

## **A Better City Transportation Management Association (ABC TMA) Wins the Association for Commuter Transportation (ACT) 2010 Marketing and Outreach: TMA Award**

September 23, 2010

A Better City has been named the winner of the Association for Commuter Transportation (ACT) 2010 Marketing and Outreach: TMA Award.

ABC TMA has created the nation's first environmentally-friendly guaranteed ride home (GRH) program by using a fleet of ultra fuel-efficient hybrid vehicles provided by PlanetTran—the country's first livery service to exclusively use environmentally friendly hybrid vehicles. Based on rides home provided, the GRH program has prevented 10,912 pounds of carbon dioxide from entering the earth's atmosphere, and saved more than 200 gallons of gasoline. Since launching the "green" GRH program in 2007, registrations have more than doubled to over 2,500 participants.

ABC TMA's mission is to maintain the economic viability of downtown Boston and the Back Bay by reducing traffic congestion and improving air quality through the creation and provision of services and materials that promote transportation options and alternative to the single occupancy vehicle.

ACT is a national, non-profit organization of over 800 members. It is the premier association for professionals and organizations focused on transportation demand management (TDM) – mitigating traffic congestion, increasing mobility and improving air quality. Members include employers, transportation management associations, non-profits, government agencies, universities and students.

The Marketing and Outreach Award recognizes four categories of organizations (Public, Private, Partnership, and TMA) that have developed and implemented a promotion, program, product, service, or marketing campaign that successfully met an identified commuter need or concern. Ideally, the promotion, program, product, service, or marketing campaign will have demonstrated a high level of creativity and originality and generated a significant response and/or result or demonstrated an innovative and creative rejuvenation of a previous or existing TDM program.

For more information on A Better City TMA's Guaranteed Ride Home program, contact Executive Director David Straus at 617-502-6246 or [dstraus@abettercity.org](mailto:dstraus@abettercity.org)

For more information on PlanetTran, contact Sarah Carlisle at [scarlisle@planettran.com](mailto:scarlisle@planettran.com)

For more information on ACT or the Association's awards program, contact Executive Director Caryn Souza at 202-719-5331.

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