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Middlesex TMA

Presentation to *HATS*

January 22, 2015

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Overview of Concerns

Businesses are faced with challenges:

- Access to the worksite (roadway congestion, pedestrian safety)
- Recruiting and retention

Municipalities seek to resolve broader issues:

- Traffic mitigation
 - Air quality
 - Funding constraints
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The “TMA” Solution

Transportation Management Association

... a partnership between businesses and communities where participants join together to solve transportation-related issues such as traffic congestion and air pollution, and to improve transportation options in a defined region.

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The “TMA” Solution *(cont.)*

Its Mission

... develop, implement, and market commuter service programs in order to maximize the use of commuting options, such as public transit and ridesharing. By reducing employees’ reliance on the automobile and enhancing commuter options, employer parking costs will be reduced, labor markets will be expanded, and employees will find improved access to their place of work.

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How Can the Middlesex 3 TMA Help?

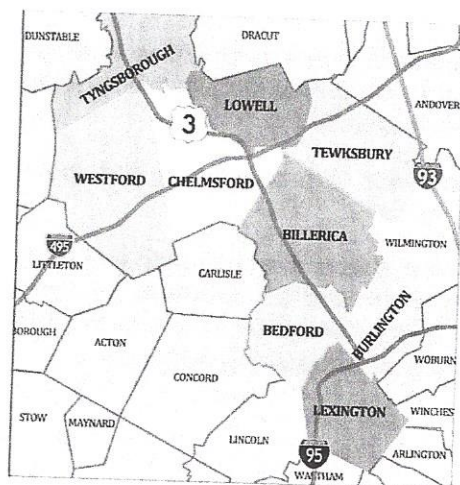
- Create a public/private partnership enabling companies to provide input to local officials and provide funds to implement transportation services
 - Provide employees with commuting options, which helps reduce traffic congestion
 - Offer a 'green initiative' that can help meet the environmental goals of employers and communities by encouraging sustainable cost-effective transportation options that reduce reliance on single-occupancy vehicles
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How Can the Middlesex 3 TMA Help (cont.)?

- Enable companies to combine resources to share the costs of transportation programs such as shuttles
 - Create an effective advocacy group —particularly through groups such as the Middlesex 3 Coalition and MassCommute (statewide TMA Council)
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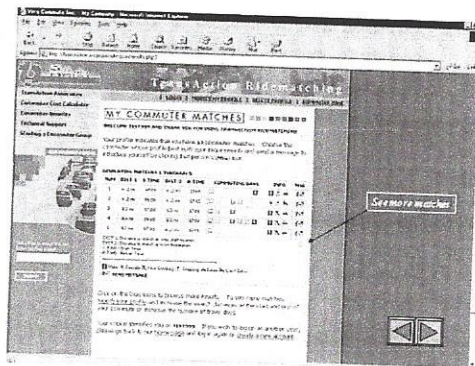
Middlesex 3 Service Area



Middlesex 3 TMA Basic Services

Ridematching

- The creation of a database for the purpose of matching employees to carpools and vanpools.
- By registering, employees expand opportunities to find carpools/vanpools that matches their work schedule and lifestyle.



Middlesex 3 TMA Basic Services (*cont.*)

"Emergency Ride Home" Program

- Ensures commuters who use shared-ride alternatives (carpool, vanpool, transit or "green commute" alternatives) of a ride home in the event of an emergency during work hours.
- Transports employees in a cab or rental car depending on the length of the trip *within 30 minutes of notification—at no cost to the employee.*

Using the
Guaranteed Ride
Home Program



Name: Jane Doe _____ Card No. 33133

If you require a rental vehicle:

1. Call 1-800-736-8227. Identify yourself as a Guaranteed Ride Home program participant, and state that you need a vehicle.
2. Complete the travel voucher you received when you registered and obtain your supervisor's signature to verify the emergency.
3. Make arrangements to meet the Enterprise representative.
4. Return the car in the morning—replacing the gasoline you used—and you will be driven to work.

Middlesex 3 TMA Basic Services (*cont.*)

Vanpool Formation Assistance

- Consists of 9 to 15 people who share the same commute and similar work hours.
- The group rides together in a commuter van and splits the cost of commuting including the vehicle, insurance, gas, tolls, parking.
- Employees can use up to \$130 per month in tax-free dollars, which also saves employers related payroll costs
- A review of employer's workforce origin data can determine if vanpool formation is possible based on the density of employees from a specific region.

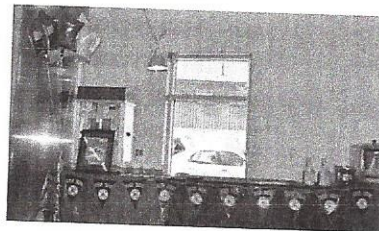
Middlesex 3 TMA Basic Services (cont.)

Transportation Fairs

Special events designed to generate interest in the TMA's services.

Often held in a cafeteria or building lobby.

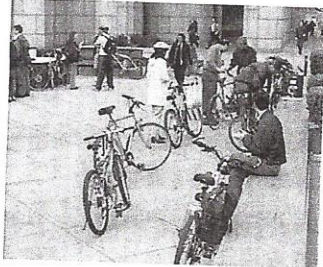
Frequently, the focus is on getting employees to register for the ridematching database to increase the potential for establishing carpools and vanpools and finding bike buddies.



Middlesex 3 TMA Basic Services (cont.)

Promoting Active Commuting Options

Events may also be held to promote specific transportation modes such as an annual "Bike to Work" event. The event typically includes a bicyclists' breakfast, bike tune-ups by a local bicycle shop, T-shirts, prizes, giveaways, and safety clinics.



A Healthy Rewards Initiative can be developed to reward commuters for walking by enabling them to earn points based on number of days they walked to work.



Middlesex 3 TMA Optional Services

Operate Shuttle Services

Resources can be combined to cost-effectively connect TMA member companies to transit stations via shuttle services.



- Interested TMA Members and communities can elect to establish shuttle services—provide “last mile connections.”
- TMA staff can work with members to contract with a vendor.
- The cost of shuttles can be shared among participating companies.



Shuttles to Bedford/Billerica Schedule as of December 1, 2014

VEHICLE #1			
DEPARTURE LOCATION	TIME	ARRIVAL LOCATION	TIME
Morning Trips			
AFCU Mass Station	6:30 AM		
Haymarket Station	6:37 AM		
Alewife Station	7:12 AM	MITRE E Ink (1000 Technology Park Dr. Billerica)	7:32 AM 7:46 AM
Alewife Station	8:32 AM	MITRE E-Ink	8:58 AM 9:12 AM
Afternoon Trips			
E Ink	4:30 PM	Alewife Station	5:25 PM
MITRE	4:40 PM		
E Ink	6:15 PM	Alewife Station	7:00 PM
MITRE	6:25 PM		

VEHICLE #2: AFTERNOONS ONLY			
DEPARTURE LOCATION	TIME	ARRIVAL LOCATION	TIME
Afternoon Trips			
E Ink	4:15 PM	North Station JFK	5:00 PM 5:20 PM

Schedule may vary due to traffic conditions.



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Additional TMA Services

Additional TMA Services...

- Assist employers in implementing pre-tax benefits for transit and vanpool participants
 - Manage a transit pass program
 - Provide information updates on construction projects
 - Grant writing to secure funds
 - Updates on regional transportation initiatives
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TMA's Make Good Business Sense

Supporting a local TMA makes excellent business sense because it enables the community to maximize private-sector investment:

- Businesses have direct access to employees, the most logical group to target with trip-reduction programs
 - Implementing TDM measures through TMAs get the programs to the people rapidly at the grass roots level
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Membership Structure

Annual Membership Categories

Employer Categories

>1,000 Employees	___ \$7,500
500-999 Employees	___ \$5,000
499-250 Employees	___ \$2,500
<250 Employees	___ \$1,000

Developers/Property Owners

200,000 sq ft	___ \$7,500
<199,000 sq ft	___ \$5,000

Residential

>300 Housing Unit	___ \$7,500
>200-299 Housing Units	___ \$5,000
100-199 Housing Units	___ \$2,500
<100 Housing Units	___ \$1,000

w/Middlesex 3 Coalition Membership

>1,000 Employees	___ \$6,000
500-999 Employees	___ \$4,000
499-250 Employees	___ \$2,000
<250 Employees	___ \$800

w/Middlesex 3 Coalition Membership

200,000 sq ft	___ \$6,000
<199,000 sq ft	___ \$4,000

w/Middlesex 3 Coalition Membership

>300 Housing Units	___ \$6,000
>200-299 Housing Units	___ \$4,000
100-199 Housing Units	___ \$2,000
<100 Housing Units	___ \$800

Please note that additional services requested by members, such as shuttle service, may be billed on a fee for service basis in addition to annual membership investments.

TMA's Make Good Business Sense

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THE MIDDLESEX 3 COALITION

The Middlesex 3 Coalition is a regional partnership of nine Middlesex County Communities, **Bedford, Billerica, Burlington, Chelmsford, Lexington, Lowell, Tewksbury, Tyngsboro and Westford** with the support of the Massachusetts Executive Office of Housing and Economic Development. The Coalition communities share a common goal of fostering economic development, job growth and retention, diversification of the tax base and enhancement of quality of life. Members include stakeholders in local government, business, finance, education and development who have combined resources to promote the competitive advantages of the region and advance the economic vitality of the corridor.

In November 2014 the Coalition voted to form the Middlesex 3 TMA under the umbrella of the Middlesex 3 Coalition to address transportation issues in the region.

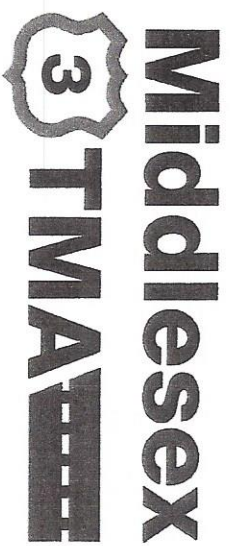
For more information, please contact:

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www.middlesex3.com



**TRANSPORTATION
MANAGEMENT
ASSOCIATION**

A SERVICE OF THE
**MIDDLESEX 3
COALITION**



MIDDLESEX 3 COALITION www.middlesex3.com
TRANSPORTATION MANAGEMENT ASSOCIATION

What is a Transportation Management Association?

A Transportation Management Association (TMA) is a partnership between businesses and communities. Participants join together to reduce traffic congestion and air pollution, and improve transportation options in a defined region.

The Middlesex 3 TMA works on transportation in the **Bedford, Billerica, Burlington, Chelmsford, Lexington, Lowell, Tewksbury, Tyngsboro and Westford** region. The group directs its efforts towards addressing issues such as: traditional commuting (from suburban locations into the city), suburb-to-suburb commuting (between suburbs in the region), reverse commuting (from the city into the suburban area), and non-commuting trips (trips for shopping, medical appointments, etc.).

The Middlesex 3 TMA works with public agencies and area stakeholders to promote favorable legislation and advocates for improved transportation resources. Offering commuter services to business members that result in reduced traffic congestion and improved air quality for the region is a top priority for the organization.

What does a TMA do?

- Improve mobility across the region by promoting alternatives to driving alone.
- Facilitate economic development by offering transportation programs that improve recruitment opportunities and employee retention.
- Develop infrastructure, services and programs such as "last mile connections" from public transportation.
- Establish a green initiative that reduces mobile source emissions to improve air quality and the environment
- Serve as a conduit between communities and businesses.
- Provide information updates about construction projects and regional programs.
- Enable the sharing of revenue and resources between public and private sources to stretch limited resources.
- Provide a strong coalition to apply for grants that can be used to increase transportation resources.



MIDDLESEX 3 COALITION www.middlesex3.com
TRANSPORTATION MANAGEMENT ASSOCIATION

Basic TMA Programs for Members

- **Ridermatching Database**
An on-line regional program where employees can look for carpool or vanpool partners.
- **Emergency Ride Home Program**
Guarantees participants a ride home if they have an emergency on a day when they use an alternative to driving alone.
- **Promoting Active Commuting Options**
With the right amenities on-site, biking and walking to work can be viable options for certain employees.
- **Vanpool Formation Assistance**
Larger groups interested in sharing the commute can get the support they need to get started.
- **Marketing Programs**
A comprehensive program to promote alternatives to driving alone can help your company impact traffic congestion and air quality in the region.
- **Transit Benefits**
Pre-tax benefits can be put into place and an MBTA pass program established (to promote the use of public transportation).
- **"Last Mile" Connections**
"Last mile" connections to transit provide service where non exist now and enable businesses to share the costs.
- **Shuttle Service**
Shuttle service is currently available between Boston, Cambridge and the Route 3 Corridor. Additional services are being established based upon the needs of the business community.
- **Additional Programs**
Innovative customized solutions for this region.



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