

CrossTownConnect



Your Community, Your Transportation, Your Way

Transportation Management Association: A Public-Private Partnership

The “TMA” Solution

Transportation Management Association

. . . a partnership between businesses and communities where participants join together to reduce traffic congestion and air pollution and improve transportation options in a defined region.

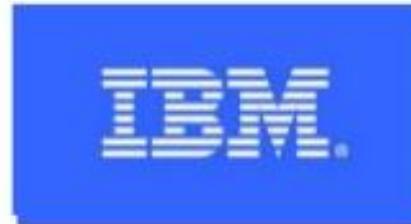
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THE GUTIERREZ COMPANY



JUNIPER
NETWORKS



What are the problems?

Businesses are faced with challenges:

- Access to the worksite (roadway congestion, pedestrian safety)
- Recruiting and retention

Municipalities seek to resolve broader issues:

- Dispatch services for community transportation
- Traffic mitigation
- Air quality

Establishing CTC

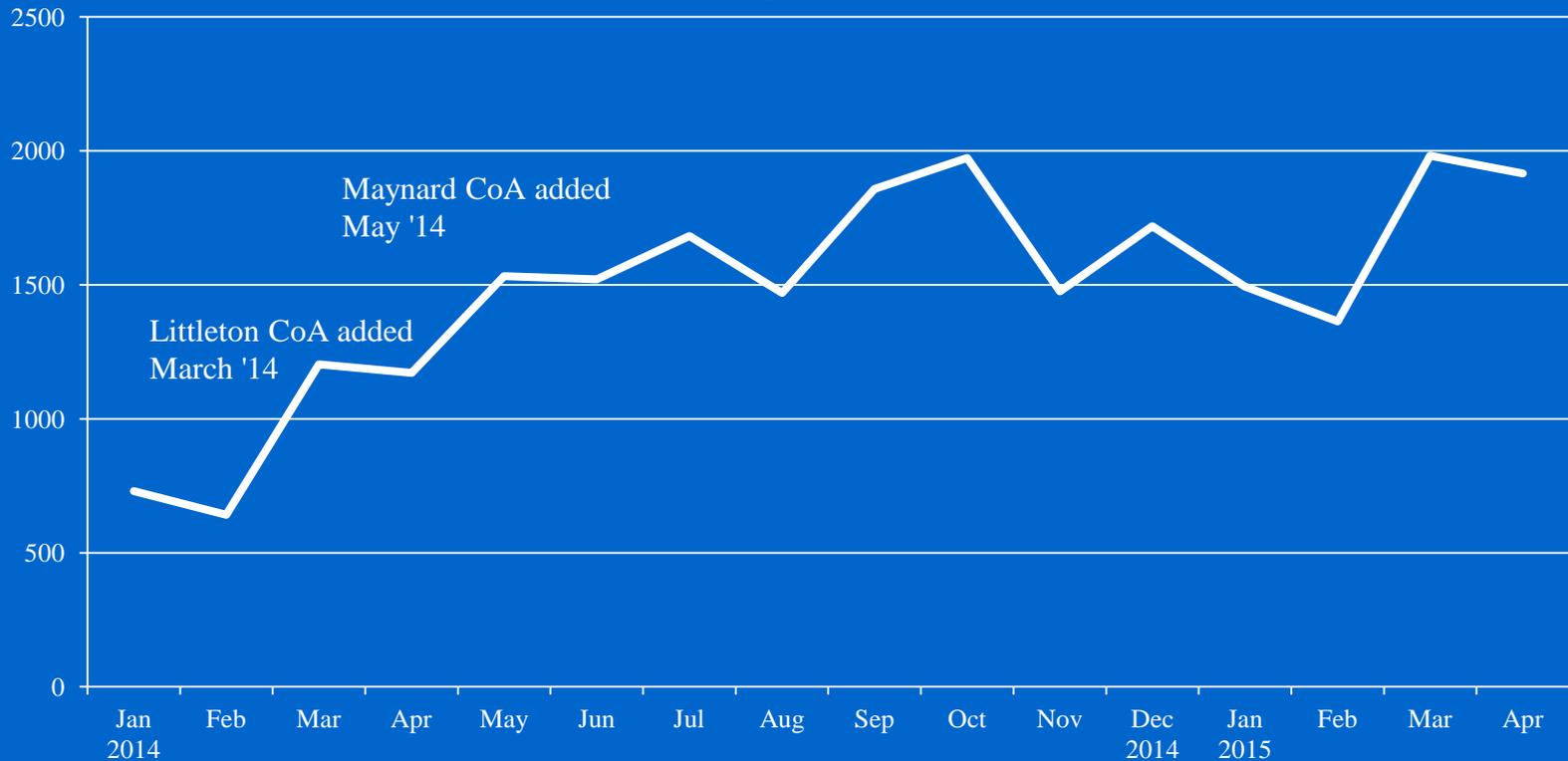
- **2009: group of committed local transportation advocates participated in the Massachusetts Institute for Transportation Coordination**
- **2012: the Governor's Office funded a collaboration of Acton, Boxborough, Littleton, Maynard, Stow, and Clock Tower Place through the Community Innovation Challenge Grant**
 - **Goal: To regionalize transportation services and establish a formal structure for future collaboration**
 - **Outside the box approach from day 1**
- **CrossTown Connect was the result of this collaboration**

Central Dispatch Call Center

- One of the most unique characteristics of CTC is our Central Dispatch Call Center
 - Municipal partners opt-in
 - Program provides a full day of dispatching for community-based services including Council on Aging vans (currently Acton, Boxborough, Littleton, and Maynard)
 - In addition, the center dispatches/administers other Acton services:
 - The Road Runner for seniors and disabled (LRTA vehicle)
 - The MinuteVan Dial-a-ride for on-demand service to the general public
 - Cross Acton Transportation (CAT) loop shuttle service

Central Dispatch

CrossTown Connect Dispatch (w/o Rail Shuttle)



Central Dispatch Call Center

- The Center was established to further the goal of regional coordination
- By dispatching centrally, data can be gathered on a regional level
 - Patterns and unmet needs can be better tracked and understood
 - CTC handles reporting, sends to service provider for submittal as usual
- **Goal:** To further regionalize by sharing all CoA services across current boundaries
 - This will increase efficiency and decrease redundancies like duplicated trips
- **Challenge:** Member communities straddle two Regional Transit Authorities (RTA's); LRTA and MART
 - CTC is currently working with the RTA's to establish guidelines for sharing that meet the requirements of both

Business Services

- **Enable companies to combine resources to share the costs of transportation programs such as shuttles**
 - **Example: Red Hat and Juniper Networks have teamed up to share the cost of a shuttle between Alewife and their respective campuses in Westford in the morning and evening**
 - **TMA staff will administer the contract with shuttle provider**
- **Create an effective advocacy group – particularly through groups such as MassCommuter (statewide TMA Council)**



CrossTown Connect Communities

- **Participating Communities (FY15 dues):**
 - **Acton (\$15,000)**
 - **Boxborough(\$5,000)**
 - **Littleton (\$10,000)**
 - **Maynard (\$10,000)**
 - **Westford (\$5,000)**

Membership Structure

Annual Membership Category

Employer Categories

>1,000 Employees	\$7,500
500-999 Employees	\$5,000
250-499 Employees	\$2,500
>250 Employees	\$1,000
Developers >200,000 sq ft	\$5,000
Developers <200,000 sq ft	\$2,500
>300 Housing Units	\$7,500
200-299 Housing Units	\$5,000
100-199 Housing Units	\$2,500
<100 Housing Units	\$1,000

Municipality Categories

<i>With Dispatch Services</i>	
A – 21+ hrs of service	\$12,000
B – 10-20 hrs of service	\$8,000
C – <10 hrs of service	\$4,000
>750 avg. trips/month	\$3,000
500-750 avg. trips/month	\$2,000
250-499 avg. trips/month	\$1,000
<249 avg. trips/month	\$500
Total Hours of Service + Avg. Trips	
<i>Without Dispatch Services</i>	
General Membership	\$5,000

Membership fees for the TMA are tax-deductible as a business expense.

Basic Services

Ridematching

- A database for the purpose of matching employees to carpools and vanpools.
- By registering, employees expand opportunities to find carpools/vanpools that matches their work schedule and lifestyle.

Viva Commute Inc. - My Company - Microsoft Internet Explorer

Address: http://transaction.vivacommuter.com/results.php3

Transaction Ridematching

TransAction Associates | LOGIN | MODIFY MY PROFILE | DELETE PROFILE | COMMUTER ZONE

MY COMMUTER MATCHES

WELCOME TEST999 AND THANK YOU FOR USING TRANSACTION RIDEMATCHING.

Your profile indicates that you have 13 commuter matches. Choose the commuter whose profile best suits your requirements and send a message to introduce yourself by clicking that person's (msg) icon.

DISPLAYING MATCHES 1 THROUGH 5

NUM	DIST-1	S-TIME	DIST-2	R-TIME	COMMUTING DAYS	INFO	MSG
1	< .2 mi	07:00	< .2 mi	17:00	W	II	MSG
2	< .2 mi	06:30	< .2 mi	17:15	W T F T F	II	MSG
3	0.3 mi	07:00	1.3 mi	17:00	W T W T F	II	MSG
4	0.4 mi	08:00	1.3 mi	17:00	W T W T F S	II	MSG
5	0.7 mi	07:00	< .2 mi	16:00	W W	II	MSG

Dist-1: Distance to match at your start location
Dist-2: Distance to match at your destination
S-TIME: Start Time
R-TIME: Return Time

Male Female Non Smoking Smoking Drive Can't Drive

Click on the blue icons to browse more results. To see more matches, [modify your profile](#) and increase the search distances at the start and end of your commute or increase the number of travel days.

Your cookie identifies you as **TEST999**. If you wish to log on as another user, please go back to our [home page](#) and log in again or [create a new account](#).

See more matches

Basic Services (cont.)

“Emergency Ride Home” Program

- Ensures commuters who use shared-ride alternatives (carpool, vanpool, transit or “green commute” alternatives) of a ride home in the event of an emergency during work hours.
- Transports employees in a cab or rental car depending on the length of the trip *within 30 minutes of notification*—at no cost to the employee.

Using the
*Guaranteed Ride
Home Program*



Name: Jane Doe Card No 33133

If you require a rental vehicle:

1. Call 1-800-736-8227. Identify yourself as a Guaranteed Ride Home program participant, and state that you need a vehicle.
2. Complete the travel voucher you received when you registered and obtain your supervisor’s signature to verify the emergency.
3. Make arrangements to meet the Enterprise representative.
4. Return the car in the morning--replacing the gasoline you used--and you will be driven to work.

Basic Services (cont.)

Vanpool Formation Assistance

- Consists of 9 to 15 people who share the same commute and similar work hours.
- The group rides together in a commuter van and splits the cost of commuting including the vehicle, insurance, gas, tolls, parking.
- Employees can use up to \$130 per month in tax-free dollars, which also saves employers related payroll costs
- A review of employer's workforce origin data can determine if vanpool formation is possible based on the density of employees from a specific region.

Basic Services (cont.)

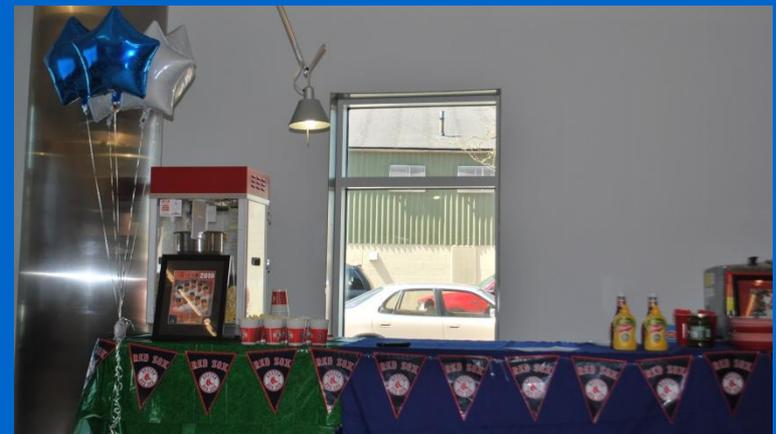
Transportation Fairs

Special events designed to generate interest in the TMA's services.

Often held in a cafeteria or building lobby.

Frequently, the focus is on getting employees to register for the ridematching database to increase the potential for establishing carpools and vanpools and finding bike buddies.

Other topics as applicable, such as shuttle promotion and bike safety



Basic Services (cont.)

Promoting Active Commuting Options

Events may also be held to promote specific transportation modes such as an annual “Bike to Work” event. The event typically includes a bicyclists’ breakfast, bike tune-ups by a local bicycle shop, T-shirts, prizes, giveaways, and safety clinics.



A Healthy Rewards Initiative can be developed to reward commuters for walking and biking by enabling them to earn points based on number of days they walked or biked to work.



Contact Information

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