

The logo for 'A Better City TMA' features a blue square with a white stylized 'A' icon on the left. To its right, the text 'A BETTER CITY TMA' is stacked in three lines: 'A' on the top line, 'BETTER' on the middle line, and 'CITY TMA' on the bottom line, all in white sans-serif font.

**A
BETTER
CITY TMA**

The logo for 'Allston Brighton TMA' features an orange square with a white stylized 'A' icon on the left. To its right, the text 'ALLSTON BRIGHTON TMA' is stacked in three lines: 'ALLSTON' on the top line, 'BRIGHTON' on the middle line, and 'TMA' on the bottom line, all in white sans-serif font.

**ALLSTON
BRIGHTON TMA**



Photo Courtesy of Sean Sweeney

2023 YEAR IN REVIEW

A BETTER CITY TMA & ALLSTON BRIGHTON TMA

INTRODUCTION FROM THE TEAM

Members of A Better City and Allston Brighton TMAs,

Welcome to our End of Year summary, 2023 edition! While prior years were dominated by disruptions related to COVID, this year has been plagued with disruptions of a different sort. Whether to address regular maintenance as with the Sumner Tunnel restoration project, or to clear the MBTA's critical backlog of deferred maintenance items, service interruptions have affected our regional mobility in unprecedented ways. We are heartened by the new administration's focus on the T, including the hire of a new General Manager who is making measurable progress on fixing not just the physical parts of the system, but the workforce and cultural pieces as well. This is the work that will be foundational to the safe, reliable, frequent transit service that our regional economy relies upon to thrive.

We now have a plan from T officials that points to more disruptions that will last through the end of 2024. Our team is engaged with the City of Boston and the T to ensure mitigations during disruptions are robust and implemented effectively, and that repair surges are producing actual results. We are in every meeting and our voice is heard because it is the collective voice of you all, our TMA members.

Thank you for continuing to engage with us on this critical work. We are charged up and optimistic for the great things we will do together in 2024!

With gratitude,



KATE DINEEN
President & CEO,
A Better City

A handwritten signature in black ink that reads "Kate Dineen".



SCOTT MULLEN
TDM Director

A handwritten signature in black ink that reads "Scott Mullen".



BRIAN LILL
TMA Manager, Operations
& Engagement

A handwritten signature in black ink that reads "Brian Lill".



CHRISTINE YI
Project Manager, Data
Analysis & TMA Programs

A handwritten signature in black ink that reads "Christine Yi".



Photo Courtesy
of Tiffany Chan

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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 is thrilled to bring innovative data analysis and digital program delivery methods to bear in 2023 and help guide our member companies to a more sustainable mobility future.

BRIAN LILL
TMA MANAGER, OPERATIONS & ENGAGEMENT

TMA MANAGER, OPERATIONS & ENGAGEMENT BRIAN LILL is excited to engage with our members to help them accomplish their TDM goals and promote modeshift. Brian focuses on ensuring that the great services offered by our TMAs are being accessed by our commuters and engaging with our members to push for innovative transportation policies.



CHRISTINE YI
PROJECT MANAGER, DATA ANALYSIS & TMA PROGRAMS

PROJECT MANAGER, DATA ANALYSIS & TMA PROGRAMS CHRISTINE YI supports commuter program delivery to member organizations served by A Better City TMA and Allston Brighton TMA. She cultivates outreach and communication strategies for commuter programming, designs and develops TMA promotions and events, and contributes to TDM research and leads our data visualization efforts.



UPDATES AMONG OUR MEMBER COMMUNITY

WELCOMING NEW MEMBERS

In 2023, we were thrilled to welcome new members to our growing community: Avalon Brighton and Athena Health.

OVERVIEW ON MEMBERSHIP ENGAGEMENT

This year also marked a milestone for our TMAs – the return of in person TMA meetings! A Better City TMA met this summer at Hood Park, and featured an e-bike demonstration with a social hour that enabled a collegial and candid discussion of the transportation challenges we all face. Allston Brighton TMA met in the fall at WGBH, where members enjoyed a behind-the-scenes tour of the production and creative spaces that abound at their 1 Guest St studios, and heard from Joe Blankenship from the Boston Planning and Development Agency who provided honest updates on current and upcoming projects in the neighborhood.

We have received great feedback about the return of our in person TMA meetings and we look forward to engaging with our members face to face in 2024. Would you like to host a TMA member meeting? Would you like to suggest a venue for a future meeting? [Reach out and let us know!](#)

CELEBRATING MEMBER SUCCESS

Through 1:1 member workplan meetings and quarterly group membership meetings over the year, we were excited to learn about several inspiring TDM member successes:

- Boston University Charles River Campus opened BUCK – the Boston University Cycle Kitchen. This brand-new facility is a place for students, faculty and staff to register their bicycles, get tune ups, and access important safety information. Perhaps more importantly, BUCK provides a place of community for all people who ride bikes to engage with and learn from each other.
- In support of their workers who want to commute sustainably, and as an example to all employers in the region, the City of Boston implemented a new suite of commuter support policies, including: 65% subsidy for CharlieCard; 100% subsidy for Bluebikes annual memberships; and a reimbursement for bicycle-related costs up to \$150 annually. Most notably, this reimbursement program is offered through the City's existing health insurance provider and is covered under the existing premium. Does your insurance provider offer a similar option? You should ask!
- Athena Health moved their campus and workforce from Watertown over to Brighton! They now enjoy a direct connection to the Boston Landing Commuter Rail line and all the amenities that Guest St has to offer. We are thrilled to welcome them into the broader Allston Brighton TMA community moving forward.

If you have a TDM success you'd like to see highlighted in a future report or newsletter, please reach out to Brian Lill at blill@abettercity.org.

TRACKING CHANGES, DIVERSIONS, & DISRUPTIONS AT THE MBTA

MBTA UPDATES

2023 was a turbulent year for the MBTA, and T disruptions will certainly be here to stay at least through the 2024 year. One of the most common frustrations with these disruptions is when commuters are not well informed about these disruptions. To continue to combat this and keep our members informed, we continue to run our “MBTA and MassDOT Service Changes and Disruptions” section in both of our monthly newsletters. Through this recurring update, we synthesize information from multiple regional transportation agencies to provide a one-destination snapshot of key service additions, disruptions, and planned diversions monthly.

The MBTA repair surge from October 14-29th encompassed the Ashmont branch of the Red Line south of JFK/UMass station all the way to Mattapan station. Working under a \$20k grant from the Better Bikeshare Partnership, the TDM team designed a bicycle mitigation program utilizing Bluebikes to connect RL riders with fast, free service to South Station via the adjacent Fairmount Commuter Rail line. This was a deeply collaborative process with Boston Transportation Department, Keolis, Bluebikes, MBTA, and several transportation advocacy groups. The result was temporary and permanent infrastructure updates, actual cash resources to cover the design and production of wayfinding signs, access to free Bluebikes passes, and fare free service on the Fairmount Line.

This effort has helped kickstart the broader conversation around MBTA mitigations and the need to encompass additional modes beyond shuttle buses. With the recent announcement of the 14-month [Track Improvement Plan](#), our team is well-placed to continue this push and has a pipeline of digital tools in development to support this work.

SUMNER TUNNEL CLOSURE

Our team worked diligently beginning last March to help keep our members informed on happenings with the Sumner Tunnel closure, and to fight for important mitigation for our commuters. The effort included regular meetings of the Transit Mitigation, Bicycle Mitigation, and Communications sub-groups. In addition, our team initiated several field meetings to assess Blue Line conditions, scout new locations for additional Bluebikes station, and determine feasibility of TNC pickup/dropoff zones near transit. Our TMA team maintained a robust communication of Sumner-related items to both our member companies and the registered commuters in our network and are prepared to do so again in summer 2024 when phase two of the repair work takes place.

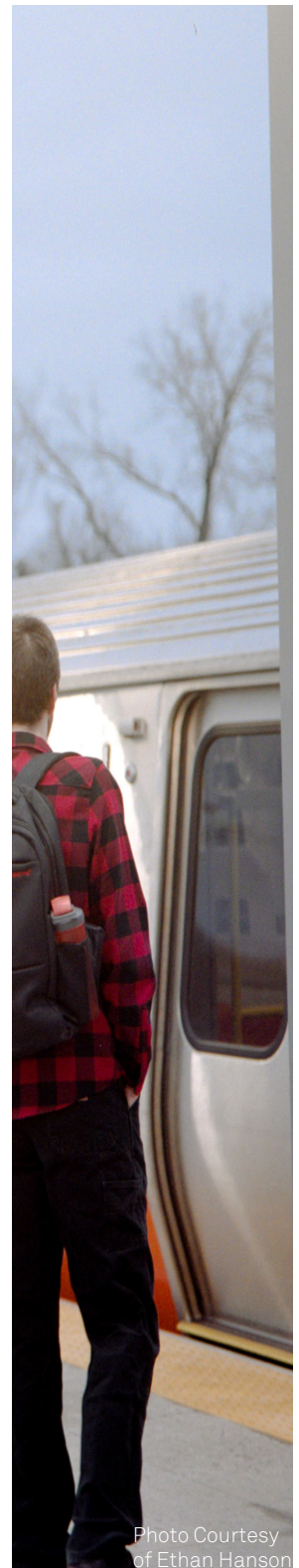


Photo Courtesy of Ethan Hanson

COMMUTER SERVICES & ENGAGEMENT

2023 BIKE CLINIC SERIES

In our second year utilizing a zone-based approach to the city, our team planned and executed more than two dozen Bike Clinics in support of our members' bicycle riders. Our flagship offering, these clinics offered a maintenance check and 'chat with a mechanic' for roughly 15 riders per event.

We were proud to serve our members throughout Back Bay, Brighton, Downtown, Fenway, South End, and West End. The Bike Clinic series concluded in late September with 170 bike commuters served over the 23 dates.

170 COMMUTERS SERVED

23 MOBILE BIKE CLINIC EVENTS

6 NEIGHBORHOODS SERVED



QUARTERLY PROMOTIONS & EVENTS

NAVIGATE THE T WITH YOUR TMA WEBINAR

In response to feedback from members regarding employee confusion on the MBTA's service delivery, we hosted *Navigate the T with your TMA* in March. This webinar was created to provide actionable information to empower hesitant new or returning MBTA riders with the knowledge and tools they need to navigate the system with confidence. During this webinar, we walked through the basics of understanding service levels, fares, and trip planning around disruptions. Check out the webinar recap [here](#).



MOVE GREEN, PLANT A TREE CHALLENGE



In April, we celebrated Earth Month with the *Move Green, Plant a Tree Challenge*. To reward commuters for their sustainable commute habits, this promotion planted one tree for each set of 4 sustainable trips logged by a commuter on GoMassCommute. In total, 337 trees were planted based on 1,417 trips logged. The top modes for these trips were: bike (65%), telework (11%), and subway (11%) with the top participating members being Massachusetts General Hospital, Boston University, and Boston Medical Center.

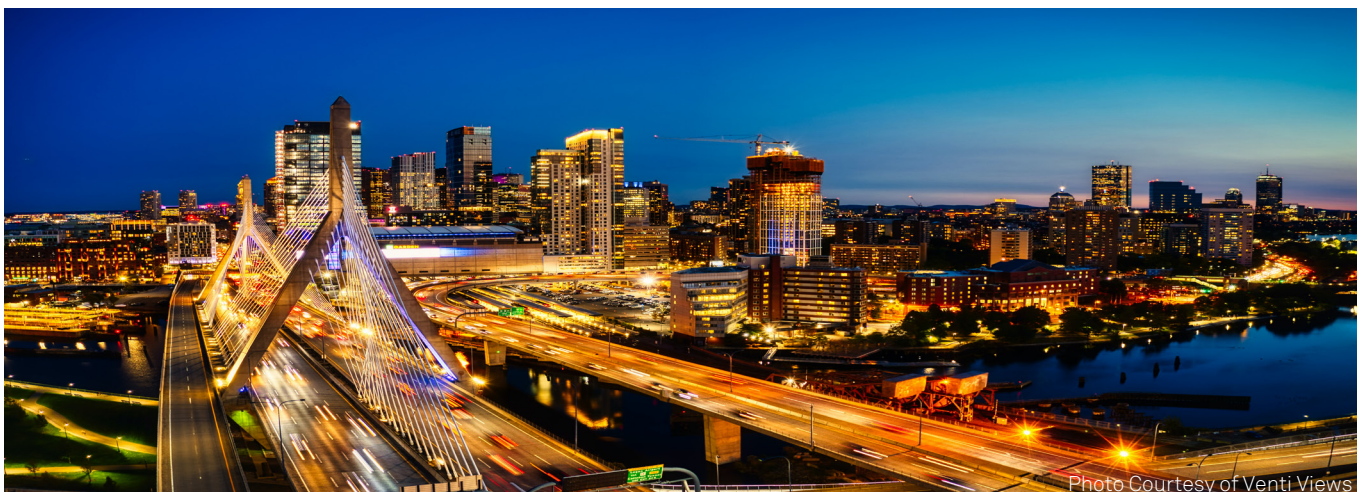


Photo Courtesy of Venti Views

BIKE MONTH

In May, we celebrated the launch of National Bike Month with a variety of programming for commuters, including: the 2023 Bike Clinic Series, GoMassCommute raffles for \$50 gift cards to local bike shops, and resources and guides to help cyclists ride with confidence. An impressive 1,022 bike trips were logged during Bike Month with riders Abdullah, Zeynep, Theresa, and Nancy winning \$50 gift cards to their local bike shops to reward and support their bike commuting habits. You can review all of our bicycle support resources on [GoMassCommute](#).

Is there something we don't yet have that you would like to see? [Please reach out!](#)



1022
BIKE TRIPS TAKEN
DURING BIKE MONTH

TOP 5 MEMBERS

1. MASSACHUSETTS GENERAL HOSPITAL
2. BOSTON UNIVERSITY - CRC
3. BOSTON MEDICAL CENTER
4. PRUDENTIAL CENTER
5. STATE STREET

THANKS FOR CELEBRATING BIKE MONTH WITH US!

A BETTER CITY | TMA

ALLSTON BRIGHTON | TMA



WATER TRANSIT MONTH 2023 ROUTE ROUNDUP

FERRY/SHUTTLE ROUTES

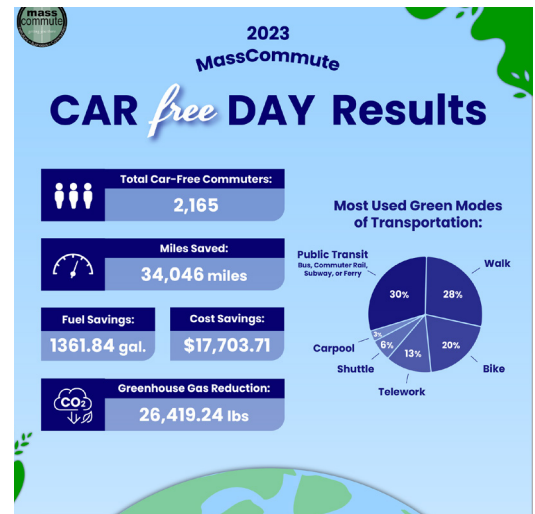
SERVICE PROVIDER	ROUTE NAME	STOPS	TICKET PRICING
MBTA	CHARLESTOWN	CHARLESTOWN	\$3.70 ONE-WAY
		LONG WHARF SOUTH (DOWNTOWN)	
MBTA	HINGHAM/HULL	HINGHAM	\$9.75 ONE-WAY
		ROWES WHARF (DOWNTOWN)	
		HULL	
		LOGAN AIRPORT FERRY TERMINAL	
MBTA	EAST BOSTON	GEORGES ISLAND	\$2.40 ONE-WAY
		LONG WHARF NORTH (DOWNTOWN)	
MBTA	LYNN FERRY	LEWIS MALL WHARF	\$7.00 ONE-WAY (\$2.40 ONE-WAY UNTIL AUG 2023)
		BLOSSOM STREET PIER (LYNN)	
MASSACHUSETTS CONVENTION CENTER AUTHORITY	SEAPORT/NORTH STATION	LONG WHARF SOUTH (DOWNTOWN)	\$5 ONE-WAY
		FAN PIER (SEAPORT)	
MASSACHUSETTS CONVENTION CENTER AUTHORITY	SEAPORT/EAST BOSTON	LOVE JOY WHARF (NORTH STATION)	\$5 ONE-WAY
		FAN PIER (SEAPORT)	
ENCORE	ENCORE WATER SHUTTLE	LEWIS MALL WHARF (DOWNTOWN)	FREE
		LOVE JOY WHARF	
		ENCORE BOSTON HARBOR	

WATER TRANSIT MONTH

In July, the A Better City TMA ran the annual Water Transit Month promotion in partnership with Seaport TMA and Lower Mystic TMA. We collectively published water transportation resources related to the Sumner Tunnel closure and welcomed (former) Transportation Secretary, Gina Fiandaca, and Boston City Councilor, Gabriela Coletta, at the public event at Christopher Columbus park. Participation was robust in our photo contest, raffle, and our in-person celebration on July 14th.

MASSCOMMUTE CAR-FREE DAY

This year, we teamed up with MassCommute to celebrate World Car-Free Day on September 22nd when we invited commuters to participate in the global movement by taking a sustainable mode for their commute. A total of 149 commuters across our TMAs who pledged to take a green mode for their commutes were entered in a raffle to win prizes for their participation. Colleen from A Better City TMA and Allison from Allston Brighton TMA were this year's winners, each taking home an Amazon gift card.



NOCARVEMBER

In November, the NoCARvember Challenge launched with a focus on rewarding commuters for swapping the car for a sustainable mode with a donation to a local organization fighting food insecurity. For every set of six sustainable trips logged on GoMassCommute, a \$1 donation is made, providing tangible goalposts to incentivize commuters to use green modes. This year, commuters logged 1,785 sustainable trips on GoMassCommute adding up to a \$298 donation to Women's Lunch Place, a local day shelter for women experiencing homelessness. Top modes during the NoCARvember Challenge were: bike, subway, walk, and telework. Participating members with the highest trips logged were Massachusetts General Hospital, Boston University, Boston Medical Center, and Tufts Medical Center/Tufts University- Boston Campus.

NOCARVEMBER CHALLENGE

This November, swap the car for a green mode & get rewarded! Take & log 6 non-drive alone trips on GoMassCommute.com/ABCTMA to earn a \$1 donation to a local organization fighting food insecurity. 6 trips = \$1 donated!

Log your sustainable trips & access even more TMA perks:
GOMASSCOMMUTE.COM/ABCTMA

See how you & your trips are doing on the leaderboard:
GOMASSCOMMUTE.COM/S/NOCARVEMBER2023

GOMASSCOMMUTE ENGAGEMENT

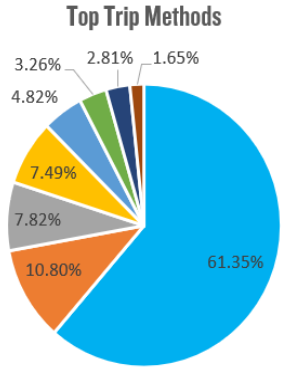
Our seasonal promotions were an important part of our larger 2023 commuter engagement strategy, which also included regular member outreach regarding year-round programs, in-person interactions at many of our bike clinic events, social media presence, and communication via GoMassCommute. These efforts continue to yield strong engagement as measured by both new account creation and triplogs on GoMassCommute, with 1,020 new accounts created and over 18,000 total trips logged as of December 14th.

As a reminder, GoMassCommute is a powerful online platform included in your membership that offers direct commuter services alongside robust reporting capabilities. Members 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 admin functions, organize a vanpool program, and more.

18,000 ALTERNATIVE TRIPS TAKEN

102,071.6 MILES TRAVELED

34.5 TONS OF CO2 REDUCED



■ Bike ■ Subway ■ Telework ■ Walk ■ Rail ■ Carpool ■ Bus ■ Transit

TDM PROJECTS & RESEARCH

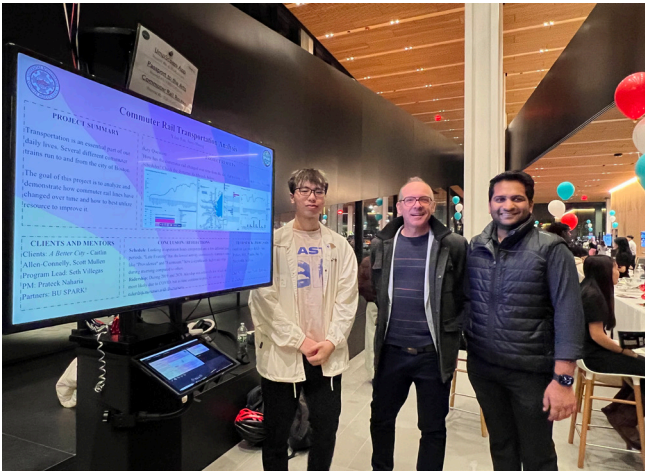
SHUTTLE SERVICE UPDATES

In collaboration with the BPDA, BTDA, the Allston Brighton Health Collaborative, and developers, institutions, employers, and residents across Allston Brighton, the Allston Brighton TMA team is leading efforts to coordinate and consolidate mobility services throughout this fast-growing neighborhood. After a year of stakeholder engagement, vendor selection, final contracting, and route planning, our team launched Consolidated Shuttle Service (CSS) operations in Allston/Brighton on July 5th 2022.

In 2023, our team has successfully onboarded 2 new Partners in the CSS, allowing us to expand our route to include a connection with the B branch of the Green Line. This extension opens up additional inbound/outbound opportunities for our commuters and provides service to the Red Line at Harvard Square via the Commuter Rail at Boston Landing. Our team is also finalizing the Allston Brighton Neighborhood LINK Study and continues to participate in meetings with the City to explore the export of our consolidated shuttle model to other neighborhoods in Boston.

BOSTON UNIVERSITY SPARK

In conjunction with our ABC colleague, Caitlin Allen-Connolly, we launched a data research project with the **BU Spark!** team, which places graduate students in the data science program at Boston University with local organizations to collaborate on a semester-long project. We chose to focus on Commuter Rail schedules and are working to build a forensic database tool that will accept, organize, and analyze levels of service by line and station over time and allow deep analysis of the impact of new schedules in a way not currently possible. After the initial tool, we plan to continue our engagement in 2024 to add more features and functionality that will enhance the work we can do on behalf of our members and their commuters.

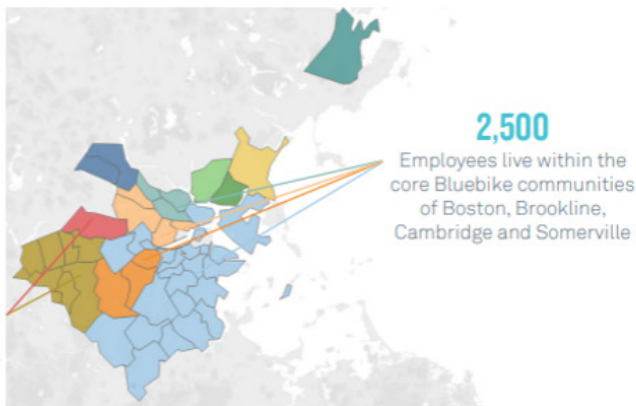


TDM Director Scott Mullen & The Spark! Team
Photo: Catilin Allen-Connolly

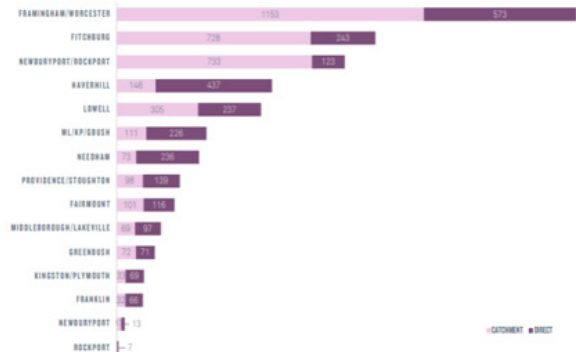
EMPLOYEE ZIP ANALYSIS

We continued to refine and improve upon our commute analysis tool over the year, honing in on the data that is most important for our members. To date, we have processed more than 60,000 ZIP codes and developed a robust recommendation report tailored to each member. These reports assess key areas of opportunity and introduces site-specific measures to encourage a more sustainable workforce-wide mobility strategy, including the real cost of subsidizing MBTA Commuter Rail passes or Bluebikes memberships for those who can most directly benefit. With two-thirds of people analyzed living ten miles or less from where they work, the applications of these findings are hugely relevant for TDM.

If your organization is interested in participating in a ZIP code analysis with us, please reach out to Brian Lill for more details at blill@abettercity.org.



MBTA COMMUTER RAIL DISTRIBUTION



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