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ABC TMA Celebrates 10 Years and Unveils New Name

On June 7, 2006, member companies, program participants, and many partner organizations joined the ABC TMA to celebrate 10 years of leadership and excellence in providing commute options programs in Boston. The 10th Anniversary Celebration culminated with the launch of A Better City TMA.

Rick Dimino, President & CEO of A Better City and Rob Tuchmann of Wilmer Hale and Chairman of the ABC TMA Board of Advisors unveiled the new A Better City TMA logo marking the formal transition from the Artery Business Committee TMA. The new logo provides a distinct identity for the ABC TMA with a name that symbolizes what Boston becomes when a drive alone commuter makes the switch to public transit, ridesharing, biking, or walking.

The ABC TMA has been at the forefront of Transportation Demand Management in Massachusetts and the country, providing high- quality commuter services programs that have achieved significant reductions in vehicle miles traveled and air polluting emissions that has benefited us all.

Over the last ten years more than 4,000 employees have participated in ABC TMA programs, which have resulted in the prevention of more than 2,500,000 vehicle miles from being traveled on our regions roadways, preventing the emission of more than 130,000 pounds of pollutants.

In 1996, the ABC TMA was launched by the Artery Business Committee (now A Better City), City of Boston, and Central Artery/Tunnel project to address the concerns of businesses and property owners that construction of the new CA/T (the Big Dig) would adversely impact access into downtown for employees, clients, and visitors. Starting with just six members the ABC TMA has grown steadily over the years to 30 members representing over 65,000 employees in the downtown and Back Bay.

At the event the ABC TMA honored the five remaining founding member companies, **Fidelity Investments, Massachusetts General Hospital, State Street Bank, Verizon,** and **Wilmer Cutler Pickering Hale and Dorr** for their continuous support and

participation in the organization. "Our members have made a commitment to their employees, tenants, and the public at large to do their part in reducing congestion and improving air-quality in the region." stated ABC TMA Executive Director, David Straus. "Their leadership and dedication have made Boston a better place to live and work."

Special thanks go out to Whole Foods at Charles River Plaza, for donating the delicious food for the event.

The ABC TMA thanks its members, program participants, and all of our partner organizations for the support that they have given over the last 10 years. We look forward to continuing to provide exemplary commuter services programs over the next 10 years. For additional information on the ABC TMA please contact David Straus at 617-557-7322 or visit us online at www.abctma.com.

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