

ANNUAL REPORT 2022

LOWER MYSTIC TMA



Prepared by



NORTHEAST
CONSULTING GROUP



OVERVIEW

The Lower Mystic Transportation Management Association (TMA) began formal operations in January of 2022. During its inaugural year, the organization’s executive team focused on developing and implementing core services for members, creating a formal brand for the TMA, facilitating coordination of TDM compliance requirements between developers and the City of Everett, and hiring a part-time marketing and program coordinator to assist with outreach efforts. The TMA executive team also established fiscal management procedures, secured grant funding to support the TMA mission, and developed a process to track transportation demand management (TDM) permit requirements (and their status) that are included in City of Everett development approvals.



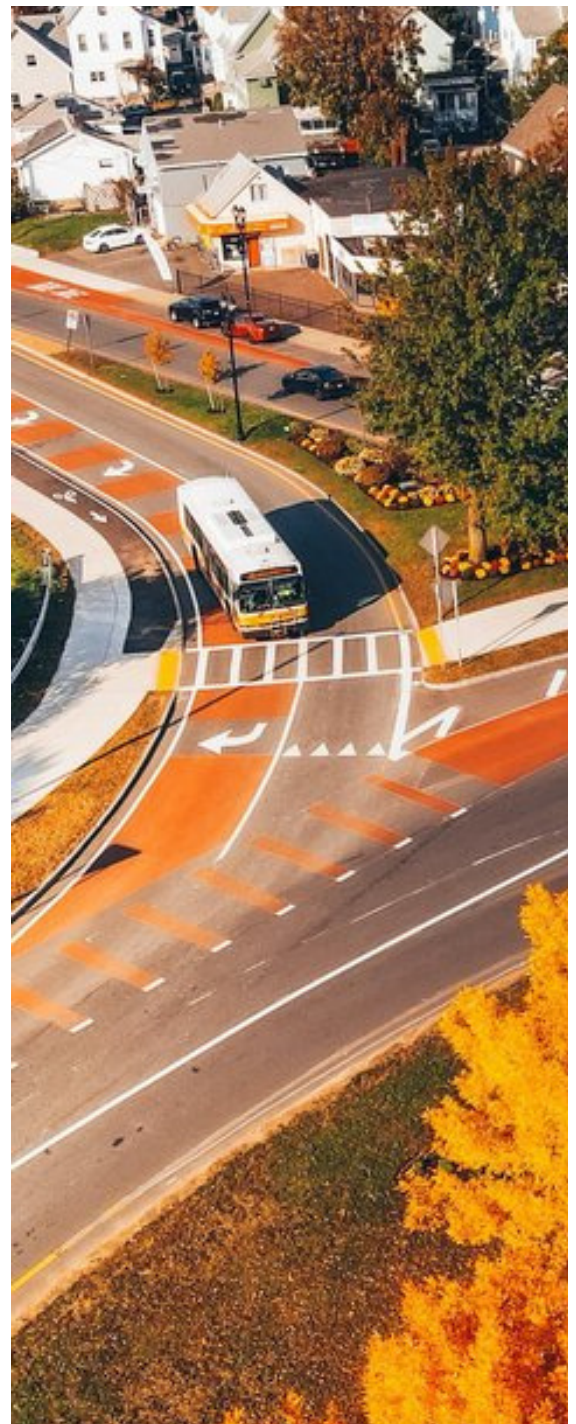
Financially, there were two “big wins” this year for the Lower Mystic TMA. The first was the award of a three-year joint City of Everett / City of Boston \$450K grant from the Massachusetts Gaming Commission to support TMA operations and shuttle planning, and the second was securing \$25M for foundational funding for Massachusetts’ 15 TMAs from the state legislature over the next 5 years through a state bond bill. Both efforts will help to support the TMA during its early year years of operation.

The TMA executive team met with representatives from the Cities of Malden and Medford to familiarize planning staff with the Lower Mystic TMA and to begin to understand the development landscape within these communities.

The team also met with developers working on projects in the City of Boston and the City of Everett to provide information about the TMA and met with member employers to learn more about their organizational culture, site specifics, communications channels, and TDM goals to gain a better understanding of how to most effectively support their employees and their organization.

Staff analyzed member zip code data to understand commuting hubs and identify gaps in transportation resources for employees. This analysis resulted in the development of two initial signature programs for TMA members – a Bluebikes subsidy program and a carpool subsidy program; and we held inaugural promotional events at member worksites. The executive team also worked with MassCommute to co-sponsor a very well-received panel discussion, “Making a Difference – A Panel Discussion on Corporate Responsibility/Best Practices for Sustainability”. The discussion included best practices for implementing sustainable transportation initiative at Boston area corporation and university campuses. We also teamed up with the Seaport TMA and A Better City TMA to promote Water Transit month.

It's been a busy and exciting year for the Lower Mystic TMA. Below we have provided highlights of staff activities related to the above areas as well as a summary of the Lower Mystic TMA 2022 finances.



ORGANIZATIONAL DEVELOPMENT & FUNDING

A driving force for the TMA in 2022 was to secure a stable financial base for the organization. The executive team created a TMA membership and dues structure and corresponding invoice and accounting systems to track TMA finances, established a bank account for the organization, filed Articles of Organization with the Massachusetts Secretary of State, and worked with the KP Law to apply for the Lower Mystic TMA to be recognized as a 501c4 non-profit organization with the IRS.

The TMA membership structure approved by the Board established four classes of members – Base, Associate, Partner, and Permitted. Many of the formation members of the TMA had projects that were approved but had either not yet started or were in various stages of construction.

The Associate membership category was created to support the TMA financially, but more importantly it forged a relationship early in the process (prior to occupancy and implementation of program services) to work with the development community on transportation demand management (TDM) planning initiatives for their projects that not only supported the needs of the developer but also took a wholistic approach to TDM planning. This approach helped to avoid duplication of services and will eventually allow for a more connected and cohesive delivery of meaningful and useful transportation services within the development districts. The LMTMA began 2022 with five Associate members, two Partner members, and one Permitted member. During the course of the year, three new members joined the TMA - one Base member and two Associate members.



TMA staff worked with the City of Everett and the City of Boston to develop a successful \$450K grant application that provides three-years of funding to support TMA operations, programs and services, and facilitate the development of a shuttle study to identify options for a consolidated, cost efficient, shuttle system for the region. As part of this process, the executive team facilitated contract management between the TMA and the City of Everett (the grant awardee) and established contracts for the shuttle study project.

Staff also worked with MassCommute and with Representative Jonathan Hecht (Watertown), to educate the legislature about the value of TDM and TMAs in assisting the state to achieve its climate action and congestion reduction goals. The outcome of these activities was the inclusion of \$25 million in funding for Massachusetts TMA to use to support programs and services. 2023 will be dedicated to working with MassDOT to determine a mechanism for obligating the funds and allocating them to the various TMAs. To assist MassDOT in this process during late 2022, staff researched best practices for similar programs in other states in preparation for a meeting with the new administration in early 2023.



PROGRAMS & SERVICE DELIVERY

The LMTMA team worked with TMA members to gather employee zip code data to better understand where employees who work in Everett were commuting from. Data was received from the City of Everett, Encore and Night Shift Brewery. This data was mapped and analyzed to determine what percentage of employees had access to transit, biking and walking. In addition, the TMA worked with Encore to complete a transportation survey which further examined what travel modes employees were interested in. These two data sets showed that the majority of employees were most interested and would be best served by biking and carpool incentives.

In 2022, the TMA established a Bluebikes membership subsidy that allowed any TMA member employee or resident to receive a free annual gold Bluebikes membership valued at \$129. Employees who are interested in the program receive a trial code to use the Bluebikes system. Once they have used the trial code, they are eligible for the full membership. Bluebikes gold memberships include free 45-minute Bluebikes rides at over 4,000 stations. During 2022, the LMTMA communities of Medford and Malden were also added to the network which makes this subsidy available in all of the TMA's territory. In 2022, we registered two employees in the Bluebike subsidy program.

Lower Mystic TMA

LEARN HOW TO JOIN A CARPOOL!

Sign up for a quick information session where you can learn how to join our Carpool Program. Light refreshments will be provided!

Anyone who joins will be entered into our \$50 gas card raffle!

SESSION TIMES

20-minute sessions begin on the hour at:

- 11 am
- 12 pm
- 1 pm
- 2 pm
- 3 pm

SIGN UP HERE



Data from the survey showed that due to non-traditional shifts times and difficult transit access, many employees were interested in sharing the ride. TMA staff established a carpool subsidy program that gave employees who registered and rode in a carpool, a \$50 gas card per group per month for three months. In addition, an emergency ride home program was created to provide free rides home in the event of an emergency with a carpool partner. This program is also available to those who take other sustainable modes. In 2022, forty individuals signed up for the program, with three groups participating.

In order to deliver these programs to participants, the TMA set up an online platform using Ride Amigos software. This platform, known as Way to Go, provides each TMA member with a private network and allows employees and tenants to create an online profile and to explore transportation options, log trips and register for TMA services.

In 2022, 271 employees registered with Way to Go and logged 1,300 trips. In order to encourage trip logging and participation on the Way to Go platform, the TMA created a points-based rewards program. For each trip logged users earn points (50 points for each sustainable trip, 10 points for each car trip they track) that can be redeemed for gift cards on the Way to Go platform.

The TMA hosted several successful events in 2022. These included an all-day kickoff event at Encore, a carpool lunch and learn at Encore, and Water Transit Month promotions in June. During these events, the TMA staff engaged with more than 600 people to promote TMA programs and services. We continue to grow our online presence through social media, the LMTMA website and the Way to Go platform.



COMPLIANCE WITH EVERETT TDM ORDINANCE

On behalf of the City of Everett, staff provided recommendations on TDM plans submitted by developers proposing a development project in city. The goal for this review is to understand where transit, walking, and biking gaps are in the city and to work with project proponents to develop plans that begin to fill these gaps while reduce duplication and increasing collaborative TDM efforts that increase efficiency and eventually, in the case of shuttles – increase frequency.

Staff developed a system to track TDM requirements for approved developments – including notations for monitoring the various phases of the development as they relate to TMA membership requirements.

During the second half of 2022, staff met monthly with Everett planners to identify new development and track various development approvals and progress towards completion and implementation of TDM requirements.

The executive team reviewed several TDM plans and provided recommendations with a goal to enhance coordination of services between developments and for inclusion of facilities that will result in stronger adoption of non-drive-alone travel for residents and employees. The team also met with developers who were in the beginning stages of the development process to discuss options and opportunities to include TDM measures that will support coordinated TDM in Everett.



BUDGET

Because this was its inaugural year, the Lower Mystic TMA began the fiscal year with a cash balance of \$0. The TMA received \$56,968 in funding during 2022 from the Massachusetts Gaming Commission Grant and \$102,340 in membership dues. Total TMA income for 2022 was \$159,308. Total expenses in 2022 were \$99,757 exclusive of \$27,550 in accounts payables. The TMA ended the fiscal year with a cash balance of \$59,551. The 2022 financial account information is complete and was sent to the TMA bookkeeper to review and format the documents for submission to the TMA's accounting firm (George Kaplan, PC) for preparation of the FY2022 tax returns. The completed tax return and Annual Report will be filed with the IRS and Secretary of State's office respectively. A final 2022 final balance sheet is attached to this report.



FINANCIAL STATEMENT

2022 LOWER MYSTIC TMA STATEMENT OF INCOME & EXPENSES

2022 INCOME

Dues		
Member Dues Received		\$102,340.28
	<i>Total Dues Income</i>	<u>\$102,340.28</u>
Gaming Commission Grant Reimbursements		
	TMA Mgt & Expense Reimb	\$56,968.09
	Shuttle Study Expense Reimb	\$0.00
	<i>Total Reimbursements</i>	<u>\$56,968.09</u>
Accounts Receivable		
	2022 Outstanding Dues	\$0.00
	Gaming Commission - TMA Mgt & Expense Reimb	\$27,050.48
	<i>Total Accounts Receivable</i>	<u>\$27,050.48</u>
Free Cash		
2022 Retained Income		\$0.00
	<i>Total Free Cash</i>	<u>\$0.00</u>
Total 2022 Assets		\$186,358.85

2022 EXPENSES

Labor & Program Expenses		
2022 Labor & Program Expenses (Pd through 12/31/2022)		\$99,757.38
	<i>Total 2022 Labor & Program (pd through 12/31/22)</i>	<u>\$99,757.38</u>
Shuttle Study Expenses		
2022 Shuttle Study Expenses		\$0.00
	<i>Total 2022 Shuttle Study</i>	<u>\$0.00</u>
2022 Accounts Payable		
2022 Accounts Payable - NorthEase (Oct-Dec 2022)		\$27,549.80
	<i>Total 2022 Accounts Payable</i>	<u>\$27,549.80</u>
Total 2022 Expenses		\$127,307.18

Excess Revenue Received Over Expenses to Date (ckbk cash balance) \$59,550.99

LOWER MYSTIC TMA BALANCE SHEET

JANUARY 1, 2022 - DECEMBER 31, 2022

ASSETS		LIABILITIES	
2022 Dues	\$102,340.28	2022 Expenses	\$99,757.38
Grant Reimbursement - MGT/EXP	\$56,968.09	2022 Accounts Payable	\$27,549.80
Accounts Receivable (Dues/Grant)	\$27,050.48	2022 Net Assets	\$59,051.67
Grant Reimbursement - SHUTTLE	\$0.00		
Retained Income	\$0.00		
Total Assets	\$186,358.85	Total Liabilities	\$186,358.85