

THE MIDDLESEX 3 COALITION

The Middlesex 3 Coalition is a regional partnership of nine Middlesex County Communities, **Bedford, Billerica, Burlington, Chelmsford, Lexington, Lowell, Tewksbury, Tyngsboro** and **Westford** with the support of the Massachusetts Executive Office of Housing and Economic Development. The Coalition communities share a common goal of fostering economic development, job growth and retention, diversification of the tax base and enhancement of quality of life. Members include stakeholders in local government, business, finance, education and development who have combined resources to promote the competitive advantages of the region and advance the economic vitality of the corridor.

In November 2014 the Coalition voted to form the Middlesex 3 TMA under the umbrella of the Middlesex 3 Coalition to address transportation issues in the region.

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TRANSPORTATION MANAGEMENT ASSOCIATION

A SERVICE OF THE
**MIDDLESEX 3
COALITION**



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TRANSPORTATION MANAGEMENT ASSOCIATION

What is a Transportation Management Association?

A **Transportation Management Association** (TMA) is a partnership between businesses and communities. Participants join together to reduce traffic congestion and air pollution, and improve transportation options in a defined region.

The Middlesex 3 TMA works on transportation in the **Bedford, Billerica, Burlington, Chelmsford, Lexington, Lowell, Tewksbury, Tyngsboro and Westford** region. The group directs its efforts towards addressing issues such as: traditional commuting (from suburban locations into the city), suburb-to-suburb commuting (between suburbs in the region), reverse commuting (from the city into the suburban area), and non-commuting trips (trips for shopping, medical appointments, etc.).

The Middlesex 3 TMA works with public agencies and area stakeholders to promote favorable legislation and advocates for improved transportation resources. Offering commuter services to business members that result in reduced traffic congestion and improved air quality for the region is a top priority for the organization.

What does a TMA do?

- Improve mobility across the region by promoting alternatives to driving alone.
- Facilitate economic development by offering transportation programs that improve recruitment opportunities and employee retention.
- Develop infrastructure, services and programs such as “last mile connections” from public transportation.
- Establish a green initiative that reduces mobile source emissions to improve air quality and the environment.
- Serve as a conduit between communities and businesses.
- Provide information updates about construction projects and regional programs.
- Enable the sharing of revenue and resources between public and private sources to stretch limited resources.
- Provide a strong coalition to apply for grants that can be used to increase transportation resources.

Basic TMA Programs for Members

• **Ridematching Database**

An on-line regional program where employees can look for carpool or vanpool partners.

• **Emergency Ride Home Program**

Guarantees participants a ride home if they have an emergency on a day when they use an alternative to driving alone.

• **Promoting Active Commuting Options**

With the right amenities on-site, biking and walking to work can be viable options for certain employees.

• **Vanpool Formation Assistance**

Larger groups interested in sharing the commute can get the support they need to get started.

• **Marketing Programs**

A comprehensive program to promote alternatives to driving alone can help your company impact traffic congestion and air quality in the region.

• **Transit Benefits**

Pre-tax benefits can be put into place and an MBTA pass program established (to promote the use of public transportation).

• **“Last Mile” Connections**

“Last mile” connections to transit provide service where non exist now and enable businesses to share the costs.

• **Shuttle Service**

Shuttle service is currently available between Boston, Cambridge and the Route 3 Corridor. Additional services are being established based upon the needs of the business community.

• **Additional Programs**

Innovative customized solutions for this region.