



Capitalizing on Collaboration

How Massachusetts TMAs Joined Forces to
Provide TDM Service Delivery



Allison Simmons



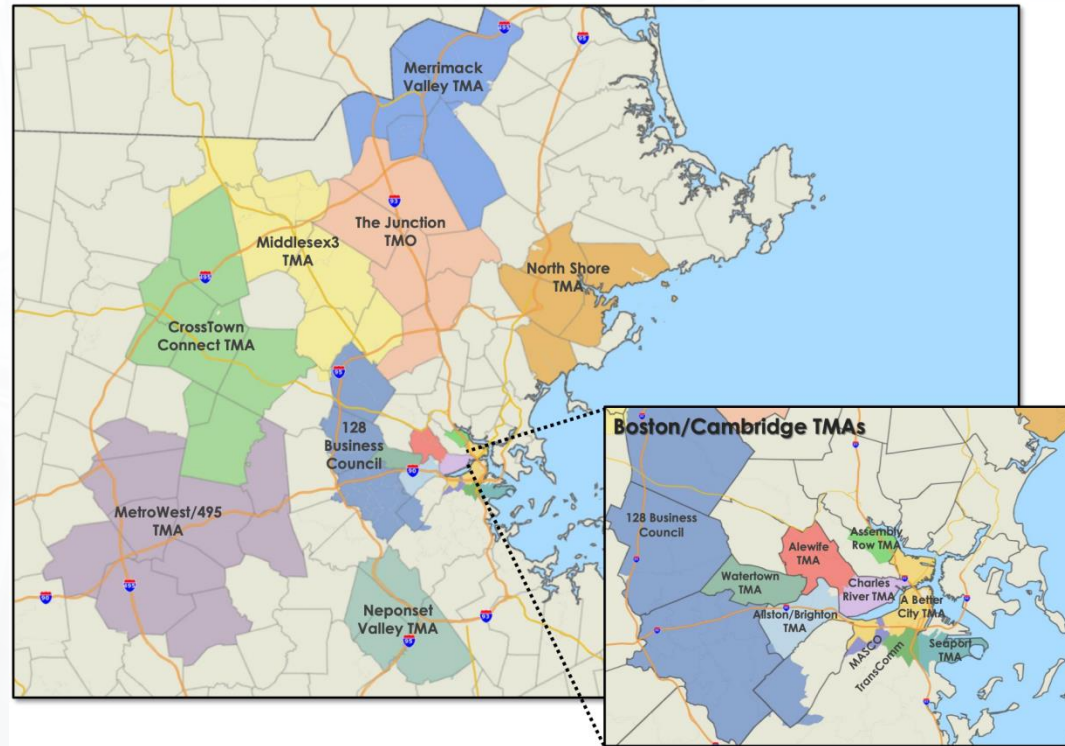
- 25 + years in TDM industry
- Former TMA Director of the largest TMA in MA
- Started my own TDM consulting firm in 2012
- Involved in forming 3 of the newest TMAs in MA



NORTHEASE
CONSULTING GROUP

MASSACHUSETTS TMAS

- FAST FACTS (2020)
 - 17 TMAs in MA
 - 400 businesses, medical facilities, higher learning institutions, property developers
 - 52 municipalities



Why so many TMAs?

MASSACHUSETTS POPULATION

Stats from
worldpopulationreview.com



Almost 7 million people



3rd most densely
populated state in U.S.



Avg of 800+ ppl per
square mile



Approx 2/3 total
population lives in
Greater Boston

MASSACHUSETTS POPULATION

Stats from
www.towncharts.com

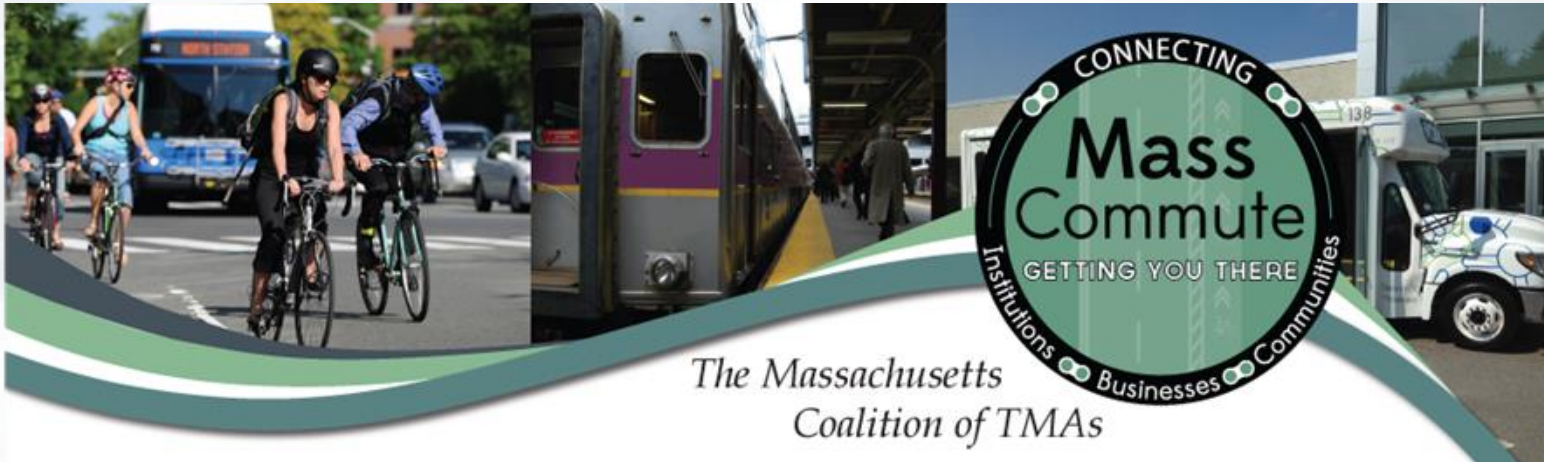
Massachusetts Cities by Population Density (10,000+)

	MA City	Population Density (ppl/square mile)
1	Somerville	19,067
2	Chelsea	16,988
3	Cambridge	16,889
4	Boston	13,445
5	Everett	12,812
6	Malden	12,017
7	Lawrence	11,378

Collaboration

MASSCOMMUTE

- Coalition of TMAs
- Started informally
- Incorporated in 2005 as a 501 (C) (4) non-profit
- Joint events: Bike Challenge, ECO awards
- Advocacy



WHAT'S DRIVING INTEREST IN TDM THROUGH TMAS?



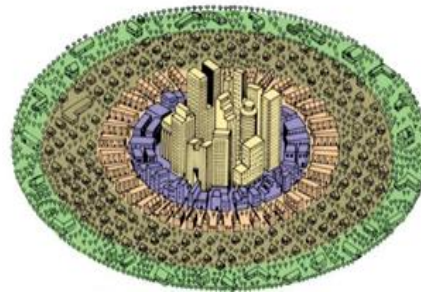
164 HOURS LOST TO
CONGESTION ANNUALLY

Environmental Factors

- Increased traffic congestion
- Recruitment challenges
- 1st mile/last mile deficiencies

Development Changes

- Moves from suburban to urban
- Lack of capacity to continue developing
- New urban cores outside of Boston CBD



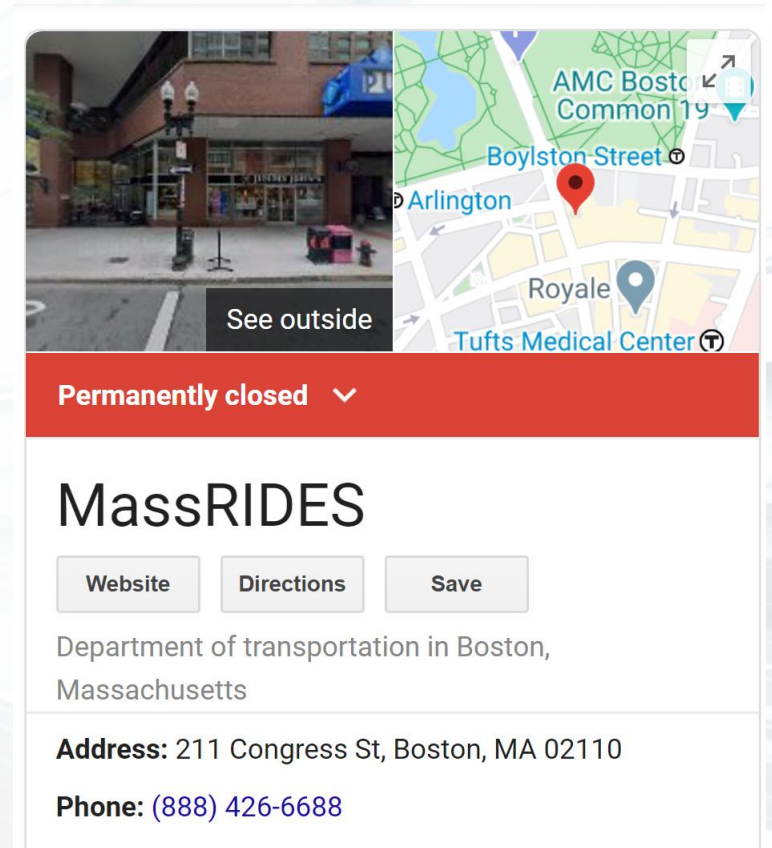
Decentralization

- Lack of stable funding model
- Control of TDM moving to local level
- Greater participation among communities



TMA STATE FUNDING

- Grant programs through DOT (CMAQ)
- DOER Grants (1990's)
- TDM/TMA Assistance Program (1995)
- Community Innovative Challenge Grants (A&F)
- Current grant funding program (Workforce Transit Grant, 2019)






& rideamigos



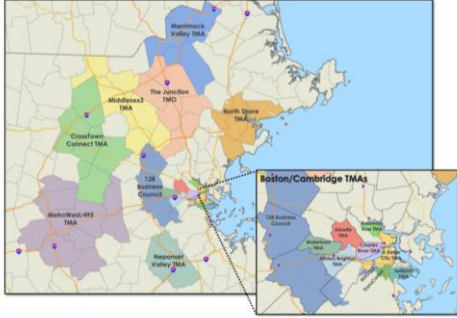
The daydreams of cat herders


GOMASSCOMMUTE.COM

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JOIN YOUR REGIONAL
MASSCOMMUTE PROGRAM

EXPERIENCE THE BENEFITS OF A SMARTER
COMMUTE






SAVE MONEY
Ridesharers in your
area are saving money
by carpooling. Join in!



GET HEALTHY
Log pedestrian miles
to track your progress.




128 BUSINESS COUNCIL
UNLOCKING THE GRID

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RIDE MATCHING & COMMUTE TRACKING
Get paired for carpooling. Identify alternative transportation options. Track all of it.

GET STARTED



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CONNECT TO A BETTER TRIP SOLUTION
Make an impact on a global scale & change the planet.

SEAPORT TMA

HOMEEVENTSLOGIN HEREREGISTERCONTACT USFAQS


Find A Better Commute
Improve your commute and decrease your carbon footprint.

GET STARTED

Explore Commuting Options in Your Area

Start


Destination



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CONNECT TO YOUR PERFECT COMMUTE
It's just a click away...

GET STARTED



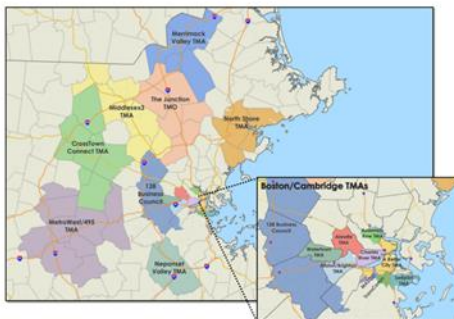
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JOIN THE ABC TMA NETWORK!
Sign up to access our commuter programs, compete in challenges, and earn rewards!

REGISTER

YOUR TRIPS ADD UP.

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COMMUTE



SAVE MONEY

Ridesharing in your area are saving money by carpooling. Join in!



GET HEALTHY

Log pedestrian miles to track your progress.

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SEE THE DIFFERENCE WE'VE MADE SO FAR



4.8k

Alternative Trips



0.2 Million

Calories Burned



17.4 tons

CO2 Reduced



65,958.3 mi

Alternative Distance



\$14,921.39

Money Saved



Thank You!

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