



## 2018 Accomplishments

### Developed and Administered Key Programs:

- **eCommuter** - This database allows members to find carpool, bike and vanpool partners. A member can also find the best bike routes, plan their public transit commute, calculate commute cost and log and track emission and cost savings. *Currently, there are 450 WTMA member employees/residents enrolled in eCommuter.*
- **Emergency Ride Home Program** - Registered participants can leave their car at home worry-free knowing that they have access to emergency rides through Lyft, taxi, or rental cars at no out of pocket cost to them when they commute by carpool, transit, biking or walking. *Currently, there are 20 WTMA enrollees in the ERH program.*
- **T for 2 Transit Incentive Program** - This program encourages current drive alone commuters to try transit with a goal of reducing traffic congestion and improving air quality. The pilot program offers a free MBTA Link/Express Bus Pass for two months for tenants or employees of WTMA members who currently drive and agree to take transit at least three times per week. The idea behind the program is that it is often difficult to get participants to get started when changing their commuting behavior. Offering an incentive to help them take the first step can lead to their ongoing use of transit for commuting. *To date, there have been 6 participants.*
- **Bicycle and Pedestrian Program** – The goal of this program is to encourage participants to try an active mode of commuting to work. Biking is ideal for those who live within 5 to 10 miles of their work location.
  - WTMA produced a Bike Safety brochure that was distributed at Bike to Work events.
  - At all TMA promotional events it was promoted that within the eCommuter database participants can get turn-by-turn directions for bike route planning on local bike-friendly routes and can also find bike buddies for commuting.
  - WTMA sponsored a series of Bike to Work Events intended to promote biking as a commute mode. Each event featured a bike friendly breakfast or snack, a prize pack for all participants with bike safety materials such as a bike light. *Over 120 mini bike tune ups* were performed by the bike mechanic that the WTMA sponsored at each of the events listed below:
    - Gables Arsenal Street – 5/5/18
    - athenahealth – 5/9/18
    - Watertown Mews – 5/12/18
    - Tufts Health Plan – 5/24/18
    - Bell Watertown – 6/7/18



- **Shuttle Formation** – WTMA staff worked in partnership with the Town of Watertown to assess the potential for a shuttle connecting to transit.
  - Current MBTA services were assessed to see where there were gaps in service.
  - A model for TMA shuttle formation was developed. The goal is to identify three potential partners to share in the cost of a shuttle.
  - Draft potential schedules and routes were created for the top location identified for a shuttle, the Pleasant Street corridor. This was presented to several potential partners.
  - The Town of Watertown and the TMA’s shuttle subcommittee worked to administer a survey to locations in the Pleasant Street corridor to determine interest and potential options for a shuttle. Almost 400 people participated in the survey which showed that there was significant interest in a shuttle. Full results of the survey are currently being analyzed to determine next steps.

#### **Promote Awareness of TMA Programs:**

- **A series of on-site events were held at member locations to promote and increase program awareness:**
  - **March Madness themed events were held at:**
    - Gables Arsenal Street - 3/15/18
    - Tufts Health Plan – 3/27/18
    - Watertown Mews – 3/28/18
    - Athenahealth – 3/29/18
  - **Additional Events were held at the following locations:**
    - athenahealth Breakfast Transportation Fair – 5/16/18
    - Bell Watertown Summer Party/Transportation Fair – 6/14/18
    - Watertown Mews Summer Party/Transportation Fair – 6/23/18
    - Watertown Mews Breast Cancer Awareness/Transportation Fall Event – 10/17/18
    - Gables Transportation Fall Event – 10/27/18
    - athenahealth Health Benefits Fair – 11/1/18
    - Tufts Health Plan Benefits Fair – 11/8/18



- **In addition to the events at member locations, Watertown TMA partnered with Live Well Watertown, Watertown Bike and Pedestrian Committee, LimeBike and MassCommute**
  - Attended meetings and partnered with Live Well Watertown/Bike and Pedestrian Committee to build events that promotes active and healthy commuting options (4/4, 5/7 and 5/19).
  - Promoted active and healthy transportation commuting options at the *Watertown Get Out Your Bike Event and Watertown Farmers Market* community event from June 7<sup>th</sup> to October 18th.
  - Partnered with Town of Watertown and LimeBike (5/2, 5/23) to identify and gain approval from WTMA members to allow the bikes to be located on their property and to have designated areas known as “Hot Spots”. athenahealth, Tufts, Bell Watertown, The Mews, Boylston Properties/Marriott Residence Inn all agreed to allow LimeBike at their locations and have “Hot Spots” on their properties.
  - MassCommute Bike Challenge (5/24/18) Co-Chaired MassCommute Bike Challenge Work Plan Strategic Planning Committee meetings for the Bike Bash event representing Watertown TMA. Responsible for designing and coordinating all of the T-Shirt orders for 15 different TMA’s. Also, responsible for coordinating and selling T-Shirts at the Bike Bash.

#### **Increased Engagement by Developing Social Media Platforms to Promote WTMA:**

- WTMA has been effectively using twitter to promote programs and events.
- @watertowntma currently has 76 followers
  - Twitter Promotions:
    - Reduce, Recycle, Retweet Twitter campaign in the month of April. This campaign focused on growing our social media followers and engaging them to build awareness for alternative commuting options. *WTMA gained over 50 new followers in one month.*
- eNewsletter – Participants at events are encouraged to sign-up to receive the newsletter that contains articles of interest related to transportation.
  - eNewsletters were sent on (March, July and November)
  - *Currently being sent to over 150 Members*
- Instagram account was launched in August.
  - *Watertowntma currently has 114 followers*
- WTMA was added to MassCommute Website ([www.masscommute.com](http://www.masscommute.com)) as one of fifteen TMAs in Massachusetts.



- **Program Marketing Material Produced**

- [www.watertowntma.com](http://www.watertowntma.com) website launched
- WTMA brochure for Prospective TMA Members
- WTMA Membership Overview Benefits
- Social Media Card
- Bike Safety Brochure
- Commuter Services Program
- T For 2 Incentive Pilot Program Information Card

**Identify and Stay Informed of Key Issues in the Region:**

- Director regularly attends Mt. Auburn Street Project Town Meetings and local transportation meetings.
- WTMA has partnered with the Watertown organizations listed below to further mutual goals. The TMA Director attends meeting and communicates via email with these organizations to coordinate joint participation in events and activities:
  - Bike and Pedestrian Committee
  - Live Well Watertown

**New Member Outreach and Recruitment**

- The WTMA has developed a list of potential members who are currently being targeted. All potential members have been contacted, several have been contacted a number of times.
  - 10/3/18 - The WTMA held a new member outreach forum hosted by athenahealth. All members on the targeted recruitment list were invited to attend. Groups representing three potential new members came to learn about athenahealth's successful on-site program, hear guest speakers talk about future transportation initiatives, and learn about all of the programs that the TMA has to offer.
  - The Town of Newton has maintained a strong interest in supporting the WTMA and have regularly attended TMA meetings. The TMA Director met in October with the Town of Newton and head of the Town's HR Department to discuss potential 2019 Membership for the Town.
  - VHB has indicated that they will be joining WTMA as of January for 2019.