What?

- Goals
- ABC TMA
- Programs & Services
Goal: Reduce GHG Emissions

→ In 2009, MA had 11% less GHG emissions than in 1990

- Boston’s Climate Action Plan
  Reduce GHG emissions (based on 1990 levels) by **25% by 2020** and **80% by 2050**.

- Nearly 1/3 of Boston's 2020 GHG reduction goal will come from the transportation sector.
Transportation Issues

- Congestion
- Underserved Areas
- City/State Regulatory Compliance
Regulatory Compliance

- DEP Rideshare Regulation
  - Facilities over 1,000 employees
  - Annual reporting
  - Bi-annual surveying

- Boston Transportation Access Agreement Plan
  - Requires transportation demand management measures
  - TMA membership, bike racks, guaranteed ride home, etc
What is ABC TMA?

- ABC = A Better City
- TMA = Transportation Management Association
- Buildings, employers, hotels, property managers
- 35 members, ~80,000 employees
- 1 of 11 TMAs in MA (geographically based)
ABC TMA’s Mission

To maintain the economic viability of the neighborhoods we serve by reducing traffic congestion and improving air quality through the creation of services and materials which promote transportation options other than the single occupancy vehicle.
How?

- Programs
- Promotions
- Events
- Recognition
Programs

- Walk
- Bike
- Carpool
- Vanpool

- Express Bus
- Express Boat
- Guaranteed Ride Home
express yourself
Express Yourself

- Boat,
- MBTA Express Bus,
- Private Bus
- $100 per month for 3 months
- Possibility of additional 4th & 5th month step-down subsidies
- Must be currently driving alone to work and agree not to drive alone to work throughout participation in program
vanpool subsidy
Vanpool Subsidy

- VPSI – Find vanpools near you
  - www.vpsiinc.com
- Total subsidy of $220
  - $50 – Months 1 & 2
  - $35 – Months 3 & 4
  - $25 – Months 5 & 6
carpool subsidy
Carpool Subsidy

- Find carpools near you
  - nuRide
- Total subsidy of $210
  - $35 per month
  - Over 6 months
- It’s flexible!
  - Don’t need to commit to carpool everyday
  - Share the ride 2 times/week (or more!)
Get Rewards for Greener Trips

Get rewards when you walk, bike, telecommute, carpool, take the train, subway, or bus, or work a compressed week. It's free and easy to do.

Need a carpool or commute buddy? We can help with that too.

Sign up

Are We in Your Area?

NuRide is available in select parts of the United States. Choose your area to see what's happening.

- Connecticut
- Hampton Roads, VA
- Houston, TX
- Massachusetts
- San Antonio, TX
- Washington DC Metro
workout to work
Workout to Work

- Year-round
- Log monthly miles
- Prizes for Month 1 - 3
  - Raffle
    - Bike bells, pant cuffs
    - iTunes cards, reflectors
- Personalized CO2 emissions prevented
### Participation in ABC TMA programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Start date</th>
<th>Monthly report</th>
<th>VMT</th>
<th>Car free days</th>
<th>GHG emissions reduced (lbs)</th>
<th>Subsidy/Prizes received</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workout to Work</td>
<td>11/15/2001</td>
<td>click here</td>
<td>6,263</td>
<td>628</td>
<td>76,921.79</td>
<td>Hall of Fame level Silver, Exposed Seam Commuter Cuff</td>
</tr>
<tr>
<td>Totals</td>
<td></td>
<td></td>
<td>6,263</td>
<td>628</td>
<td>76,921.79</td>
<td></td>
</tr>
</tbody>
</table>

### Aggregate program data for all commuters in Workout to Work (2013)

![Graph showing monthly commute data from January to December 2013, indicating significant reduction in VMT and car-free days in May.]
guaranteed ride home
Guaranteed Ride Home

- FREE ride home
- When transit is not an option
- Unscheduled overtime
- Child / Family member illness
- Personal illness
- Environmentally friendly livery service
- PlanetTran
- Register online for electronic voucher
Promotions: Bicycling

Bike Safety Campaign: See & Be Seen
- Flyers
- Lights
- Online Resource Guide

See and be Seen.
Promotions: Bicycling

May 2013
100,701 miles
2,767 participants
Approx. 91,401 pounds of CO2 prevented

Bike Bash
Promotions: Water Transit Week

Encourage water transportation through awareness & events

Increased subsidies for Express Yourself program
Promotions: Water Transit Week

Encourage water transportation through awareness & events

Increased subsidies for Express Yourself program
Promotions: Water Transit Week

Encourage water transportation through awareness & events

Increased subsidies for Express Yourself program
Promotions: Car-Free Week

- Encourage non-drive alone trips
- Increased subsidies for TMA programs
- Log & Win

MASSACHUSETTS
Car-Free Week

Pick a Day • Commute Another Way

September 16 - 22, 2013
Promotions: Car-Free Week

Parking Day
September 20th, 2013
Re-think uses of our public spaces and promote car-free travel
(State Street, One Lincoln building shown right)
Events: Biking, Walking, Fairs

- Bicycle Breakfasts & Tune-ups
- Walking Series
- Transportation Fairs
- Green Fairs
- Benefits Fairs
Recognition: Organizations & E/TTCs

Excellence in Commuter Options (ECO) Awards

13 TMA members received awards in May

Annual E/TTC Challenge
Midttrafik commercial: The Bus (UK version) [official]

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Follow us on Twitter: @abctma
Let US help you find your way.

Commuter Questions? WE got answers.
A BETTER CITY TRANSPORTATION MANAGEMENT ASSOCIATION www.abctma.com

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