

CrossTown Connect

A History

In 2009 a group of committed local transportation advocates participated in the Massachusetts Institute for Transportation Coordination. This effort led to the creation of a collaborative group that continued to meet.

The group grew to include other interested stakeholders and with support from the Work Without Limits initiative continued to define its purpose and work on local transportation initiatives.

In 2012 the Governor's Office funded a collaboration of Acton, Boxborough, Littleton, Maynard, Stow, and Clock Tower Place through a Community Innovation Challenge Grant. The goal of the project was to work on the regionalization of transportation services and to put a formal structure in place for future collaboration. *CrossTown Connect* is the result of that effort.

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CrossTown Connect

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CrossTown Connect

*A unique public-private
partnership.*

What is a TMA?

A Transportation Management Association (TMA) is a partnership between businesses and communities. Participants are joined together for the purpose of reducing traffic congestion and air pollution and improving transportation options in a defined region.

CrossTown Connect is a unique TMA in the communities of Acton, Boxborough, Concord, Littleton, Maynard, Stow and Westford. The TMA will address:

- Traditional Commuting – from suburban locations into the City.
- Suburb-to-Suburb Commuting – from one suburb to another across the region.
- Reverse Commuting – from the City into the suburban area.
- Daily Needs Trips – Non-commuting trips in the region that are made for a variety of reasons (shopping, medical appointments, etc.)

CrossTown Connect will be overseen by a Board of Directors where each member will vote on matters related to the operation of the organization. Services of the TMA will include:

- working closely with public agencies and stakeholders,
- establishing employee transportation networks,
- advocating for resources/legislation,
- providing commuter services
- marketing programs

What does a TMA do?

CrossTown Connect will focus on:

- Decreasing traffic congestion and improving mobility across the region
- Facilitating local economic development
- Developing local transportation infrastructure, services and programs
- Reducing mobile source emissions to improve air quality and the environment
- Serving as a conduit between communities and businesses to facilitate compliance with zoning ordinances

CrossTown Connect programs and services:

- Ridematching to form carpools.
- Emergency Ride Home Program (insurance policy if employees need to get home on a day they shared a ride)
- Vanpool formation with larger groups of employees interested in sharing their commute
- Marketing materials and programs to encourage and promote the use of alternatives to driving alone
- Advocating for improved services in the region
- Information updates about construction projects
- Grant writing to secure funds
- Updates on regional transportation initiatives.

Advantages to participating in a TMA

- Formal structure for collaboration between businesses, municipalities and other stakeholders around transportation issues.
- Sustainable, cost-effective transportation options for employees that reduce dependence on single-occupancy vehicles.
- Green initiative that reduces traffic congestion and improves air quality.
- Staff that can implement a workplan established by the Board
- Businesses and municipalities share financial resources and open up revenue streams to fund programs and services
- Can stretch private dollars further with public dollars when taking advantage of grant opportunities.

For more information on CrossTown Connect, contact:

ADDRESS

Visit us on the Web:

www.crosstownconnect.com