

The logo for 'A Better City TMA' features a teal square with a white stylized 'A' icon on the left, and the text 'A BETTER CITY TMA' stacked in three lines to its right.

A
BETTER
CITY TMA

The logo for 'Allston Brighton TMA' features an orange square with a white stylized 'A' icon on the left, and the text 'ALLSTON BRIGHTON TMA' stacked in three lines to its right.

ALLSTON
BRIGHTON TMA



Photo by Jacob Licht

2022 MIDYEAR REVIEW

A BETTER CITY TMA & ALLSTON BRIGHTON TMA

WELCOME

As we pass the midpoint of 2022, we want to pause to share a few highlights of the work that A Better City TMA, Allston Brighton TMA, our member properties, and our network of individual commuters have accomplished together so far this year. Achieving transportation demand management (TDM) outcomes depends heavily on collaboration, and we're proud of the steps we've taken together to increase on-the-ground service accessibility, advance research related to regional mobility trends, and engage new groups with innovative commuter campaigns. We hope you enjoy this midyear check-in and look forward to working with you to achieve further impact over the next six months!



Photo by Chris Mok

OPERATIONS

MEMBERSHIP DUES RESTRUCTURING

Originally released in 2021, our new membership dues structure went into effect for renewing members in the 2022 membership year. This new structure was designed to better reflect the value of the GoMassCommute platform, align our membership structure with the City of Boston's new TDM points tool, and bring employer dues categories into line with those of other metro-Boston TMAs.

QUARTERLY MEMBERSHIP MEETINGS

We were pleased to virtually gather members of A Better City TMA and Allston Brighton TMA for Q1 and Q2 membership meetings. Through these online gatherings, we enjoyed sharing relevant regional transportation updates, highlighting new commuter benefits, and facilitating dialogue among members working on transportation issues at their organizations. The rapport we are forming together is something to celebrate in a remote environment and we look forward to convening in person events when we are able.

We always greatly value your input and participation in both our individual check-ins and larger membership meetings. In the spirit of candor and continued dialogue, we plan to discontinue recording these meetings beginning with this year's Q3 membership meeting in the fall. To participate in the conversation and help guide our work on your behalf, **we encourage members to attend live!**

NEW MEMBER DEVELOPMENT

A Better City + Allston Brighton TMAs have continued to engage prospective new members across the neighborhoods we serve and have been excited to welcome Hood Park in Charlestown to our membership in the first half of 2022.



MEMBER SERVICES

SUSTAINABILITY WEBINAR

In collaboration with our fellow Massachusetts TMAs, we were thrilled to invite our members to a wide-ranging virtual discussion on best practices in corporate sustainability. The engaging group of panelists included Kyle Cahill, Director of Sustainability at A Better City TMA member organization, John Hancock.

BLUEBIKES COHORT MEETING

As part of a two-year Barr Foundation-funded project, we surveyed our members to understand the unexplored and/or underutilized employee transportation strategies of greatest interest. Bluebikes group membership bubbled up as a clear area of interest for many, and in April 2022 we were pleased to gather a cohort of interested members to [hear directly from Bluebikes and the TMA team](#) on options for subsidized membership, expected financial and transportation impacts, and ways the TMA can help support program administration.

ZIP MAPPING SERVICES

Our team continues to refine our employee ZIP code analysis tool, recently adding a Park & Pedal locations layer to the analysis. In analyzing **over 53,000 ZIPs** of commuters within our member network, we have so far found that **two-thirds of these commuters live within ten miles of their workplace**. Commute options abound within this distance, including the expanded Bluebikes network. Our [Bluebikes Calculator](#) is available to help member institutions put numbers on their partial or total subsidy for bikeshare. As with the [MBTA Fare Calculator](#) we launched last year, we are making this tool available at no cost to host on member websites and share within your networks.

In the latter half of 2022, our team looks forward to exploring an expansion of our geospatial analysis using the ArcGIS platform. If you have not yet engaged our team for employee ZIP mapping services, please don't hesitate to [reach out](#) to get started!

TMA COMMUTER SERVICES

NEIGHBORHOOD-BASED BIKE CLINIC SERIES

This year, we've been excited to roll out a new zone-based bike clinic event format aiming to enhance the experience for commuters and members alike by expanding availability for appointments, creating flexible opportunities to match hybrid work schedules, and streamlining the sign-up process. As of midyear, we've received event signups from **149 cyclists associated with 24 member properties** – already a 60% increase in the number of member properties engaged compared to all of 2021!

By piloting this new event model, we've so far been able to engage cyclists from 18 member properties that would not have secured sufficient signups to hold an onsite event under our previous approach. Conversely, we've been able to offer more signup slots for members with cyclist interest exceeding our previous onsite event capacity; **five members are currently seeing significantly more cyclists being served under this year's model**, with more than **4x the service** taking place for participants hailing from two very cycling-friendly institutions.

We're thrilled to see that this approach has so far allowed us to better regulate our supply of service against our member sites' varying levels of demand. At the same time, we love that this event model emphasizes the proximity of our member locations within the neighborhoods we serve, creates opportunities for connections between bike commuters across our membership, and allows us to help spotlight some of the beautiful outdoor plazas and courtyards featured among our member properties. We look forward to a [busy slate of September bike clinic events](#) to continue the cycling season!

Interested in offering space at your member property for one of next year's zone-based bike clinic event series? Please [reach out!](#)



QUARTERLY PROMOTIONS AND VIRTUAL EVENTS

Since the start of the year, we've welcomed **509 new commuters to the GoMassCommute platform** where they can access our year-round incentive programs, educational resources, trip assistance tools, and more. To date in 2022, folks on the A Better City network on GoMassCommute have logged **7,300 total trips with over 97% using sustainable modes**. Our year-round benefits programs such as A Better Commute, Bike Check, and Express Lane have seen 290 claims for rewards and perks for sustainable commuting.

In the first six months of the year, we completed three seasonal promotions engaging commuters and encouraging sustainable commute routines:

2022 CLEAN AIR PLEDGE

January 1 - Present

The [2022 Clean Air Pledge](#) kicked off the year in January by inviting commuting champions to share their tips and experiences embracing green commutes with the broader TMA community.

The graphic features a blue background with a city skyline at the bottom. The text is organized into several sections with green and white boxes. The main title '2022 CLEAN AIR PLEDGE' is in large green letters. Below it, a paragraph describes the initiative. To the right, four key features are listed in green boxes: 'SHARE YOUR WHY RAFFLE', 'CUSTOM COHORT REPORTS', 'COMMUTER HIGHLIGHTS', and 'SUPER COMMUTER PRIZES'. At the bottom, 'INSTRUCTIONS' are provided in four numbered steps, each in a green box. The 'A BETTER CITY TMA' logo is visible in the center.

2022 CLEAN AIR PLEDGE

A Better City TMA invites you to sign the 2022 Clean Air Pledge to join the Green Cohort, a group of passionate commuters looking to embrace sustainable routines, swap commuting tips, create a collective impact, and receive exclusive TMA rewards over the year!
Learn more: abctma.com/abc-events

SHARE YOUR WHY RAFFLE
Keep an eye out for a post on social media where you can like & comment why you've pledged to earn entry into a raffle.

CUSTOM COHORT REPORTS
Receive midyear and end-of-year reports on the measurable impact you & your pledge cohort make over the year.

COMMUTER HIGHLIGHTS
Share your favorite tips, routine, or motivations for sustainable commuting and help inspire others to start their own journeys!

SUPER COMMUTER PRIZES
Log 10+ commutes per month (including no more than 2 telecommutes each month) to earn guaranteed prizes at the end of July and December!

INSTRUCTIONS

1. SIGN IN OR REGISTER ON GOMASSCOMMUTE.COM/ABCTMA
Sign up for an account on GoMassCommute.com/ABCTMA to activate your TMA membership and access your commuter perks!

2. SIGN THE CLEAN AIR PLEDGE
Sign the 2022 Clean Air Pledge! Check out the Rewards section to sign the pledge.

3. LOG YOUR TRIPS
To track your journey, log all your trips on the GoMassCommute dashboard.

4. JOIN THE 2022 GREEN COHORT
Join a community of dedicated commuters and share your commuting tips, create a collective impact, and celebrate big wins with prizes!

A BETTER CITY TMA

PHOTO BY DAMIR FESNIKO

The graphic shows a lush green forest with a large green tree silhouette in the foreground. The number '342' is prominently displayed in the center of the tree silhouette, with 'TREES PLANTED' written below it. At the bottom, a green banner contains the text 'MOVE GREEN, PLANT A TREE CHALLENGE' in white and green letters.

342 TREES PLANTED

MOVE GREEN, PLANT A TREE CHALLENGE

PHOTO BY MARTIN ZANETTI

MOVE GREEN, PLANT A TREE

April 1 - April 30

To celebrate Earth Month and sustainability, we launched the [Move Green, Plant a Tree](#) challenge in April rewarding commuters with a donation to have one tree planted for every set of 4 green, non-drive alone trips taken and logged on GoMassCommute. 60 commuters participated and logged **over 1300 green trips, culminating in a donation of 342 trees planted!**

BIKE MONTH SERIES

May 1 - May 31

In May, we launched the [Bike Month Promotion](#), our team's first multi-channel promotion featuring a coordinated series of in-person events, multiple thematic webinars, and a GoMassCommute challenge designed to build excitement among our strong bike commuter base and ease the path into cycling for new riders.

As described above, we introduced a new model for our signature Bike Clinic event series which enhanced the commuter experience with expanded availability for appointments, flexible opportunities to work around the new hybrid work model, and streamlined sign-up processes. Over the span of **12 Bike Clinic events in May, 88 commuters** accessed a one-on-one 15-minute consultation with our Bike Clinic mechanics.

In addition to our Bike Clinic events, we also hosted a series of webinars with MassBike catered to experienced and new riders looking to establish their commute back to the office, learn the essential basics of cycling, and hear about tips to help heighten the city cycling experience.

These resources and events were coupled with our GoMassCommute Bike Month challenge raffle which rewarded commuters with one raffle entry for each bike trip logged throughout Bike Month. **40 commuters participated, logging more than 800 bike trips** over May.



CELEBRATE BIKE MONTH WITH A BETTER CITY TMA

[LEARN MORE](#) [ABCTMA.COM](#)



2022 BIKE CLINIC SERIES

Get your bike ready to roll with a free 15-minute bike check up from an expert mechanic from Velofix, Boston's Mobile Bike Shop! Signups and masks required.

[SIGN UP FOR A SLOT](#) [TINYURL.COM/ABCTMA-BIKE-CLINICS](https://tinyurl.com/abctma-bike-clinics)

BIKE WEBINAR SERIES

Join the experts at MassBike to learn about biking basics and essentials to help you nail biking around town!

RIDING TO RETURN TO THE OFFICE | 12 - 1 PM TUESDAY, 5/17
HOW TO RIDE FOR BEGINNERS | 12 - 1 PM TUESDAY, 6/21
RIDING WITH CARGO | 12 - 1 PM TUESDAY, 7/19

[RSVP FOR A SEAT](#) [BIT.LY/BIKEMONTH-ABCTMA](https://bit.ly/bikemonth-abctma)

BIKE MONTH RAFFLE

Log your bike trips all month long on GoMassCommute for a chance to win one of four \$50 gift cards to your local bike shop! Each bike trip you take and log gets you one raffle entry.

[LOG YOUR TRIPS](#) [GOMASSCOMMUTE.COM/ABCTMA](https://gomasscommute.com/abctma)

MARKETING

In addition to the marketing toolkits created to equip TMA members for each commuter promotion, A Better City + Allston Brighton TMAs have also embarked on a new effort to expand our marketing toolbox. As part of the launch of the third round of the [Boston Commuter Survey](#), we piloted our first paid campaign on all social media platforms (Facebook, Instagram, Twitter, and LinkedIn) to increase the visibility of the survey and encourage more commuters in the metro-Boston area to help uncover commuting trends at this point in the pandemic. Through this effort, our campaign resulted in 115 clicks and 17,039 total impressions at a \$17 investment per day over a nine-day period.

Our team has also worked towards strengthening our online presence through a reorganization of our website. To increase accessibility for commuters to participate in our quarterly promotions, we've expanded our events section to make signing up and learning about current events as conducive to a user-friendly experience as possible. We have also added new sections to make learning about our publications and TDM research more readily available through the creation of a new section highlighting products of our team's innovative research projects.

TDM RESEARCH & INNOVATION

ALLSTON-BRIGHTON NEIGHBORHOOD LINK

After conducting a successful RFP and working through route/schedule/cost details with our final participating Partners, we finalized the contracting phase of the effort to consolidate shuttle service among participating member properties in Allston-Brighton. Coordinated Link Service commenced at the start of July.

In a related effort, we are working to create a framework and plan for comprehensive connector service in Allston Brighton under funding from the Boston Planning and Development Agency (BPDA). Dubbed the Neighborhood Link, this project has progressed from subconsultant selection to public comment period over the first half of 2022. As of early July, we are conducting a series of meetings with key stakeholders to solicit feedback on our draft route concepts through a custom online portal developed with City staff. With that feedback, we will move forward into conducting the route/schedule/cost analysis and ultimately presenting our results in a final report this fall.

ANTICIPATING POST-PANDEMIC COMMUTE TRENDS IN METRO-BOSTON: SPRING 2022 UPDATE

With the effects of the Omicron variant waning and with the last few months of access to the survey tool purchased under the now-expired grant, our team ran a third iteration of the commuter survey originally funded by the Energy Foundation. The final report will be accessible [here](#) by the end of July. The results provide another set of data points that help chart the complicated path out of the pandemic from a mobility perspective.



THANK YOU

As always, thank you for your ongoing collaboration with A Better City + Allston Brighton TMAs. We look forward to seeing many of you at our Q3 Membership Meetings. In the meantime, please don't hesitate to reach out to us to share feedback, request support, or plant a new idea you'd like us to help grow in the second half of 2022!

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