

# 2008-2009 Year In Review Highlights

## MANAGEMENT & ADMINISTRATION

**Member Meetings** - Member meetings are held every other month and serve as a way for the Seaport TMA staff to gather members together to hear updates, share information and collectively raise concerns. The Seaport TMA staff arranged for the following presentations:

<u>Presentation</u>	<u>Presenters</u>
Area Development and Construction Updates	Jim Doolin, Massport
Bicycle Commuter Benefit	Bill Schwab, Mt. Vernon Insurance and MassBIKE
Crossroads Initiative	Peter Gori, Boston Redevelopment Authority
Liberty Wharf Development Project	Bill Curtis, Stephen Peabody, Cresset Development
Massport Water Transportation Terminal	Andrew Hargens, Massport
MBTA Updates - South Boston Waterfront	Karen Burns, Chief of Silver Line Operations
Old Northern Avenue Bridge Restoration Project	Richard McGuinness, Boston Redevelopment Authority
South Boston Wayfinding Project	Jim Doolin, Massport
Volvo Ocean Race	Alissa Cough, The Fallon Company

**Presentations and Transportation Events** - The Seaport TMA staff increased outreach to members by scheduling on-site visits that promoted the Seaport TMA services/programs and the development/initiatives in the South Boston Waterfront.

- Arranged for **on-site transportation events** with the MBTA, Zipcar, VPSI-Vanpooling, BostonCoach and MassBike to talk to employees/tenants about commuter programs and transportation services.
- Conducted **presentations** on the following:
  - Commuter/transportation options and programs;
  - Relocation information for employees moving to the area;
  - South Boston Waterfront Development Projects.
- **Events Stats for 2008-2009:**
  - 14 Transportation Fairs at Members' Worksites
  - 17 Presentations to Area Employees and Residents
  - 6 Bicycle Commute Workshops with MassBike
  - 2 Outdoor Bike Breakfasts with Tune Ups

**New MBTA Bus Service** - A direct result of Seaport TMA's advocacy success was the extension of the MBTA Route 4, which now extends from North Station to the Boston Design Center (BDC) and the Boston Marine Industrial Park (BMIP). Service previously ended at the Seaport World Trade Center and MBTA passengers had to make several transfers from North Station to access the area. Seaport TMA was instrumental in this service improvement:

- Designed the original recommendations for the MBTA to extend bus service;
- Conducted a survey among area employees and shared the results with MBTA officials who, after careful analysis of our data, implemented the service changes and route extension;
- Organized Letters of Support among members and area stakeholders;

**Salem Ferry to World Trade Center** - The Seaport TMA staff worked with Water Transportation Alternatives and Seaport Asset Management to provide commuters traveling from the North Shore to the South Boston Waterfront with a direct ride to the area.

- Met with service provider to evaluate dock locations and potential ridership;
- Marketed service to members via announcements, website and newsletters;
- Successfully advocated for MBTA Passes and Commuter Checks to be accepted as fare;

### **MARKETING: Communications & Programs**

**South Boston Waterfront Area Map & Guide (6th edition)** - The 6<sup>th</sup> edition was printed in June and is larger than previous editions to accommodate new information including an extensive history of the South Boston Waterfront, more restaurants, things to do and places of interest. The guide remains the only one of its kind available about the area:

- Informs employees, visitors and tenants of transportation options and amenities available;
- Collaborated with The Drew Company, The Fallon Company, Gale International and Massport to showcase area development plans;
- Successfully secured advertising revenue to cover nearly the entire cost of the project, also arranged for trades where appropriate (ad space in exchange for transportation tickets and gift cards).

**Access Seaport 2009** - Seaport TMA coordinated the 8th annual event on June 5<sup>th</sup> at the World Trade Center East which highlighted commuting options and promoted South Boston Waterfront development projects.

- Included over 20 transportation and developer exhibitors such as the MBTA, the Boston Harbor Association, Massport, PlanetTran, Zipcar and many water transportation companies.
- An estimated 1,000 employees attended the event; Over 40 raffle prizes awarded;
- Continues to be a huge success and important initiative for increasing awareness about Seaport TMA.

**Marketing/Communications Branding** - In light of the frequent messages sent to members and the variety of information communicated, Seaport TMA redesigned all communication materials to have consistent, professional branding including four new templates for announcements, a new quarterly report, and program brochures. The new branding was extended to [www.seaporttma.org](http://www.seaporttma.org) which was also redesigned as follows:

- Website layout, colors and design consistent with all organizational communication materials;
- Online program registration;
- Transportation Information Center, News and Announcements Section.

**Commuter Programs** - The programs below are free to members' employees and residents to encourage the use of commute alternatives. Program changes are made regularly to increase participation:

#### **Guaranteed Ride Home**

- Provided (90) rides to employees registered in program;
- More than (1,700) employees are currently signed up for this benefit;
- All employees receive cab vouchers for their ride regardless of mileage.

#### **Carpool**

- Implemented new subsidy program for our carpools offering gas cards for up to six months;
- Formed (17) NEW Carpools in '08 - '09;
- Carpools rode together 926 days, with over 30,000 drive-alone vehicle miles reduced.
- Currently working with the Seaport Garage to secure reserved parking for carpools.

#### **Ride To Win**

- Seven member companies participate each month by providing a list of employees who purchase an MBTA pass;
- One employee from each company is randomly selected to win a \$25 coffee gift card of their choice;
- All companies can participate and should contact the Seaport TMA staff to get started.

#### **Bike to Work**

- Implemented a new Bicycle Commuter Group made up of employees from nine members companies who meet with the Seaport TMA staff to discuss advocacy issues/provide feedback on bike programs;
- (2) Meetings held in 2008-2009;
- (40) Bike commuters currently participate;
- Facilitated (6) Bicycle Commute Workshops with MassBike;
- Hosted (2) Outdoor Bike Breakfasts with Bike Tune Ups;
- Partnered with the City of Boston and Massachusetts TMAs to host the annual Bay State Bike Week and Commuter Challenge with over 3,000 employees biking to work including 120 from Seaport TMA.

#### **Workout to Work (walk and bike)**

- As of July 1<sup>st</sup>, 150 registered employees had walked and biked over 30,000 miles for their commute;
- Rewarded employees with gift cards to EMS, water bottles, pedometers, coffee mugs and energy packs.

## COMMUNITY OUTREACH

**Harborwalk** - Seaport TMA has been the leading advocate for improvements to the Harborwalk along Dorchester Avenue between Summer and Congress Streets and will remain the liaison and watchdog for the project until its completion.

- With the Boston Harbor Association, co-chaired a meeting of abutters and public agencies to jump-start work on the Harborwalk;
- Currently serving as a liaison between abutters, MassHighway/McCourt Construction, providing updates on work's progress and voicing concerns;
- Successfully advocated for safer construction zone.

**Pedestrian Safety and Traffic Management** - Pedestrian safety remains a priority for Seaport TMA and we are the lead organization addressing the area on a regular basis and working with area agencies on improvements.

- Seaport TMA staff meets monthly with the State Police to assess the area for safety deficiencies;
- State Police attend Seaport TMA Member Meetings to hear and address concerns from members;
- Seaport TMA staff meets regularly with the Boston Transportation Department and Massport regarding pedestrian signals, signage and crosswalks;
- The staff is on a first-name basis with the Transportation Commissioner, director of traffic management and many traffic engineers. These relationship ensure that the organization's concerns are addressed in a timely fashion and to our satisfaction.

Seaport TMA continues to advocate for **improvements to area traffic configurations** in the area, with particular emphasis on the D Street MassPike MassPike and Seaport Blvd. at B Street.

- Collaborated with Massport, City of Boston and Massachusetts Turnpike Authority to implement changes to the traffic signal at the bottom of the on-ramp to the Pike to meet the demands of vehicular traffic;
- The intersection of Seaport Blvd/B Street will see improvements in late fall as originally proposed by Seaport TMA, including changing the far right eastbound lane to a "through and right" instead of the existing right-turn only, allowing for better traffic flow and easier access to the Seaport Garage;
- Seaport TMA staff meets regularly with the Boston Transportation Department and Massport regarding traffic signals, lane configurations and traffic movement in the area.

**Congress Street Bridge** - For 4+ years, Seaport TMA served as the primary liaison between MassHighway, City of Boston, Walsh Construction and area abutters regarding reconstruction of the Bridge (completed 12/2009).

- Issued advisories to both members and non-members;
- Advocated for improved signage, lighting at night, re-striping of crosswalks and snow/ice removal;
- Remained primary advocate and liaison throughout 4+ year project.