

# REGIONAL TRANSPORTATION ADVISORY COUNCIL



## Regional Transportation Advisory Council Meeting

### October 14, 2015 Meeting

3:00 PM, State Transportation Building, Conference Room 4, 10 Park Plaza, Boston, MA

### Meeting Summary

#### Introductions

Mike Gowing, Chair (Acton) called the meeting to order at 3:00 PM. Members and guests attending the meeting introduced themselves. (For attendance list, see page 6)

#### Chair's Report—*Mike Gowing, Chair*

M. Gowing expressed thanks to members on behalf of himself and Vice Chair D. Montgomery for support and cooperation over the past two years.

#### Election of Officers

The nomination of officers for 2016 was completed at the previous Advisory Council meeting on September 9, 2015. Chair nominee Tegin Teich Bennett and Vice Chair nominee Mark Sanborn each briefly addressed the Council and described their goals and expectations for the Advisory Council for the upcoming year. T. Bennett has been active in the transportation planning field since graduate school having worked both in the private and public sector. T. Bennett is a Transportation Planner for the City of Cambridge and has been involved in public participation advisory committees and boards in the past.

M. Sanborn represents Massachusetts Bus Association and is employed with Concord Coach Lines as the Director of Government Relations and Corporate Development. He has a background in government in the U.S. Congress as well as Federal and State departments and agencies. M. Sanborn has been active in American Association of State Highway Officials (AASHTO) and has been at New Hampshire Department of Transportation prior to commencing work for Concord Coach Lines and becoming the Chair of the Massachusetts Bus Association.

The nominees expressed their intent to continue the work of the current officers in running the meetings efficiently and effectively. They will make every effort to engage the speakers and topics that will be of great value to the members.

The motion to elect the nominees as Chair and Vice Chair was approved unanimously. The newly elected officers will serve as the Chair and Vice Chair of the Advisory Council for 2016.

## **Minutes - September 9, 2015**

A motion to approve the minutes for the September 9 meeting was seconded. The minutes were approved.

### **MassCommute Presentation–*Julia Prange Wallerce, Executive Director, MassCommute***

J. Prange Wallerce defined Transportation Management Association (TMAs) as public-private partnerships between a specific business community and local and state governments. TMAs are most often independent non-profit organizations composed of representatives from local businesses, institutions, and communities. TMAs help to coordinate the resources of multiple private-sector members with local and state governments to improve transportation access. As a means of coordinating the resources of member groups, TMAs may run shuttles to connect business, residential developments and transit stations.

Some of the benefits offered by TMAs include the relief of traffic congestion by encouraging commuters to use rapid transit. Boston ranks 5<sup>th</sup> for traffic congestion nationally; congestion costs Boston-area drivers an additional \$1,100/year in gas; and adds an excess of 1.4 million pounds of CO<sup>2</sup> into the atmosphere. National statistics are equally compelling showing a total price tag of \$121 billion as a result of congestion.

TMAs promote and provide transportation demand management (TDM) measures that decrease single occupancy vehicle (SOV) commuting and improve both workplace satisfaction and quality of life for commuters. TMA staffs are geographically based and can offer the best use of existing local transportation resources; they bring together TMA members and communities to develop, implement, and fund programs that fill the gap in existing resources that support the use of shared ride alternatives.

Several congestion reduction strategies employed by TMAs include regional ride-matching databases that increase the formation of carpools and vanpools; gap shuttle services that expand the use of public transportation and the use of remote parking facilities in support of local and regional land use plans; development of incentive programs to shift to public transportation; encourage pre-tax commuter benefits programs, alternative work schedules, and tele-work. Work to improve local bike routes, trails, and paths is another emphasis area.

Currently, there are 12 MassCommute TMAs serving over 300 members in 40 municipalities across the Commonwealth. They represent every sector of the economy. Association with the government sector helps address transportation issues at the local level through support of local zoning and planning processes. TMAs engage diverse stakeholders concerned with traffic reduction and economic growth.

TMAs work for businesses by pooling resources and relieving employers from providing

commuter options programs, and help comply with state regulations. With programs to advocate for member's needs, TMAs improve retention and recruitment. TMAs work for employees by offering personalized commuter assistance plans, transportation options that save time and money, and earn rewards for choosing a greener commute.

Because many TMAs serve multiple communities they can serve as a resource to bring communities together to develop and implement regional transportation initiatives. Most TMA shuttles are open to the public; they alleviate local traffic congestion and clean the air by taking cars off the road. They also provide mitigation and communications during construction.

MassCommute is a coalition of twelve Transportation Management Associations (TMAs) working with over 300 businesses, medical facilities and higher learning institutions in 39 municipalities across the Commonwealth. TMAs leverage public and private funds to promote the use of transportation options that reduce traffic congestion and vehicle emissions while improving access and quality of life for commuters.

The mission of MassCommute is to: *Collaborate, Advocate, and Inform*. By working with state agencies and other partners, MassCommute develops programs and events aimed at promoting Transportation Demand Management (TDM) measures. In addition, they advocate on behalf of TMA members on important legislation and regulatory reform issues that impact members and their employees. MassCommute also informs TMAs about important state-wide & federal transportation issues affecting member organizations.

MassCommute has a collaborative relationship with MassRIDES, working together to promote NuRide, which is the state's ride-matching and travel incentives database. Promotional activities conducted by MassCommute include participation in the Massachusetts Clean Air Challenge, the MassCommute Bicycle Challenge, and the Massachusetts ECO (Excellence in Commuting Options) Awards.

J. Prange Wallerce presented historical data demonstrating the sizeable return on investment of public funds in leveraging private sector investment. She cited the relative reduction in CO<sup>2</sup> emissions and VMT the over the last eight years, as well the increase in educational outreach events as some of the benefits of the program.

In 2015, the MassCommute presented a White Paper clarifying the uniquely collaborate nature of TMAs; that they support state climate and transportation initiatives and they augment regional rideshare and employer programs. The White Paper recommended expanded and enforced trip reduction and congestion mitigation policies; use of TMAs to achieve state transportation and climate goals; increase coordination between TMAs and the Statewide Travel Options Program; employ TMAs to Pilot Transportation Initiatives; and dedicate state funding to leverage private sector funding for existing and future TMAs.

**Questions and Comments:**

J. Prange Wallerce responded to a question by M. Murray on the availability of TMA services at the North Shore TMA stating that a new TMA in the North Shore is organized but does not yet run a shuttle.

J. Prange Wallerce explained that services are available at MassCommute to help communities research different program options that might work for based on models used in the past in response to a question from D. Montgomery.

In response to a question from C. Porter, J. Prange Wallerce explained that more outreach and education resources would address an untapped-potential for needed services and programs.

J. Prange Wallerce stated that the integration of technology for fare card use and collaborating to find funding for cleaner vehicles would be a local TMA issue in response to a question by T. Bennett. If it were an issue the members would discuss, then it could be conducted by MassCommute in a roundtable discussion.

S. Olanoff said that requiring businesses to join TMAs should be done well in advance of opening not after the building is built.

J. Prange Wallerce explained that commuter resources like carpools and vans are available through MassRides in cases where TMAs do not offer services due to ridership demand or hour of service limitations. TMAs do not have control over RTAs but they can serve as collaborators. (M. Murray, O. MacDonald, P. Nelson)

J. Prange Wallerce stated that TMAs contribute to clean-air improvements through mode shift, which is a net benefit of shared commute programs. Noise pollution would be addressed at the community roundtables in response to a question from M. Wellons.

J. Prange Wallerce explained the availability of different types of CMAQ funds available for different programs which may contribute to confusion over the amount of funds available to the host entities in response to a question from M. Gowing.

J. Prange Wallerce said that individual ridership services depend on whether there is a shuttle in response to a question by B. Steinberg. J. Prange Wallerce said there are other services available to the public at large, including access to the ridership database and all web resources.

**Bylaws Update – David Montgomery, Vice Chair**

D. Montgomery presented recommendations of the Executive Committee for the purpose of

clarifying membership status based on meeting attendance. The updates resolve quorum issues that have resulted in the past due to non-participating members being represented in the base for the purpose of establishing quorum.

The Bylaws were presented and discussed at length at the last meeting. Pursuant to that discussion, substantive comments and additions were made to the document being presented today for approval. Members discussed the process of reviewing attendance and endorsed using the past 12 month's attendance to assess whether a member had attended a majority of the meetings. Members would be added to voting status based on a majority vote of the current voting membership present in quorum.

After approving the motion to clarify wording on attendance updates passed. The motion to approve update to the bylaws as clarified was made and seconded. The motion passed. The bylaws will be denoted as amended through October 14, 2015.

### **Old Business, New Business and Member Announcements**

M. Gowing noted that the MPO's response letter to the Advisory Council's Comment Letter on the MPO Certification Documents was included in the meeting documents package. Members discussed the response letter and the implication on the planning process.

Bryan Pounds, MassDOT–Office of Transportation Planning, is the new liaison to the Boston Region MPO. The Advisory Council will ask and encourage him to attend Advisory Council meetings when possible.

S. Olanoff mentioned the Moving Together Conference will be held at the Park Plaza Hotel on November 4.

### **Adjournment**

A motion to adjourn was made and seconded. The motion passed and the meeting was adjourned at 4:30 PM.

## ATTENDANCE

### Municipalities (Voting)

Acton  
Belmont  
Cambridge  
Needham  
Weymouth

Mike Gowing  
Robert McGaw  
Tegin Bennett  
David Montgomery  
Owen MacDonald

### Citizen Groups

AACT  
American Council of Engineering Companies  
APA - Massachusetts Chapter  
Association for Public Transportation  
Boston Society of Architects  
Boston Society of Civil Engineers  
Massachusetts Bus Association  
MassBike  
  
MassCommute  
MASCO  
MoveMassachusetts  
Riverside Neighborhood Association

Mary Ann Murray  
Fred Moseley  
Jim Fitzgerald  
Barry M. Steinberg  
Schuyler Larrabee  
Bryan Zimolka  
Mark Sanborn  
Chris Porter  
Julia Prang  
Wallerce  
Paul Nelson  
Jon Seward  
Marilyn Wellons

### Agencies (Voting)

*MassRides*

Gary St. Fleur

### Agencies (Non-Voting)

TRIC

Steve Olanoff

### Municipalities (Non-Voting)

Braintree

Joe Pestazio

### Guests

Ed Lowney  
Alex Smith

Malden Resident  
Seaport TMA

### Staff

Matt Archer  
Maureen Kelly

David Fargen