



2024 YEAR IN REVIEW

A BETTER CITY TMA
ALLSTON BRIGHTON TMA

DIRECTOR'S CUT

Our team lives in the weeds of Greater Boston's transportation network, in that place where policy rubber meets actual road. We support you, our Partners, along your unique mobility journeys, ensuring you have the best information, supportive programming, data analysis, and relationships to help you meet the needs of your organization, today. But a large part of our work is to focus on the long game, to lay the foundations of services and programs that could be months or even years ahead of us. This Year in Review is full of such examples where our team—in conjunction with you, our valued Partners—is moving the needle in a positive direction.

We believe the future of mobility in greater Boston will be a blend of active and public modes of transportation. With the MBTA settling into a more reliable operational space and the network of separated bicycling facilities becoming increasingly interconnected and robust, the table is set for a meaningful shift toward greener mobility options that focus on moving people to and through our downtown, our neighborhoods, the region. Our ZIP Analysis Tool has shown again and again that most of us aren't traveling that far between our homes and where we work, study, play and conduct our day to day lives. If even a small portion of us chose to combine active and public transit modes, the collective impact would be huge.

And so we offer this year-end summary of the work we've done as a reminder to us all that we are making a difference, we are having an impact, and in 2025 we are going to push ahead even further with you, our Partners.



To the future....Mully

A handwritten signature in black ink, appearing to read "Scott Mullen". The signature is stylized and fluid.

Scott Mullen

TDM Director, A Better City

14 Beacon St, Suite 402

Boston, MA 02108



TABLE OF CONTENTS

MEET THE TEAM	1
PARTNER UPDATES	2
Welcoming New Partners	2
Partner Engagement Overview	2
Partner TDM Highlights	3
TRACKING THE LOCAL TRANSPORTATION LANDSCAPE	4
MBTA Track Improvement Plan (TIP)	4
Bike Network Expansion Updates	5
Sumner Tunnel Rehabilitation 2024	7
Major Capital Projects Coming Soon	7
PROGRAMMING & COMMUTER SERVICES	8
2024 Bike Clinic Series	8
GoMassCommute Platform Engagement	9
Water Transit Month 2024	9
TMA BENEFITS OVERVIEW IN 2024	10
Introducing On-Demand Bike Repair with NEMO	10
Longstanding TMA Benefits	11
LEVERAGING STATE AND FEDERAL RESOURCES FOR TDM SUCCESS	12
MassDOT Funding For Guided Ride Series	12
Bike Network Mapping	13
Federal Highway Administration Funding For Allston Brighton Shuttle Expansion	14
TDM INNOVATION	15
Enhancements to Our ZIP Code Analysis Tool	15
Boston University Spark!	16
TDM THOUGHT LEADERSHIP	17
MassDOT Moving Together Conference 2024	17
ACT Micromobility Council Leadership	18

GET TO KNOW OUR TEAM



SCOTT MULLEN

TDM DIRECTOR

Transportation Demand Management Director, Scott Mullen, has spent the last two decades promoting and delivering shared mobility offerings that help individuals and institutions ‘think outside the car.’ Mully joined A Better City in 2020 and is thrilled to deepen his work for and with our Partners to grow adoption of active and public transportation modes in 2024, and beyond.



BRIAN LILL

TMA MANAGER, OPERATIONS & ENGAGEMENT

Manager of TMA Operations & Engagement, Brian Lill, joined A Better City in September 2023 to serve our 100+ TMA Partner organizations, and is excited to continue to drive change towards a sustainable future. Brian is passionate about engaging with our Partners to understand their transportation needs and to develop innovative programs to help meet these goals. He also helps to lead the Association for Commuter Transportation’s Micromobility Council.



AMIR WILSON

TMA COORDINATOR & SPATIAL DATA ANALYST

TMA Coordinator & Spatial Data Analyst, Amir Wilson, began his tenure with A Better City TMA and Allston Brighton TMA in March of 2024 in the role of supporting TMA operations and the delivery of commuter programming to our Partners’ employees and tenants. Amir is particularly excited to significantly expand and enhance our commuter mobility data tools and to launch our brand-new digital resources for shared and active mobility.

PARTNER UPDATES

WELCOMING NEW PARTNERS

In 2024, we were thrilled to welcome the following new Partners to our growing community: The Winthrop Center, 140 Clarendon, and athenahealth.

PARTNER ENGAGEMENT OVERVIEW

In 2024 we teamed up with many new companies offering exciting new innovations in the TDM space. We organized focused conversations, introducing them to our Partners who learned a great deal while offering candid feedback to young companies in the transportation benefits space. A direct result of that engagement was the pilot launch earlier this year of an on-demand bike repair service through NEMO, who provides bicycle roadside assistance and mobile bicycle repairs in Boston and surrounding communities.

We also expanded our most popular commuter benefit—The Bike Clinic Series—by expanding to multiple new locations including the Charlestown Navy Yard and UMass Boston. In addition, we expanded our vendor network for these events which enabled us to be more responsive and flexible in our event operations. As return-to-office policies tightened in 2024, we had many onsite visits with our Partners to experience their unique transportation challenges and opportunities first hand, and we are excited to engage with our Partners in person more deeply in the coming year.

Since December of 2023, the MBTA has prioritized the huge maintenance backlog on the system, which resulted in the largest transportation disruptions in many years. Dubbed the Track Improvement Plan, the year-plus effort closed large sections of the system for weeks at a time, month over month. Our team worked diligently to keep Partners informed of upcoming disruptions, advocate on your behalf, and push for better outcomes during a trying time. As of this writing, the TIP is nearing completion, but there will be more work in the future to upgrade signals, stations, and other critical system infrastructure.

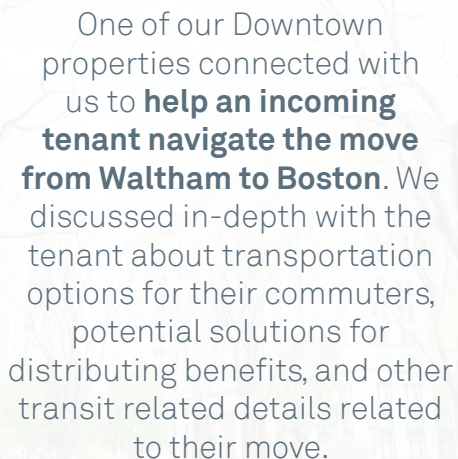
We appreciate your candid engagement about what you need and how we might better serve our Partners. If you have thoughts about what we should focus on in 2025, please let us know by reaching out to Brian Lill, Manager of TMA Operations & Engagement, at blill@abettercity.org.



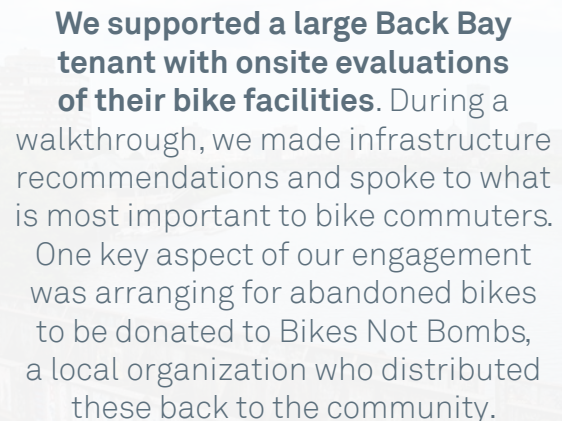
PARTNER UPDATES

PARTNER TDM HIGHLIGHTS

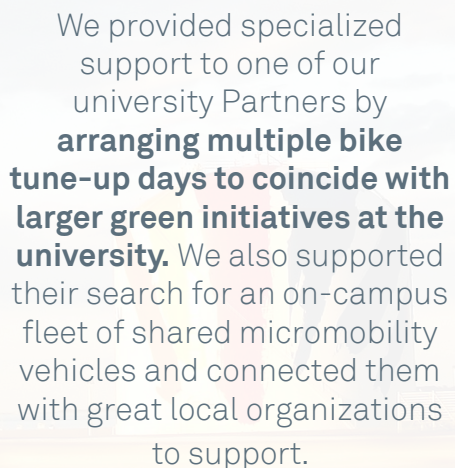
We are very proud of the successes across many Partners this year and want to take a moment to highlight a few of the ways in which we have supported our Partners' goals and created great TDM outcomes in 2024.



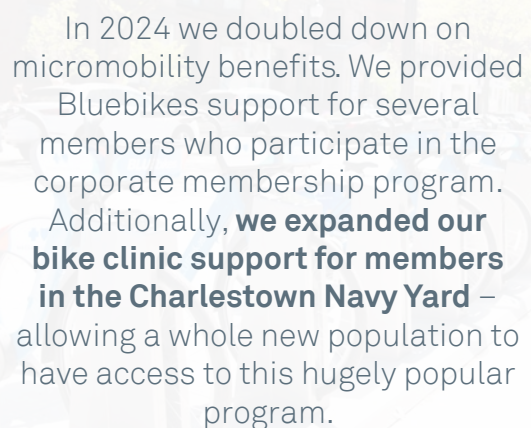
One of our Downtown properties connected with us to **help an incoming tenant navigate the move from Waltham to Boston.** We discussed in-depth with the tenant about transportation options for their commuters, potential solutions for distributing benefits, and other transit related details related to their move.



We supported a large Back Bay tenant with onsite evaluations of their bike facilities. During a walkthrough, we made infrastructure recommendations and spoke to what is most important to bike commuters. One key aspect of our engagement was arranging for abandoned bikes to be donated to Bikes Not Bombs, a local organization who distributed these back to the community.



We provided specialized support to one of our university Partners by **arranging multiple bike tune-up days to coincide with larger green initiatives at the university.** We also supported their search for an on-campus fleet of shared micromobility vehicles and connected them with great local organizations to support.



In 2024 we doubled down on micromobility benefits. We provided Bluebikes support for several members who participate in the corporate membership program. Additionally, **we expanded our bike clinic support for members in the Charlestown Navy Yard** – allowing a whole new population to have access to this hugely popular program.

We look forward to continuing to support our Partners through these projects and more. If you have a mobility project we can help you with, please reach out to our Manager of TMA Operations & Engagement, Brian Lill, at blill@abettercity.org.

TRACKING THE LOCAL TRANSPORTATION LANDSCAPE

MBTA TRACK IMPROVEMENT PLAN (TIP)

The MBTA's Track Improvement Plan (TIP) has been one of the most impactful transportation projects in Greater Boston this year. Under the leadership of General Manager Phil Eng, T employees performed critical maintenance repairs on the subway's light and heavy rail systems. A Better City and Allston Brighton TMAs engaged deeply with the MBTA, the City of Boston, and local advocates to monitor the progress of the TIP, keep our commuters informed, and advocate for strong mitigation policies.

We worked with these stakeholders to foster early, frequent, and accessible communications related to specific shutdowns and the TIP in general. Through weekly meetings convened by the Boston Transportation Department, we encouraged the MBTA to provide multiple language support, to integrate Bluebikes and other bicycling resources as key mitigation options when appropriate, and helped design and promote custom communications targeted to each major repair surge.

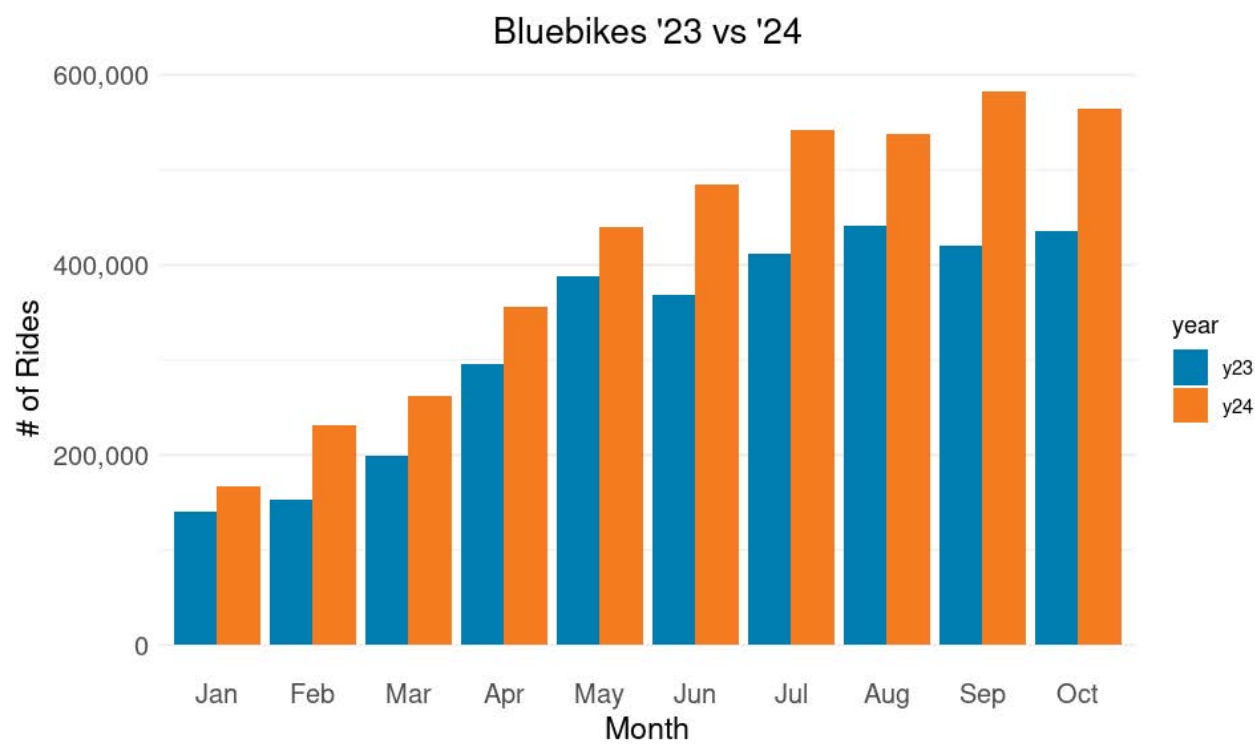
These communications provided invaluable guidance to our Partners and their commuters related to each disruption, including timeline, alternative travel options, and general TIP progress reports. As T riders ourselves, we took a “trust but verify” approach and rode the rails often to measure headways and dwell times for comparison to the published information available on the [MBTA's Speed Restriction Dashboard](#) and the [TransitMatters Slow Zone Tracker](#). As the TIP winds down, we are encouraged by the improved performance of the system. In 2025, we plan to continue this checking process as the MBTA seeks to bring signals, stations, and other critical infrastructure into a state of good repair.



TRACKING THE LOCAL TRANSPORTATION LANDSCAPE

BIKE NETWORK EXPANSION UPDATES

2024 proved to be a momentous year for active mobility in Greater Boston. The City of Boston heralded the addition of 750 brand-new electric Bluebikes to the system, which added significant accessibility and convenience benefits to bikeshare users. They accounted for roughly 25% of all Bluebike trips this year and played a major role in making 2024 the first year ever in which the system reached more than 4 million rides. We look forward to tracking the system’s growth with the planned addition of 130 new stations to fill in gaps in the network in 2025.



The total number of Bluebikes trips in 2023 and 2024 through the first 10 months of the year.

To complement the expansion of the Bluebikes network and to encourage bicycle ridership more broadly, The City of Boston has led a significant effort to improve bike infrastructure through the Better Bike Lanes Initiative.

NEW FACILITIES COMPLETED THIS SUMMER

The [Boylston Street Better Bike Lane](#) extends from Massachusetts Avenue to Arlington Street in Back Bay. The [Milk Street two-way cycletrack](#) provides a dedicated bike corridor through Downtown from Washington Street to Surface Road.

TRACKING THE LOCAL TRANSPORTATION LANDSCAPE

NEW FACILITIES TO BE COMPLETED BY END OF YEAR

The [Berkeley Street Better Bike Lane Project](#) and the [Dartmouth Street Safety and Mobility Project](#) increase curbside and bike safety while connecting Copley Square with the Charles River Esplanade and the South End with Back Bay.

NEW FACILITIES IN ALLSTON BRIGHTON

Better Bike Lane Projects on [Western Avenue](#), [North Beacon Street](#), [Winship Street](#), and on [South Street](#) will make key alterations to foster greater connectivity through Allston Brighton per the Allston Brighton Mobility Plan and the 2022 Western Avenue Corridor Study and Rezoning Effort.

MAJOR CAPITAL BIKE INFRASTRUCTURE PROJECTS

A major cycletrack accompanying the [North Washington Street Bridge Project](#) will connect Charlestown with the North End in early 2025.

[The Neponset River Greenway “Missing Link” Project](#) will add a flood-resilient boardwalk and extension to the Greenway beginning at Tenean Beach and Conley Street and extending along I-93 to connect with Morrissey Boulevard.

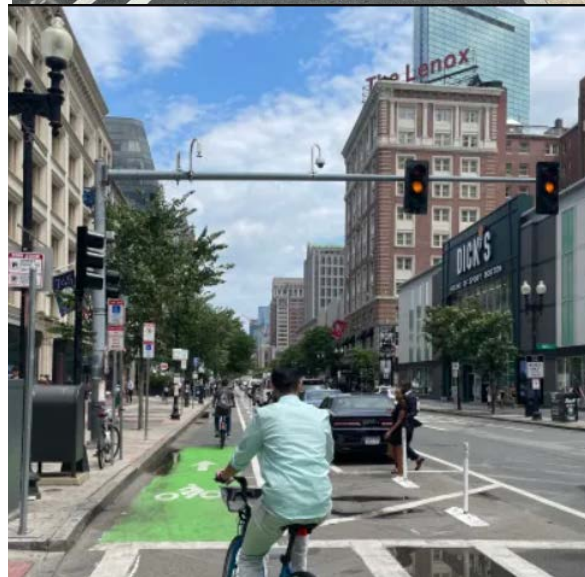


image source: mass.streetsblog.org

If your organization is interested in learning more about upcoming bike infrastructure projects in and around Boston, or has suggestions for future or ongoing projects, please reach out to the TDM Director, Scott Mullen, at mully@abettercity.org.

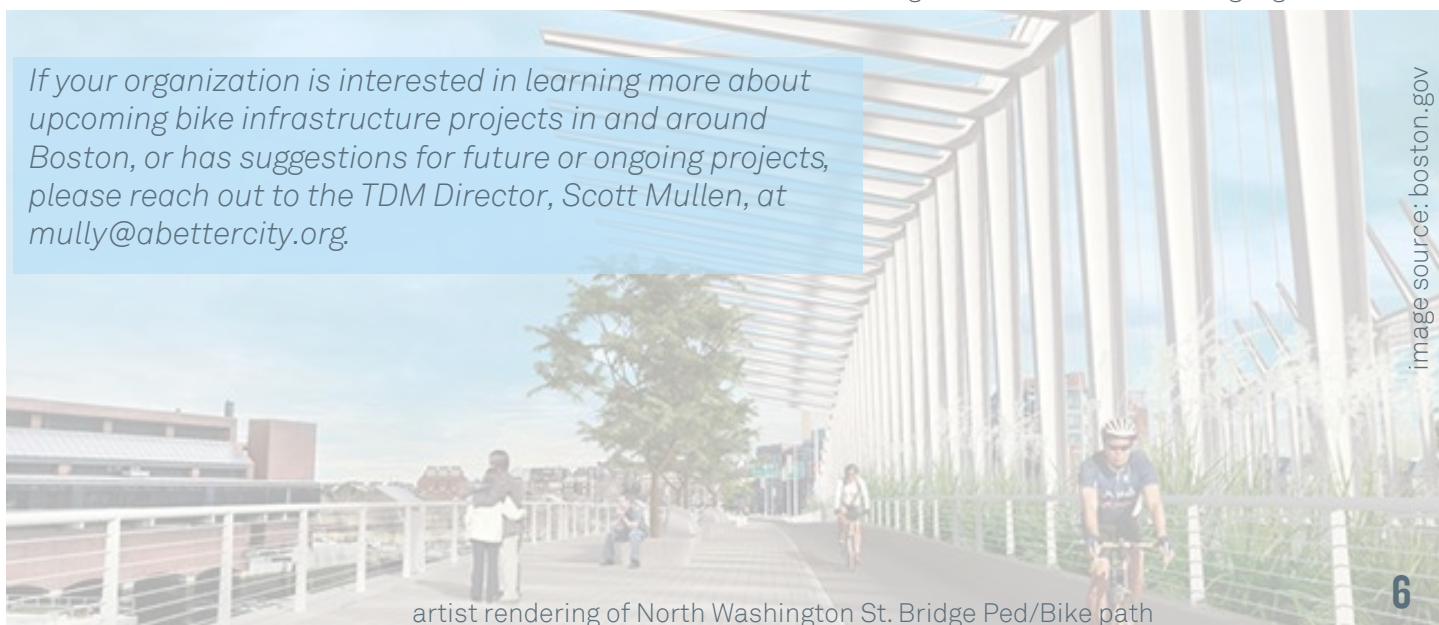


image source: boston.gov

artist rendering of North Washington St. Bridge Ped/Bike path

TRACKING THE LOCAL TRANSPORTATION LANDSCAPE

SUMNER TUNNEL REHABILITATION 2024

Again in 2024, the TDM team played an active role in the mitigation discussions related to the Sumner Tunnel Rehabilitation Project. In the runup to the one-month tunnel closure that started in July, we met weekly as part of both the Transit Mitigation and Communications sub-committees. We maintained a robust cadence of Sumner-related communications to both our member companies and the commuters in our network. The project wrapped up on time and extended the projected life of the tunnel by 75 years.

Sumner Tunnel Before and After, necn.com



MAJOR CAPITAL PROJECTS COMING SOON

Capital projects of this type take years of planning, advocacy, and effort from myriad stakeholders and our team is monitoring several more that are expected to advance in the coming years:

MBTA's North Station Draw One Bridge Replacement Project, which will rebuild and expand the drawbridge that serves all the Commuter Rail lines north of the City, and Amtrak.

MassDOT's Tobin Bridge Long-Term Strategic Planning Study, which kicked off in November and will take the next sixteen months to envision what a replacement for that structure will look like. This is a key connection between Chelsea and Charlestown and also a critical link between downtown Boston and the North Shore.

Boston Transportation Department's North Station to Seaport Multimodal Corridor, which envisions a bus corridor between North and South Stations, with placemaking opportunities and enhanced bus stops along the way. After a brief pause, the effort is expected to resume in early 2025.



The TDM team will continue to monitor these projects and participate actively in the planning sessions to ensure that the voices of our Partners are heard. You should feel free to reach out to TDM Director, Scott Mullen, at mully@abettercity.org at any time to learn more about how you can get involved.



PROGRAMMING & COMMUTER SERVICES

2024 BIKE CLINIC SERIES

In our third year running our flagship commuter program, the annual Bike Clinic Series, we expanded our season to run from April through October. Our free bike safety checks provided commuters with access to expert mechanics who inspected and repaired both analog and electric bikes while providing expert advice on bike maintenance and equipment.

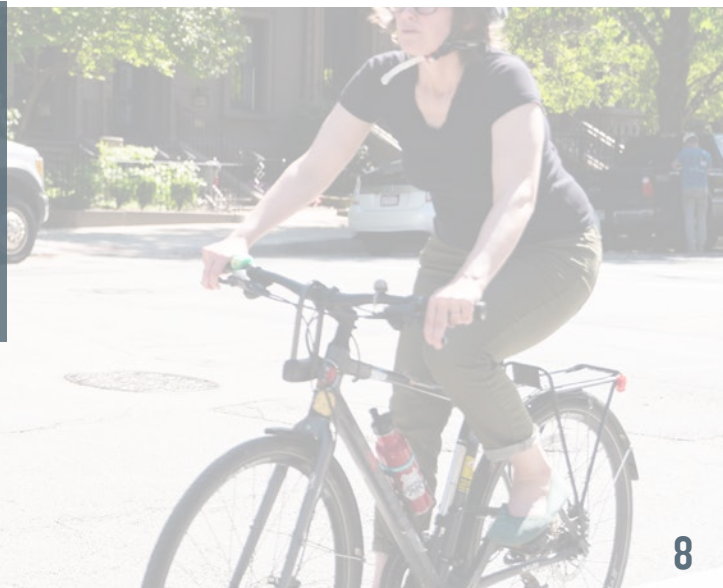
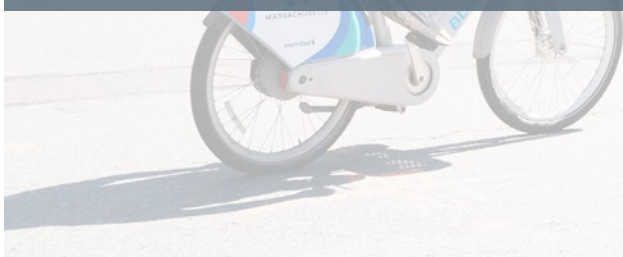
We are proud to serve our Partners throughout Back Bay, Allston-Brighton, Downtown, Fenway-Kenmore, the South End, and the West End. This year, we enhanced the Bike Clinic Series by extending the season by an additional two months and hosting special events at UMass Boston and MGB's Navy Yard campus. The Bike Clinic series concluded in late October after more than 20 events across a record 14 locations.



The Bike Clinic Series is our most popular offering. If you would like to host a Bike Clinic event at your site in 2025, please email our Manager of TMA Operations & Engagement, Brian Lill, at blill@abettercity.org soon to get on the list. We finalize the season's schedule early in the new year and cannot guarantee accommodation of requests received after April 1st.

**EXTENDED BIKE CLINIC SEASON AN
ADDITIONAL TWO MONTHS
TO APRIL-OCTOBER IN 2024**

NEW BIKE CLINIC LOCATIONS IN 2024
225 FRANKLIN ST
THE PRUDENTIAL CENTER
CHARLESTOWN NAVY YARD
UMASS BOSTON

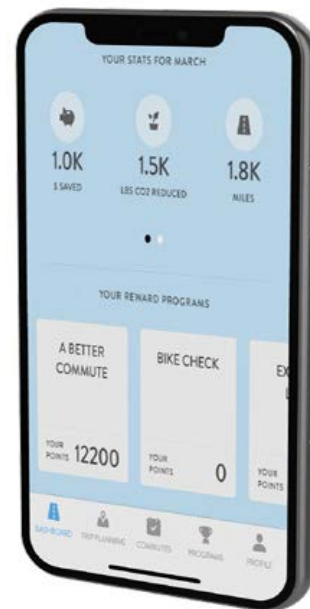


PROGRAMMING & COMMUTER SERVICES

GOMASSCOMMUTE PLATFORM ENGAGEMENT

Our 2024 commuter engagement strategy included robust Partner outreach related to our year-round programs, quarterly promotions, social media presence, and communication via GoMassCommute. These efforts continue to yield strong engagement as measured by both new account creation and triplogs on GoMassCommute, with 755 new accounts created and more than 15,000 total trips logged as of November 21st.

GoMassCommute is a powerful online platform included with your Partnership that offers direct commuter services alongside robust reporting capabilities. Partners with strong platform participation can administer in-house benefits, send transportation communications, measure scope three emissions savings, map key employee commute corridors using the tool's administrative functions, organize a vanpool program, and much more.



WATER TRANSIT MONTH 2024

In July, A Better City TMA once again joined forces with Seaport TMA and Lower Mystic TMA to run the Water Transit Month annual promotion. This year, the TMAs focused on sharing the history of Greater Boston's water transit and spotlighting the MBTA's consistent, 7-day ferry service, with a particular focus on the East Boston ferry. Our most successful WTM to-date culminated in the webinar: "The Past, Present, and Future of Water Transit in Greater Boston," featuring special guest speakers Kathy Abbott, President and CEO of Boston Harbor Now, Dave Perry, Director of Ferry Operations of the MBTA, and Bob Lawler, Vice President and General Manager of Boston Harbor City Cruises. If you missed it or would like to watch again, [you can access the event recording here](#).



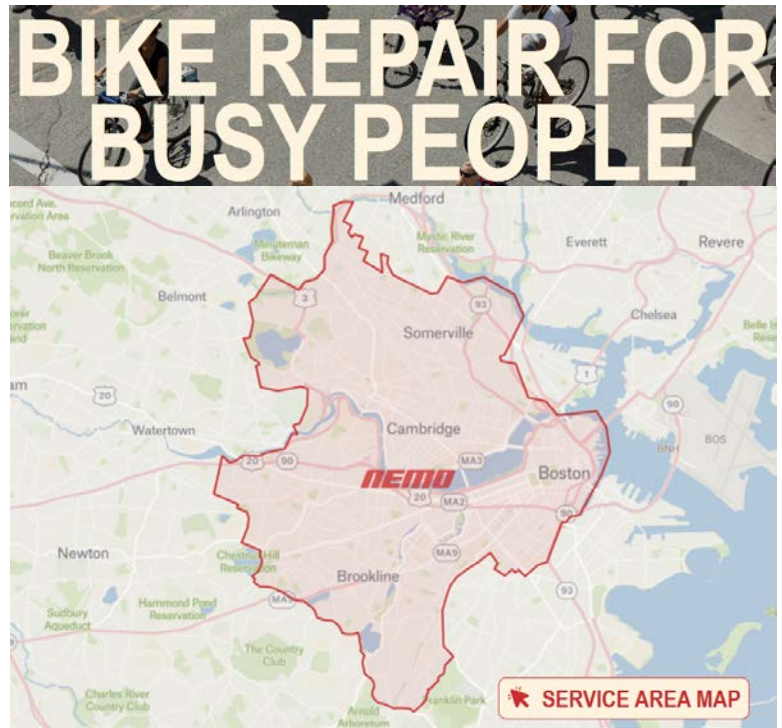
WTM Photo contest #1 winner, by Jingyi

TMA BENEFITS OVERVIEW IN 2024

INTRODUCING ON-DEMAND BIKE REPAIR WITH NEMO

In the spring, all A Better City TMA and Allston Brighton TMA Partners gained access to NEMO's on-demand roadside assistance for bikes through their GoMassCommute accounts. Commuters can call an experienced bike mechanic for emergency bike issues such as flat tires, braking adjustments, chain problems, and more.

We launched this pilot program to our Partners free of charge. Our goal is to provide your bike commuters with peace of mind so that they can get to work safely even in the event of a breakdown. We are also hopeful that this program will encourage others who are 'interested but concerned' to hop on the saddle. This pilot service is available to any Partner within NEMO's service area - and we are looking to expand this service to include all our Partners in the future as we update our program for 2025.



Has someone in your network taken advantage of NEMO's service? Reach out to our Manager of TMA Operations & Engagement, Brian Lill, at blill@abettercity.org and share your experience!



TMA BENEFITS OVERVIEW IN 2024

LONGSTANDING TMA BENEFITS

Your TMA Partnership comes with access to several important programs to help your organization's mobility choices be easier, safer, and more sustainable.

Guaranteed Ride Home provides a free ride home to any Partner tenant or employee who shifts away from driving alone. Participants receive an Uber code that allows them to take a free ride covering all costs of up to \$100 under qualifying circumstances. Guaranteed Ride Home can be taken up to six times per year per commuter.

Bike Check! rewards member tenants and employees for incorporating bicycling into their commuting routines. Participants are eligible to receive up to two \$25 reimbursements over a calendar year for eligible expenses including safety gear, new or used bikes, maintenance, spare parts, and more.

A Better Commute rewards Partner tenants and employees for incorporating walking, bicycling, running, transit, or any other form of sustainable transportation into their daily routines. By logging trips on our GoMassCommute platform, member tenants and employees can win monthly and quarterly raffles for gift cards, gear, and more.

We also offer several **commute subsidy programs** designed to encourage your commuters to try out a new mode for the first time. Additionally, we are excited to work with Partners to create bespoke commute programming.

**YOUR EMPLOYEES AND
TENANTS CAN TAKE
ADVANTAGE OF THESE
BENEFITS BY SIGNING UP
AND LOGGING TRIPS ON
GOMASSCOMMUTE**



If you have an idea for a program you'd like to launch, reach out to our Manager of TMA Operations & Engagement, Brian Lill, at blill@abettercity.org.

LEVERAGING STATE AND FEDERAL RESOURCES FOR TDM SUCCESS

Our team is obsessed with scale. We aim to leverage the power and success of the work we do for our individual Partners into something larger and more impactful. We are thrilled to share two examples of how we used the work we have done with all of you into successful grant applications that will expand the scope of our work in 2025 and beyond.

The awards described below would not be possible without deep coordination with you, our Partners, in service of a goal broader than any of our individual aspirations. This is a core function of our TMAs, to leverage our collective power in a focused and deliberate way to enhance our TDM work, and we are thrilled to share these victories with you.

MASSDOT FUNDING FOR GUIDED RIDE SERIES

After our successful effort to encourage Bluebikes and bicycling as a direct mitigation strategy for the Ashmont/Mattapan Surge in October 2023 ([summary here](#)), we approached MassDOT to fund a broader, more comprehensive program. In July 2024 we applied for a grant to develop and implement a Guided Ride Series to highlight the growing network of downtown, separated bike infrastructure that is fed by five main ‘arterial’ bike paths in the region. In September we received our award notification of \$100,000 and are working now to stand that program up with an expected launch of spring 2025.



This application was made even stronger when bolstered by our Bike Network mapping effort and the ZIP analysis tool detailed in the next section. We developed these tools with the support and participation of many of our Partners.



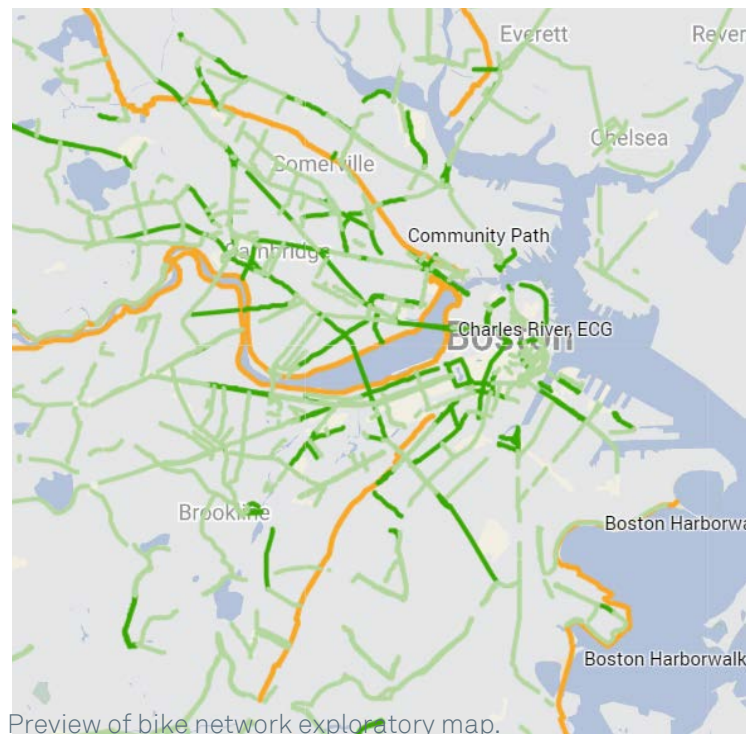
LEVERAGING STATE AND FEDERAL RESOURCES FOR TDM SUCCESS

BIKE NETWORK MAPPING

One of our key goals for 2024 was to expand access to resources for biking in Greater Boston. Safety is the greatest concern for people who are ‘interested but concerned’ about bicycling for everyday mobility, so we have developed a public, interactive map that lays out the bicycle infrastructure network which the City of Boston and neighboring municipalities are actively looking to improve and expand.

Greater Boston Bike Lines: As part of this initiative, we coined the term “Greater Boston Bike Lines,” referring to the [five major arterial shared-use paths](#) that connect surrounding communities with Downtown Boston. The routes we identified are the Northern Strand, the Minuteman Commuter Bikeway via the Somerville Community Path, the Charles River Path via the Dr. Paul Dudley White Bike Path, the Southwest Corridor, and the Neponset River Greenway via the Boston Harborwalk. These five paths are part of a larger, regional network of connected infrastructure for active mobility.

Visit our [bike resources page](#) for more information on each of the five major arterial bike paths.



MBTA & Bluebikes Co-location Mapping: Based on the American Public Transportation Association’s (APTA) [200-meter standard for rapid transit core station area](#) ensuring pedestrian walkability, we calculated that over 70% of MBTA rapid transit stations have at least one Bluebikes station co-located within a walkable range. This overlap between the MBTA and Bluebikes emphasizes the way in which shared mobility complements existing rapid transit to help fill in the gaps of our transportation network. View our [map of the co-located stations here](#).

No single mode will be a silver bullet to create a more sustainable and reliable regional transportation system. We need to invest in the MBTA, bikeshare systems like Bluebikes, and personal active mobility options simultaneously. When people have greater choice, they can make the mobility menu of options work for their unique needs. In 2024 we leaned heavily into the promotion of public and active transit, seeking to address the barriers which make “modeshift” difficult for some. As we continue to pursue solutions with our Partners and their employees, our attention will turn to our new Guided Ride Series in 2025 to help people navigate bike infrastructure safely and make key connections with downtown destinations.

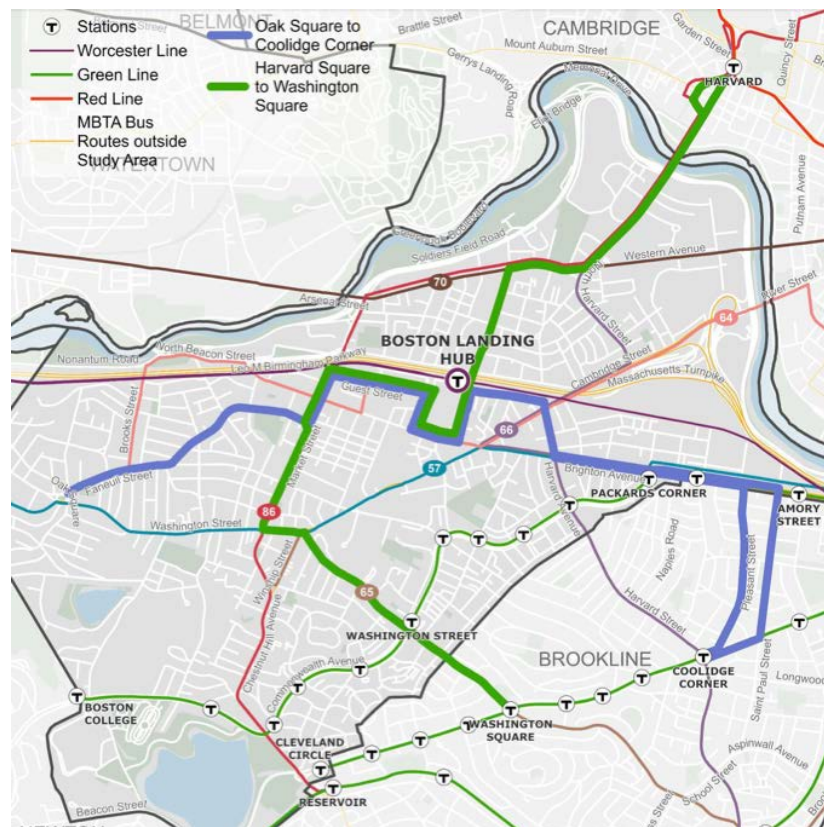
LEVERAGING STATE AND FEDERAL RESOURCES FOR TDM SUCCESS

FEDERAL HIGHWAY ADMINISTRATION FUNDING FOR ALLSTON BRIGHTON SHUTTLE EXPANSION

In July 2021, the Allston-Brighton TMA assumed the combined operations of several private shuttles for our Partners in the neighborhood. Our initial route made connections between Harvard Square, HBS, the Boston Landing CR station, and several residential developments up the hill on Washington St. In 2022, we expanded our route to the B Branch of the Green Line and in 2023 brought additional members into the network. Ridership continues along positive trendlines and the response to a rider survey this past summer confirmed some of our assumptions and opened new areas of opportunity for future service and outreach efforts.



In April of this year, working in conjunction with BTD, we applied for federal funding to realize the vision of comprehensive first/last mile service that we laid out in the Allston Brighton Neighborhood LINK Study ([summary slides here](#)). In October we received word that our application was approved and are working now to secure significant funds – expected to be more than one million dollars per year for three years—to grow our current service into the LINK vision beginning in 2025. This means all-day service, launching an additional east/west route alignment, securing new ADA accessible vehicles, and making the service free and open to the general public.



The proposed expansion of the Allston Brighton Shuttle includes an extension to Washington Square on the existing route and a new east-west route running from Oak Square to Coolidge Corner.

TDM INNOVATION

ENHANCEMENTS TO OUR ZIP CODE ANALYSIS TOOL

We initially developed our employee ZIP Analysis Tool in 2022 and 2023 which provides each of our Partners a detailed summary of transportation recommendations. These reports assess the key areas of opportunity for organizations to introduce new sustainable and comprehensive mobility strategies based on where employees are located, and which transportation resources are readily available to their locales.

In 2024, we migrated the ZIP Code Analysis Tool from Tableau to the more powerful and flexible ArcGIS platform, providing better opportunities for data visualization and for more convenient sharing of the interactive tool. This platform switch enables a series of new dynamic features which give a more comprehensive look at robust alternatives to driving in Greater Boston. Over the past year, we added:

An upgrade to our ZIP code Commuter Rail line

classification, using the ArcGIS Network Analysis geospatial tool to calculate more accurate distance-based station catchment areas. We then assigned ZIP codes to associated station catchments, allowing for more complex many-to-many data relationships between ZIP codes, stations, and lines, offering more fine-tuned outputs.

Travel time and parking analyses to the Commuter Rail network dashboard, aiming to further capture the costs and benefits of riding the train.

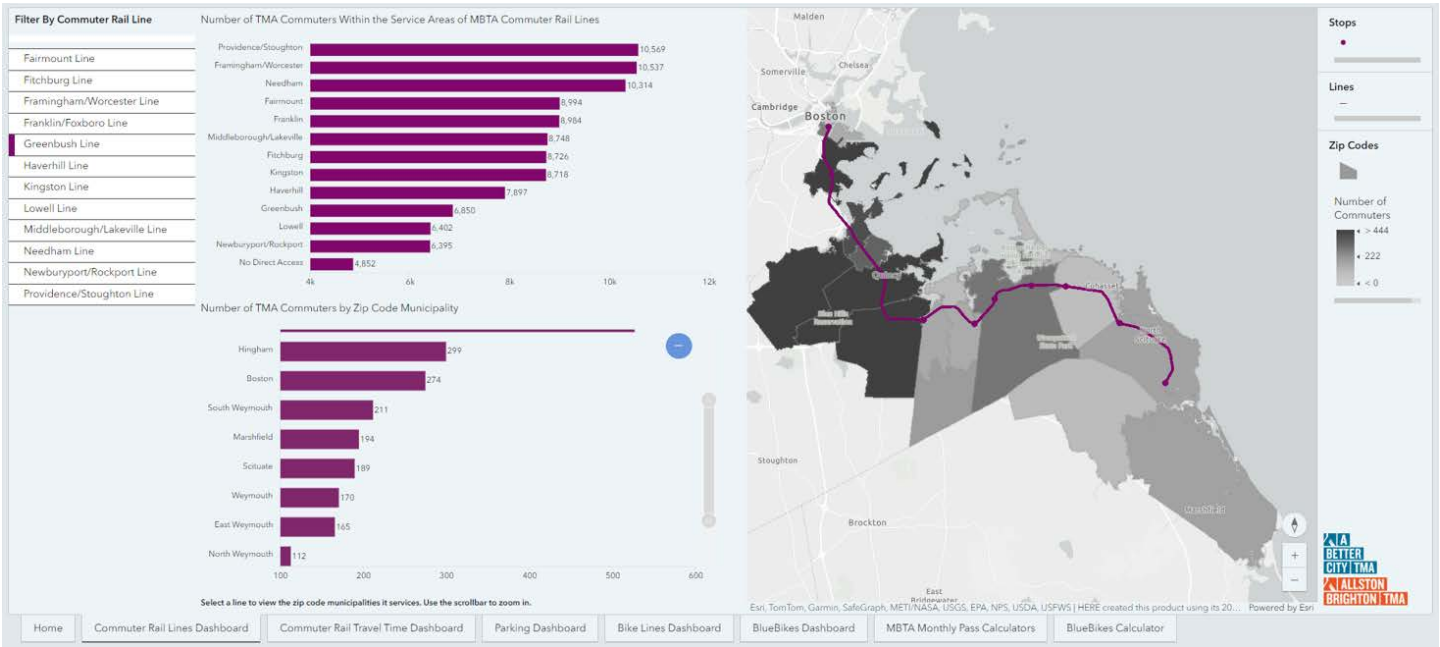
An analysis of MBTA-colocated Bluebikes stations in the Bluebikes network dashboard. We calculated that more than 70% of MBTA rapid transit stations have at least one Bluebikes station less than 200 meters away, and here we add a visualization of those stations.

The Greater Boston Bike Lines network analysis, which offers a new dashboard highlighting the ZIP codes (and your employees living within each ZIP code) which have direct access to the major arterial bicycle routes that connect communities with Downtown Boston via safe, separated shared-use paths.

Want to use the ZIP Code Analysis Tool to help your organization access more flexible and sustainable mobility options? Please reach out to our Manager of TMA Operations & Engagement, Brian Lill, at blill@abettercity.org.



TDM INNOVATION



Preview of the Commuter Rail Lines Dashboard included in the Zip Code Analysis.

BOSTON UNIVERSITY SPARK!

In 2024, we continued to partner with Boston University’s Spark! program to develop a database tool that will accept, organize, and analyze MBTA Commuter Rail service by line and station over time to allow us to understand the impact of schedule changes on ridership. In the Spring of 2024, the data visualization team helped us uncover key data variables provided by the MBTA according to the General Transit Feed Specification (GTFS) related to train trips and parking facilities. In the Fall, we shifted our project to the data science team to develop a standardized pipeline and database storage system to collect, clean, and analyze future Commuter Rail schedules more efficiently. Our goal after the three semesters is to have a final Google BigQuery database that will allow us to easily acquire schedules, analyze them, and derive critical service insights that may be useful to our Partners and their commuters.

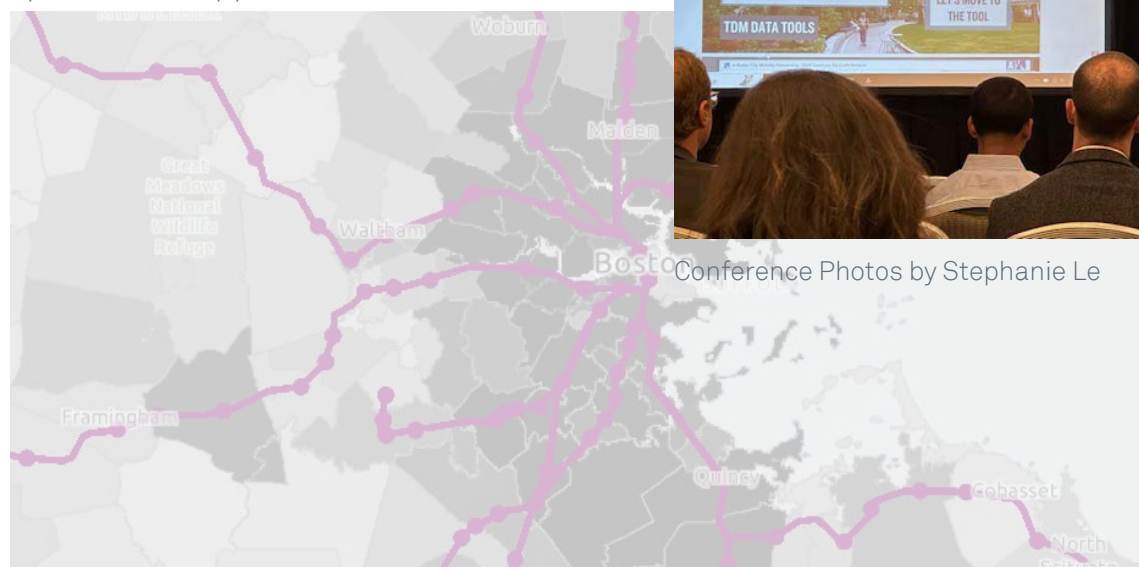
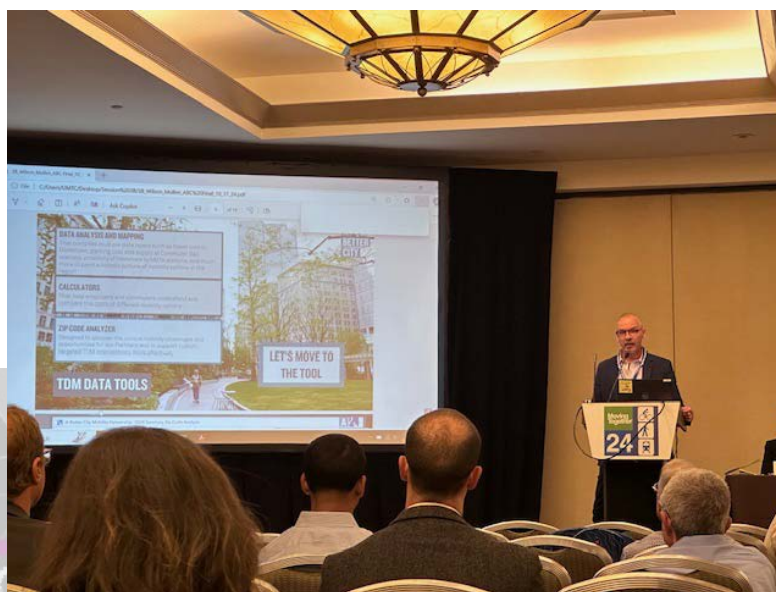


TDM THOUGHT LEADERSHIP

MASSDOT MOVING TOGETHER CONFERENCE

Our TDM team thinks expansively about the impact our work can have beyond direct service to our Partners. We like to share what we are doing, learn from peer groups, and foster a collaborative conversation with other state and national leaders to ensure we keep our edge. Below are a couple of examples of how we exhibited our thought leadership and collaboration in 2024.

On October 23rd, TMA Coordinator & Spatial Data Analyst, Amir Wilson, and TDM Director, Scott Mullen participated on the Broadening the Bicycle Base panel at the MassDOT's annual Moving Together Conference. Presenting to an audience of transportation experts, bicycle advocates, and representatives from local municipalities, they shared a brief introduction to our TMA offerings and provided a first look at the new integration of our bicycle infrastructure mapping into the ZIP Code Analyzer tool. The aim of the presentation was to contextualize the broader bicycle movement within the ever-expanding infrastructure network in Greater Boston, and to demonstrate how we can drill down into specific groups of commuters with specific recommendations and support for active transportation. The presentation concluded with an announcement of our upcoming Guided Ride Series, which will be one of the ways in which our thought leadership manifests in specialized support for modeshift.




Conference Photos by Stephanie Le

TDM THOUGHT LEADERSHIP

ACT MICROMOBILITY COUNCIL LEADERSHIP


This year, Manager of TMA Operations & Engagement, Brian Lill, has led the creation of the Micromobility Council within the Association for Commuter Transportation (ACT), the prominent TDM professional organization in the U.S. The council's goals are to educate TDM professionals about the benefits of micromobility, centralize and distribute resources, and share micromobility best practices and success stories across the country. The council is made up of TDM professionals that are actively working in micromobility or are interested in promoting these new mobility options.

Micromobility Council Leaders




Ben Luster
Managing Partner
New Pedal

Chair



Emma Shlaes,
TDM-CP
TDM Program Manager
Commute.org

Vice Chair



Brian Lill
Manager of TMA Operations & Engagement
A Better City TMA

Secretary

<https://www.actweb.org/micromobility>

A Better City's involvement in this project stems from our desire to create positive momentum for micromobility locally and across the country. Micromobility is a mode of transportation that has potential for the future of mobility but comes with key challenges that are physical, regulatory, and cultural in nature. By fostering a national community that can effectively improve the state of micromobility nationwide, we seek to accelerate the adoption of greener, more efficient modes of transportation. We plan to share Partner success stories nationally and take the learnings from other council members back to you as we look to always provide our Partners with the most up to date information and resources.

Does your organization have experience with micromobility that you are willing to share? Reach out to our Manager of TMA Operations & Engagement, Brian Lill, at blill@abettercity.org and let us know!

