

2011 Annual Report

Walking

Vanpooling

Car Sharing

Biking

Carpooling

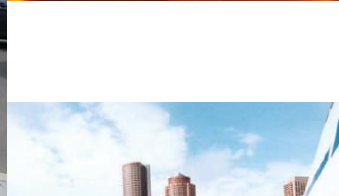
Commuter Planning

Guaranteed Ride Home

Advocacy

Ridematching

Commuter Services



Commuter Solutions

About A Better City TMA

Walking

Vanpooling

Car Sharing

Biking

Carpooling

Commuter Planning

Guaranteed Ride Home

Advocacy

Ridematching

Organization

A Better City Transportation Management Association (ABC TMA) is a pro-active, consensus oriented, non-profit organization of employers, retailers, business owners, property managers, public agencies, and business associations working together to address transportation, air quality, and commuter issues in downtown Boston and the Back Bay.

Our Mission

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.

Service Area

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

Goals & 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 provide members with the means to comply with 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.

2011 Membership

Walking

Vanpooling

Car Sharing

Biking

Carpooling

Commute Planning

Guaranteed Ride Home

Advocacy

Ridematching

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

Employers & Institutions

Back Bay Hotel
Booz Allen Hamilton
ERG
Fidelity
HNTB
John Hancock
Liberty Hotel
Massachusetts General Hospital
Peabody Office Furniture*
Pearson
Putnam Investments
Shriners Hospitals for Children - Boston
State Street Bank
Tufts Medical Center
United States Environmental Protection Agency
WilmerHale
W Hotel Boston

Developers & Property Managers

Boston Properties (Prudential Center Complex, Atlantic Wharf*)
CB Richard Ellis (10 St. James Avenue and 75 Arlington Street)
Colliers International (226 Causeway Street)
Cushman & Wakefield (Independence Wharf)
Davis Marcus Partners (Charles River Plaza)
Equity Office (28 State Street, 100 Summer Street, 125 Summer Street, 225 Franklin Street, Post Office Square*)
Fortis Property Group (One Lincoln Street)
Lincoln Property Management (33 Broad Street*)
Integrated Properties (131 Dartmouth Street)
Suffolk University (73 Tremont Street)
Normandy Real Estate Partners (John Hancock Tower)
One Charles Condominiums (One Charles Street)
Related Companies (One Back Bay/The Clarendon*)

*New members in 2011

Find Your Way!
www.abctma.com

Year in Review

Walking

Vanpooling

Car Sharing

Biking

Carpooling

Commute Planning

Guaranteed Ride Home

Advocacy

Ridematching

Management & Administration

The TMA retained 32 of 33 members for 2011 and collected \$152,275 in annual dues. The TMA welcomed three new members to the organization, **Atlantic Wharf** managed by Boston Properties, **33 Broad Street**, managed by Lincoln Property Management Company, and **Peabody Office Furniture**.

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 concluded its second year and entered the third year of its five year agreement with MassDOT for funding support of the TMA. The agreement provides up to \$50,000 in annual support 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.

In August and September, new TMA Manager, Aileen O'Rourke, held intro meetings with: Atlantic Wharf, Independence Wharf, HNTB, WilmerHale, Prudential Center, Pearson, Liberty Hotel, ERG, Fidelity, MGH, 75 Arlington/10 St. James, 225 Franklin Street, John Hancock, Putnam Investments, John Hancock Tower, State Street, Clarendon/Back Bay, 175/185 Cambridge Street, US EPA, and W Hotel Boston.

Advocacy

The TMA is working with MassCommute to encourage the development of an expedited reporting process for TMA members required to submit annual data to MassDEP under the Rideshare Regulation. The expedited process would recognize the significant investment TMA member organizations are making in TDM and that through these investments, organizations are providing the necessary benefits and incentives to encourage employees to reduce their drive alone commute trips.

In May, TMA Executive Director, David Straus attended the Association for Commuter Transportation (ACT) Legislative Summit in Washington DC. Meetings were held with policy staff in the offices of: Senators Kerry and Brown and Representatives Capuano, McGovern, Markey, Frank, Tsongas, and Neal. A meeting was also held with staff from the Federal Highway Administration to discuss the need for public/private partnerships.

Throughout the Fall, the TMA collaborated with ACT to advocate for an extension of parity for the transportation fringe benefit. Unfortunately, the extension was caught up in the political mailaise in Washington and did not happen. As a result the benefit dropped from \$230 to \$125, while the parking benefit increased from \$230 to \$240.

Year in Review

Walking

Vanpooling

Car Sharing

Biking

Carpooling

Commute Planning

Guaranteed Ride Home

Advocacy

Ridematching

Transportation Fairs & Events

The TMA held 31 member events, fairs, and information tables during the year at and reached out to approximately 1504 member employees and tenants. Events were held at: **Clarendon (2), 100 Summer Street, John Hancock Tower, Atlantic Wharf, US EPA, 75 Arlington Street, Charles River Plaza, John Hancock (3), Liberty Hotel, Pearson Education, Putnam Investments (2), MGH (2), Prudential Center (2), HNTB, State Street, Shriner's Hospital, 225 Franklin Street, Independence Wharf, Booz Allen Hamilton, 33 Broad,** and **Wilmer Hale.**

The TMA, through MassCommute and in partnership with MassDOT, hosted the inaugural Excellence in Commuter Options (ECO) Awards, honoring Massachusetts businesses for their efforts to reduce drive-alone commute trips, and four businesses won Spotlight awards for exemplary performance. ABC members **Booz Allen Hamilton, ERG, HNTB, John Hancock, MGH, Putnam, and State Street,** received recognition. **MGH** received special recognition as a Spotlight Award winner for Leadership Excellence, Employer.

During the month of May the TMA was the principal planner for the 2011 MassCommuter Challenge in which 713 of the total 3,459 participants were ABC or ABC TMA members. There were 197 teams participating in the Challenge and collectively biked 226,015 miles, which surpassed the 2010 pledge of 222,146 bicycle miles.

In November, the TMA launched a fall Facebook promotion to increase likes to the ABC TMA Facebook page. Two winners were chosen from the likes and received either a \$100 Amazon gift card or a Prudential gift basket. The promotion resulted in an additional 100 likes.

In December, the TMA organized an inaugural Workout to Work celebration event on December 13th at Scholar's pub in Downtown Boston. 20 participants attended and gave very positive feedback about the event. They really enjoyed the raffle prizes we had donated from various sponsors and meeting fellow walkers and cyclists and exchanging commuting stories.



Special Events

Walking

Vanpooling

Car Sharing

Biking

Carpooling

Commute Planning

Guaranteed Ride Home

Advocacy

Ridematching

Bay State Bike Week—May 16-20, 2011



The TMA helped lead the planning of Bay State Bike Week and the Mass-Commuter Challenge. Over 3,400 employees participated in the Mass-Commuter Challenge including more than 160 from ABC TMA. **Mass General Hospital** took second place in the MassCommuter Challenge for their size category of 5,000+ employees and second place overall for the team with the most miles pledged. **US EPA New England** took third place for business/institution from 500-1499.

The TMA hosted seven Bike Breakfasts providing free tune-ups and food to cyclists. Events were held at **The Clarendon, 100 Summer, US EPA New England, 75 State Street, MGH, John Hancock, and Charles River Plaza**. More than 230 cyclists attend the event.

Summer Strolls & Fall Rambles



In August the TMA conducted a summer strolls walking series with Nancy Seasholes, historian/archaeologist and author of "The Walking tours of Boston's Made Land." Walking strolls took place every Thursday and featured the town cove/financial district, back bay, bay village, and the west end neighborhoods. The walks were free and open to TMA member employees and tenants. There were 92 participants.

In September and October, the TMA hosted a series of free lunchtime walks for employees and tenants of TMA members following the success of the summer strolls. Each walk had a distinct theme and was led by a variety of tour guides. Themed walks included the Black Heritage Trail, the Back Bay Fens, Architectural/planning tour of Copley and Prudential, Dark Side of Boston (North End tour), and the theatre district (exploring the jazz scene from the 40's/50's). There were 68 registered participants who attended the fall ramble.

Commuter Program Summary

Walking

Vanpooling

Car Sharing

Biking

Carpooling

Commute Planning

Guaranteed Ride Home

Advocacy

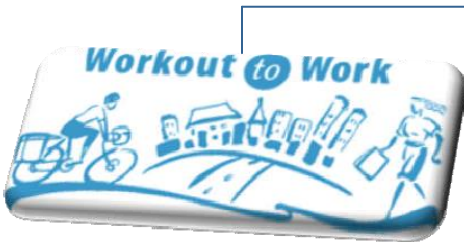
Ridematching

Guaranteed Ride Home Program



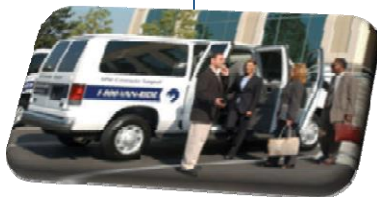
Registered 333 new participants
2,754 active registrants
Provided 82 emergency rides home

Workout to Work Program



Registered 74 new participants
1382 total registrants
67,913 Vehicle Miles Traveled (VMT) reduced
11,005 Car Free Days
83,636 pounds of Carbon Prevented

Vanpool Subsidy Program



Registered 1 new participants
7892 Vehicle Miles Traveled (VMT) reduced
87 Car Free Days
22,727 pounds of Carbon Prevented

Fill 'er Up Carpool Subsidy Program



Registered 16 new participants in 8 new carpools
191 total registrants
25202 Vehicle Miles Traveled (VMT) reduced
843 Car Free Days
42165 pounds of Carbon Prevented

Express Yourself Subsidy Program



Registered 10 new participants
22765 Vehicle Miles Traveled (VMT) reduced
328 Car Free Days
47,273 pounds of Carbon Prevented

Commuter Program Statistics



The following is a detailed listing of participation and environmental benefits achieved by participants in TMA programs. Statistics* are for all years of unless otherwise noted.

Workout to Work	Vehicle Miles Traveled	858,089.79
	Car Free Days	184,705.50
	Hydrocarbons (HC)	5,863.81
	Carbon Monoxide (CO)	43,505.69
	Volatile Organic Compounds	1,861.48
	Carbon Dioxide (CO2)	780,081.63
	Registrants	1,368

Vanpool Subsidy	Vehicle Miles Traveled	1,128,050.00
	Car Free Days	12,142.00
	Hydrocarbons (HC)	7,708.60
	Carbon Monoxide (CO)	57,192.84
	Volatile Organic Compounds	2,447.11
	Carbon Dioxide (CO2)	1,025,500.00
	Drive Alone Days	141.00
	Total Subsidy	\$23,265.00
	Registrants	114

Express Yourself	Vehicle Miles Traveled	406,910.40
	Car Free Days	5,837.00
	Hydrocarbons (HC)	2,339.86
	Carbon Monoxide (CO)	20,630.60
	Volatile Organic Compounds	882.72
	Carbon Dioxide (CO2)	369,918.6
	Drive Alone Days	507.00
	Additional Trips Made	368.00
	Total Subsidy	\$37,406
	Registrants	118

Fill 'er Up Carpool Subsidy	Vehicle Miles Traveled	842,994
	Car Free Days	14,434.7
	Hydrocarbons (HC)	5,739.44
	Carbon Monoxide (CO)	83,328.9
	Volatile Organic Compounds	1810.6
	Carbon Dioxide (CO2)	765,089.81
	Drive Alone Days	2819
	Total Subsidy	\$32,604.67
	Registrants	191

Guaranteed Ride Home Program	
New Registrants	333
Total Registrants	2,754
Rides Home in 2011	82
Cost of Rides in 2011	\$6,292.74

*All emissions figures are reported in pounds

Walking

Vanpooling

Car Sharing

Biking

Carpooling

Commute Planning

Guaranteed Ride Home

Advocacy

Ridematching



33 Broad Street, Suite 300
Boston, MA 02109

P: 617.502.6251

F: 617.502.6236

www.abctma.com

Find Your Way!
www.abctma.com