



A BETTER CITY TMA'S

# 2020 REPORT

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A BETTER CITY TMA - ALLSTON-BRIGHTON TMA - TRANSCOMM TMA

# UNPRECEDENTED. EXTRAORDINARY. CHALLENGING.

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2020 has been a year of superlatives, one where uncertainty reigns and one day's hopeful progress has been blunted by the next day's frustrating step backwards. Through it all, you and our entire Transportation Management Association (TMA) membership have reacted and adapted in many ways.

Our medical partners have continued their essential work largely onsite with few opportunities for telework in such a hands on industry.

Universities have pivoted to hybrid models for their workforces and students, moving some functions to full remote setups and dividing others into cohorts to split campus time by day or week.

The professional services sector has been almost entirely remote since the pandemic began and this forced telework experiment has generally been successful thus far.

Adaptation means different things for each of our members, but the consistent themes here are resilience and resolve. We are all forging our way through this pandemic and we will find our way past it, but there is little doubt that commute patterns will be different in the future. Our work at the TMAs is to ensure you, our members, have the most robust set of sustainable and safe options to choose from so that we don't backslide into the crippling congestion and pollution that have defined our commutes for so long.

We have spent the last six months laying the groundwork for a strong 2021 and are excited to share details of that work below. Above all, we are grateful for the continued engagement and support of our members, without whom our collective impact would not be possible.

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## OUR EXPANDING TEAM

TDM Director **Scott Mullen** leads our TMA team while spearheading policy research and advocacy related to TDM issues such as municipal regulations, zoning, employer transportation benefits, and transit fare policy. Mully has two decades of experience promoting and delivering transportation solutions that inspire and enable individuals and institutions to 'think outside the car'.

TMA Operations Manager **Marissa Rivera** is your go-to membership contact overseeing program design, GoMassCommute development, and all things related to member services. With over ten years of experience in the public and nonprofit sectors, she brings to the team a robust set of skills related to planning, delivering, and evaluating programming designed to engage and deliver value to community stakeholders.

In October, we were pleased to further expand our TMA team with the onboarding of **Christine Yi** in the Marketing and Program Coordinator role. Her work focuses on digitization and centralization of key TMA resources, the development of scalable processes for commuter engagement, and enhanced service delivery and member engagement through social media and strategic communications.

# TRANSITION TO GOMASSCOMMUTE

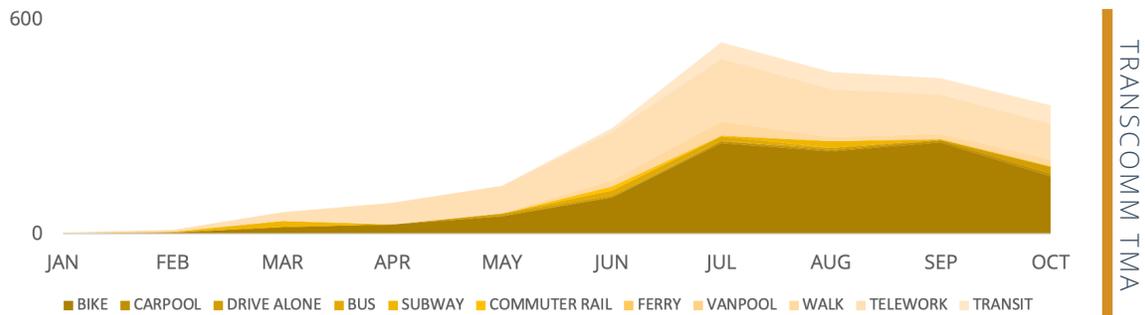
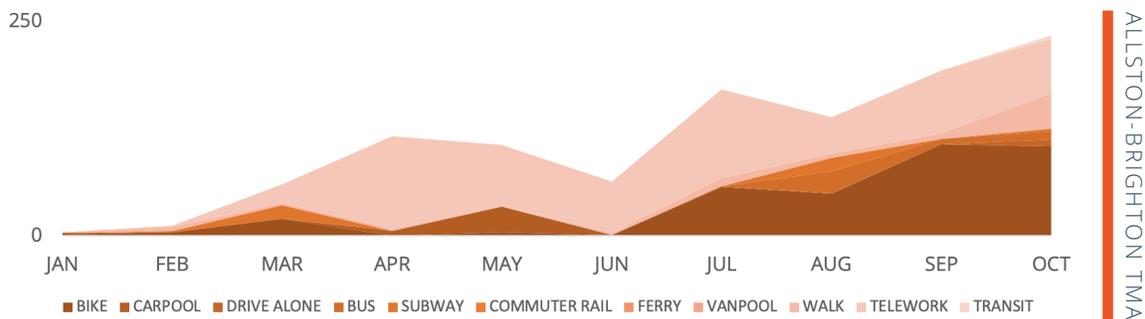
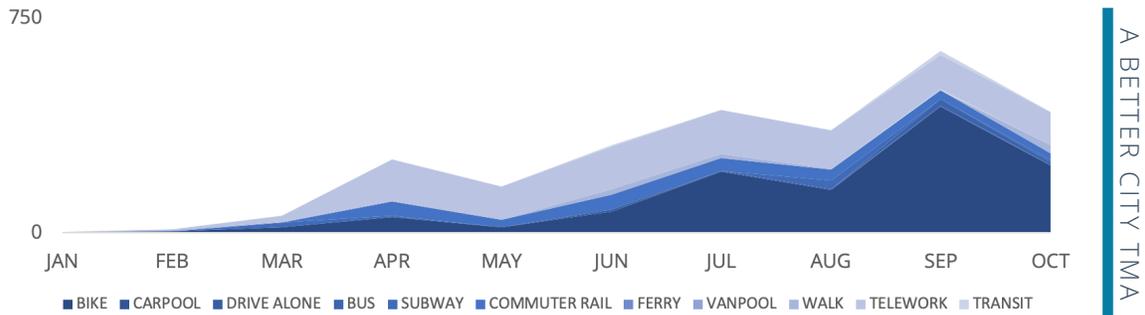
In March, we enhanced our program delivery by transitioning our commuter programs to the GoMassCommute platform powered by RideAmigos. A powerful online tool that companies like Google, LinkedIn, and Hulu have used to transform their transportation benefits delivery, RideAmigos supports several valuable commuter service upgrades for our members (see box below).

In an unexpected year for commuting patterns, we have been thrilled to see over **6,100 alternative trips** and **10 reduced tons of CO2** recorded through the platform since March. Though cycling and telework have been the two most popular commute modes recorded by our commuter networks in 2020, we have also seen a number of regularly recorded transit, walking, and carpool trips. We are so pleased to be able to offer this impactful tool to our members as a part of your annual membership.

## GOMASSCOMMUTE FEATURES

- STATEWIDE CARPOOL RIDE MATCHING FUNCTIONALITY WITH A MOBILE APP TO SUPPORT ON-THE-GO COMMUNICATION
- USER-FRIENDLY INTERFACE WITH RELEVANT INCENTIVES AND COMMUTE GAMIFICATION
- BUILT-IN CALCULATOR HIGHLIGHTING GREENHOUSE GAS SAVINGS, COST SAVINGS, AND HEALTH BENEFITS OF USERS' COMMUTING CHOICES
- FLEXIBILITY FOR OUR MEMBERS TO ADD YOUR OWN PROGRAMS AND BENEFITS, CREATING A CENTRALIZED TRANSPORTATION AND/OR WELLNESS-RELATED DESTINATION FOR YOUR COMMUTERS

# 2020 CUMULATIVE TRIP LOGS BY MODE



**6,007**  
MEMBERS

**2.6k**  
ALTERNATIVE TRIPS

**7,800 lbs**  
CO2 REDUCED

**895**  
MEMBERS

**1.1k**  
ALTERNATIVE TRIPS

**6,107.9 lbs**  
CO2 REDUCED

**192**  
MEMBERS

**2.4k**  
ALTERNATIVE TRIPS

**9,533.6 lbs**  
CO2 REDUCED

# EVENTS AND PROMOTIONS

Though we have missed gathering with our TMA networks in person this year, we have enjoyed engaging with you all through several virtual events and promotions per quarter:

|           |   |
|-----------|---|
| QUARTER 1 | LOVE YOUR COMMUTE PHOTO CONTEST                                       |
|           | CLEAN AIR TELECOMMUTE CHALLENGE                                       |
|           | FREE BLUEBIKES FOR HOSPITAL WORKERS                                   |
| QUARTER 2 | VIRTUAL ABCS OF BIKE MAINTENANCE                                      |
|           | A BETTER CITY CONVERSATIONS: PIVOTING PRIVATE TRANSPORTATION SERVICES |
|           | VIRTUAL BIKE SAFETY CHECKS FOR PARTICIPATING MEMBERS                  |
| QUARTER 3 | WATER TRANSIT MONTH   |
|           | A BETTER CITY CONVERSATIONS: BACK TO THE OFFICE: IF, WHEN, AND HOW?   |
|           | MASSCOMMUTE BICYCLE CHALLENGE   |
| QUARTER 4 | ONSITE BIKE SAFETY CHECKS FOR PARTICIPATING MEMBERS                   |
|           | BOSTON COMMUTER SURVEY PRESENTATION & DISCUSSION                      |
|           | SHOW US HOW YOU RIDE SAFE: BUS + SUBWAY GIVEAWAY                      |
|           | SHARE YOUR STATION TELEWORK PHOTO CONTEST & CHALLENGE                 |



**Clean Air Challenge**  
capture your telecommuting impact!

Enter your telecommute "trips" up to 2x/day  
Earn up to two raffle entries/week  
Win gift cards supporting local retailers!

Visit  
[gomasscommute.com/allstonbrightontma](http://gomasscommute.com/allstonbrightontma)  
to get started!

Cambridge  
Naturals

MAINELY  
Burgers

PLAZA  
COMPANY

ALLSTON  
BRIGHTON TMA



# BOSTON COMMUTER SURVEY

With funding from the Bloomberg American Cities Climate Challenge, we partnered with the City of Boston to conduct a survey to help inform Boston Transportation Department's current transportation planning efforts. With an initial goal of collecting 2,300 responses from Boston employees, we worked with BTM to uncover how commute patterns have changed as the result of the pandemic and help provide an understanding of what we can expect in the coming months.



**Only 21%**

Of Respondents

Prefer to Telework Every Day  
When Business Fully Reopens

**66%**

Of Respondents

Live Within Biking or E-Biking  
Distance From Their Work Location

**62%**

Of Respondents

Plan to Use a Non-SOV Mode  
When Returning to Work

We released the survey to our members in August and collected responses through the end of September. Thanks to distribution support from a number of the largest employers in our membership base, we collected an impressive 4,200 completed responses from employees working in the hospital, higher education, and business professional sectors. The results of this survey have provided valuable insight to the City of Boston, the MBTA, and members of A Better City as we continue to collaborate to shape a future with cleaner air and healthier commute options. To read the full report, please visit our [website](#).

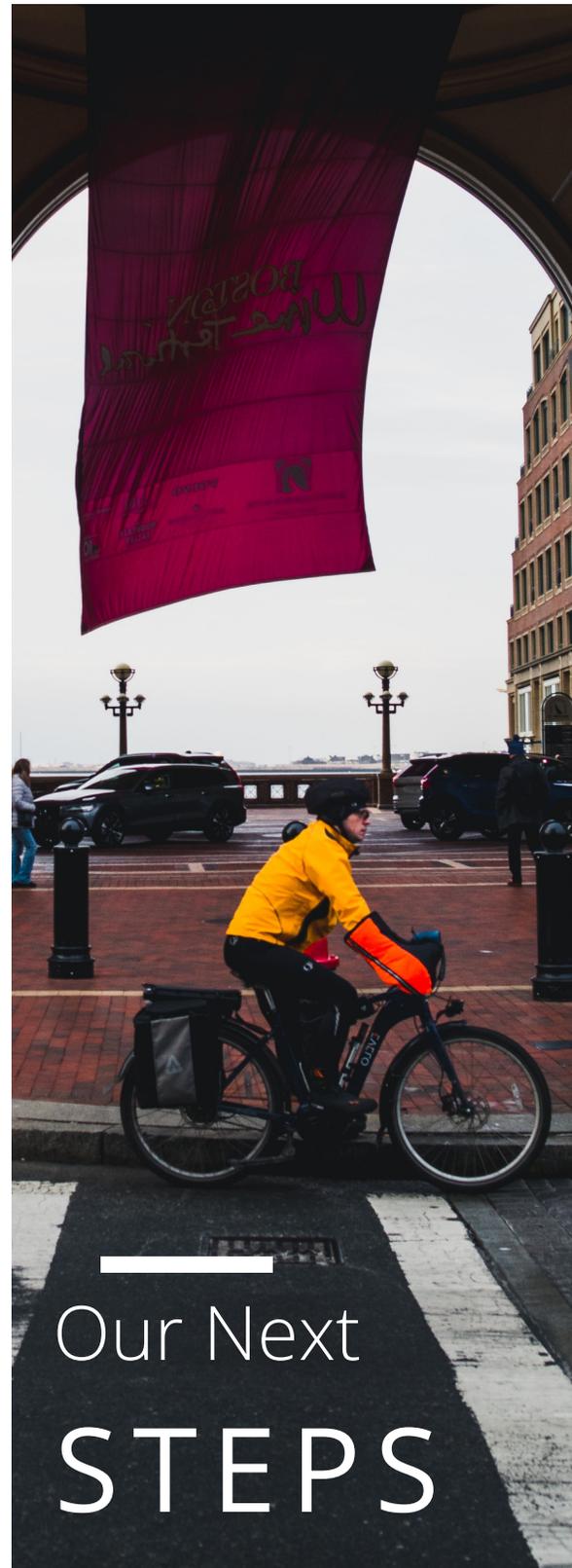
# LOOKING TO THE FUTURE

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In 2021, we're looking forward to leveraging these resources to deepen our collaboration with our member network and advance a series of ambitious TDM initiatives with support from the Barr Foundation.

Our team has developed a [comprehensive intake survey](#) for all TMA members to help identify and deploy GhG reducing commute strategies in the shortest term possible. The immediate goal is to establish a baseline transportation profile for each organization. The policies and solutions that will have maximum positive GhG reduction impact will vary by company. Having a granular understanding of the low-hanging opportunities will allow us to segment companies by cohort and innovate at scale.

In addition to these exciting initiatives, we look forward to continuing to deliver events, promotions, and year-round programs designed to support and incentivize non-SOV travel modes. If you haven't yet [subscribed to our newsletter](#), please be sure to do so to stay up-to-date on our work. As we continue to navigate impacts of the COVID-19 pandemic together, please remember that we are here to support you with employee or tenant ZIP analysis, commute planning assistance, benefits evaluation, and more.



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Our Next  
**STEPS**