



CITY OF CAMBRIDGE
COMMUNITY DEVELOPMENT DEPARTMENT

BETH RUBENSTEIN
Assistant City Manager for
Community Development

MALAINA BOWKER
Deputy Director for
Community Development

To: Robert W. Healy
City Manager

From: Beth Rubenstein *BR*
Assistant City Manager for Community Development

Date: May 30, 2001

Re: Committee Report Order #23, dated 5/14/01: Report on the possibility of
joining the Charles River TMA

In response to the above referenced order, we report the following:

The Charles River Transportation Management Association (CRTMA) is a non-profit association of businesses and employers that implements programs to provide and promote the use of transportation options and reduce travel by single occupant vehicles.

Cambridge supports the CRTMA's efforts in many ways, including partnering to implement the North Station Shuttle, requiring businesses to join the TMA as part of trip reduction plans, and assisting the TMA in marketing its services. In addition, as a large employer, the City implements a number of programs to encourage the use of alternative transportation options, including the MBTA pass subsidy, marketing and promotional activities, and provision of bicycle parking at municipal buildings.

As a large, multi-site employer, the cost for the City to fully join the CRTMA would be \$14,400 for the current year, and a similar share annually in future years. Joining the CRTMA would provide City employees with access to the TMA's programs and services and help to supplement the City's existing trip reduction programs. Membership would also provide the City with direct input into the future direction of the organization and reinforce the City's commitment to Transportation Demand Management.

Although the City already has an active trip reduction program for its employees, joining the TMA will help to further these efforts and increase our focus on these important issues. In particular, the City could use the TMA as the vehicle for implementing a Guaranteed Ride Home program for municipal employees, which has been a City goal for some time. As a result, I would recommend that we begin discussions with the CRTMA's Executive Director about joining the organization and work to identify the financial resources to pay the membership dues. In joining the TMA, it would be important that the City represent its interests as a large employer, separate from any role the City may have as a regulator of transportation services.



CITY OF CAMBRIDGE • EXECUTIVE DEPARTMENT

Robert W. Healy, City Manager Richard C. Rossi, Deputy City Manager

June 4, 2001

To The Honorable, The City Council:

Please find attached a response to Awaiting Report Item No. 01-191, regarding a report on the possibility of joining the Charles River TMA, received from Assistant City Manager for Community Development Beth Rubenstein.

Very truly yours,

A handwritten signature in black ink, appearing to read "Robert W. Healy". The signature is written in a cursive, flowing style.

Robert W. Healy
City Manager

RWH/mec
Attachment



Cal
2593

Consent Agenda #8

Awaiting Report Item
Number 01-191, regarding
report on the possibility of
joining the Charles River
TMA.

In City Council June 4, 2001

Charter Right
exercised by Councillor
Toomey
In City Council
June 18, 2001
Report accepted

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