Red Sox, Rowes Wharf, John Hancock, The Back Bay Hotel, Peabody Office Furniture, and Clarendon/One Back Bay** were in attendance. Presentations were also made by VRIDE on vanpooling, Zagster on bikesharing, and EdenRed on administering commuter benefits.

Employee Commute Survey



The TMA conducted a commuter transportation survey from July to September to obtain information on mode splits, commute times, commute origins and to gauge attitudes about commuting and incentives. Eight TMA members participated in the survey: **225 Franklin, Atlantic Wharf, Boston Red Sox, Independence Wharf, John Hancock, Museum of Fine Arts, Prudential Center, and Rowes Wharf**. Feedback from the survey will be used to create individual commuter mobility work plans for each member

who completed the survey. In addition data will be used to update city officials and improve our program offerings. In total, 3,639 surveys were completed.

TDM for Hotels Round Table Discussion

ABC TMA partnered with the Seaport TMA to organize a roundtable for our hotel members. As organizations with unique challenges regarding commutes (early/late shifts and transit dependent workforce) our goal was to share best practices, learn how we could better serve them, and find out more about the challenges their employees face commuting to work. Outcomes included utilizing a third party transit benefit providers (i.e. Wage Works or Edenred) for administering the MBTA pass program, having materials translated to Spanish and Mandarin and the possibility of forming hotel centric vanpools to serve early morning and late shift workers.

TDM PROGRAMS – 2012 STATISTICS



Guaranteed Ride Home

- ▶ Registered 510 new participants
- ▶ 2,881 active registrants
- ▶ Provided 83 emergency rides home



Workout to Work

- ▶ Registered 178 new participants
- ▶ 1,539 total registrants
- ▶ 93,095 Vehicle Miles Traveled (VMT) reduced
- ▶ 14,812 Car Free Days
- ▶ 84,632 pounds of Carbon dioxide prevented



Vanpool Subsidy

- ▶ No new registrants for 2012



Carpool Subsidy

- ▶ Registered 6 new participants in 3 new carpools
- ▶ 192 total registrants
- ▶ 8,607 VMT reduced
- ▶ 252 Car Free Days
- ▶ 7,824.6 pounds of Carbon dioxide prevented



Express Yourself

- ▶ Registered 3 new participants
- ▶ 8,584 VMT reduced
- ▶ 131 Car Free Days
- ▶ 7,530.9 pounds of Carbon dioxide prevented

Environmental Benefits

The following is a detailed listing of participation and environmental benefits achieved by participants in TMA programs. Statistics are for all years of the program unless otherwise noted. All emissions figures are reported in pounds.

Vanpool Subsidy		Carpool Subsidy	
Vehicle Miles Traveled	1,128,050.00	Vehicle Miles Traveled	853,848
Car Free Days	12,142.00	Car Free Days	14,765.7
Hydrocarbons (HC)*	7,708.60	Hydrocarbons (HC)*	5,787.15
Carbon Monoxide (CO)*	57,192.84	Carbon Monoxide (CO)*	42,936.93
Volatile Organic Compounds*	2,447.11	Volatile Organic Compounds*	1837.14
Carbon Dioxide (CO2)*	1,025,500.00	Carbon Dioxide (CO2)*	776,225.27
Drive Alone Days	141.00	Drive Alone Days	2891
Total Subsidy	\$23,265.00	Total Subsidy	\$33,339.67
Registrants	114	Registrants	192
Express Yourself		Workout to Work	
Vehicle Miles Traveled	416,321.42	Vehicle Miles Traveled	943,061.52
Car Free Days	6,788	Car Free Days	193,628.50
Hydrocarbons (HC)*	2,845.0	Hydrocarbons (HC)*	6,444.50
Carbon Monoxide (CO)*	21,107.8	Carbon Monoxide (CO)*	47,813.80
Volatile Organic Compounds*	903.14	Volatile Organic Compounds*	2,045.80
Carbon Dioxide (CO2)*	378,474.0	Carbon Dioxide (CO2)*	857,328.70
Drive Alone Days	565	Registrants	1,539
Additional Trips Made	370	Guaranteed Ride Home Program	
Total Subsidy	\$37,816		
Registrants	117	New Registrants	510
		Total Registrants	2,881
		Rides Home in 2012	83
		Cost of Rides in 2012	\$7,769.56

*All emissions figures are reported in pounds.