



Assembly Connect Annual Report

Prepared by



NORTHEAST
CONSULTING GROUP



2022

Table of Contents

LETTER FROM THE EXECUTIVE DIRECTORS	1
MISSION & BOARD	2
Assembly Connect Mission	
Board of Directors	
Our Staff	
Residential & Commercial Members	
FINANCIAL STATEMENT	6
MODE DATA	8
TripConnect	
MBTA Vehicle Trips	
Bluebikes	
ORANGE & GREEN LINE SHUTDOWN RESPONSE	11
ACCOMPLISHMENTS	13
MARKETING, EVENTS AND OUTREACH	16
MEMBER SPOTLIGHT: ALTA REVOLUTION	19
ADVOCACY & COLLABORATION	21
Legislative Initiatives	
Transit	
Community Engagement / Collaboration	
LOOKING AHEAD	23



Letter from the Executive Directors

Dear members and friends of Assembly Connect,

It's hard to believe that 2022 has come and gone – and what a year it was! After two long years, our team was eager to explore new program opportunities and modify some existing programs to accommodate these new travel patterns.

This year as one of only five new partners chosen by the MBTA to take part in its expansion of the Pay-Per-Use pilot program, we were excited to transition our retail pass program from a traditional Perq for Work program to the Pay-Per-Use model. An analysis of 2022 participant trip data and corresponding costs identified an opportunity to extend this program from three-months to six-months, starting in 2023. We also implemented several new programs in 2022 including a new carpool program, a discounted Zipcar membership program, a bicycle benefits program, and we started a new transit user's group.

In 2022, we hit the ground running (and walking and biking). We promoted our programs and services at 22 different on-site and online events and just as we gained our stride, we were hit by a month-long Orange and Green Line closure! During this time, we provided ongoing up-to-date diversion information to members, developed an Assembly Connect Response Kit to aid Orange and Green Line travelers, rolled out an Assembly Connect Bicycle Buddy program, and an Assembly Connect Lyft Shared Carpool program. We were also delighted to work with new member BioMed Realty to walk the Assembly Square District to provide insight on how green space in the district is currently utilized and we reached out to our members to solicit input about perceived gaps in green space programming.

Finally, we continue to grow our partnership network to support our advocacy efforts. Partnering with Representative Steve Owens, the 2022 Bond Bill included \$25 million in funding for Massachusetts TMAs. This Bond Bill funding, when appropriated, will be used by TMAs to support a host of initiatives during the next five years.

Throughout this year, we have been supported by the Assembly Connect Board of Directors whose diverse knowledge, skillset, and steadfast support for the organization's mission has informed our program decisions and guided our success.

Thank you to all who have worked with and supported the Assembly Connect team in 2022. We can't wait to see what 2023 has on the horizon and we look forward to meeting the challenges that await us!

Sincerely,

Allison Simmons, Co-Executive Director
Assembly Connect

Andrea Leary, Co-Executive Director
Assembly Connect

Mission & Board

ASSEMBLY CONNECT MISSION

Assembly Connect is a membership-based, non-profit, transportation management association (TMA). Assembly Connect seeks to provide creative, effective, sustainable transportation solutions to reduce traffic and enhance the quality of life, accessibility, and economic vitality of the greater Assembly Square neighborhood.

BOARD OF DIRECTORS



David Webster
TMA Board President, representing Federal Realty Investment Trust (January - December 2022)



Jay Phillips
TMA Board Treasurer, Senior Director of Real Estate & Facilities, Mass General Brigham



Brad Rawson
TMA Board Clerk, Director of Mobility Division, City of Somerville



Wig Zamore
TMA Board Director, Board of Directors, Mystic View Task Force and Somerville Transportation Equity Partnership



“Somerville supports diversity, city wide and within its rapidly growing transformational districts. A quarter century ago, out of the ashes of Assembly Square’s great manufacturing history and a failed mall, local grassroots activists created a vision for the district that promoted new jobs, new green space and a new commercial tax base, within a mixed use district, that could better support Somerville’s 21st century needs.

With a diverse array of developers, building types, daily occupants and visitors, and a need to consciously integrate land use, transport, environment and health for the sake of people and other living things. Assembly Connect is the primary platform we all rely upon to integrate transport with the rest of Assembly Square.”

- Wig Zamore, Assembly Connect Board of Directors

Our Staff



Andrea Leary,
Executive Team

Andrea is a principal and co-founder of NorthEast Consulting Group. Ms. Leary specializes in the development of public-

private partnerships to support improved access, congestion reduction, and economic development through transportation demand management (TDM). Ms. Leary oversees the fiscal management, policy development, and strategic planning for Assembly Connect.

“I’m exceptionally proud of the support we are providing to our retail members and their employees via the Assembly Connect Retail Pass Program. Through this program retail employees can receive an MBTA pass for up-to six months free of charge!”

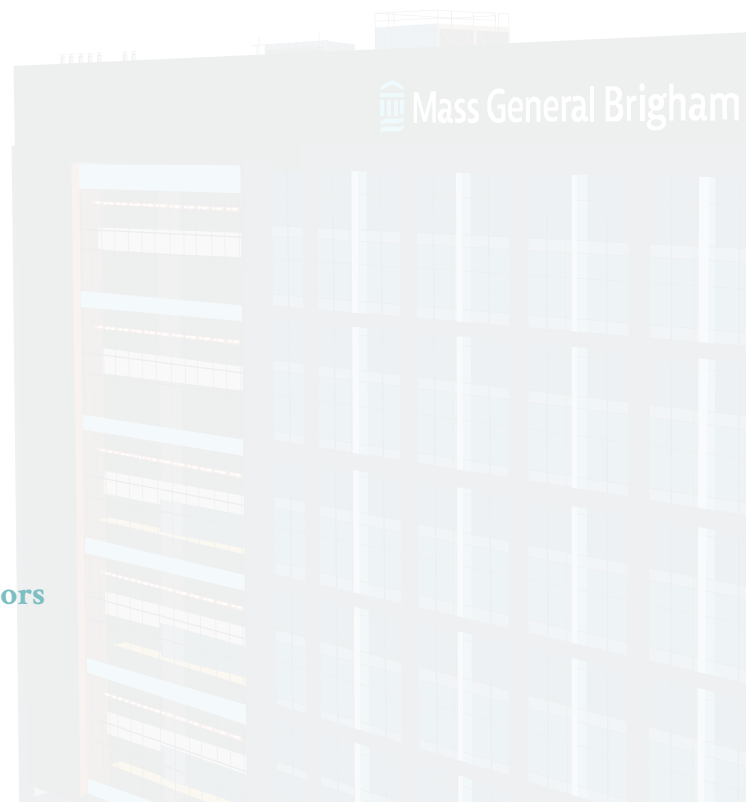


Allison Simmons,
Executive Team

Allison is a principal and co-founder of NorthEast Consulting Group. Ms. Simmons specializes in sustainable

transportation services for nonprofits, companies, and municipalities. With a background in marketing and communications, she specializes in creating innovative programs and campaigns to create behavior change. Ms. Simmons oversees programming, data analytics and transportation planning for Assembly Connect.

“Assembly Row is a great place to shop and Assembly Connect offers a rewards program that allows you to earn points towards gift cards by logging your trips to Assembly. Understanding how people get to Assembly helps us to create services and programs that reflect the needs of those who live, work and visit.”





Stephanie Le,
Assistant Director of
Marketing & Programs

Stephanie is a Somerville native who has over 10 years in the customer service field. As the

Assistant Director of Marketing & Programs, Stephanie is in charge of implementing and marketing all TMA services and operations.

“The Assembly Connect office is our hidden gem at Assembly Row! It serves as a one-stop shop for all your sustainable transportation needs in the district. Stocked with MBTA schedules, reloadable Charlie Cards, and items for our loaner program (bicycle helmets and U-locks), we always have you covered! Located at 330 Canal St.”

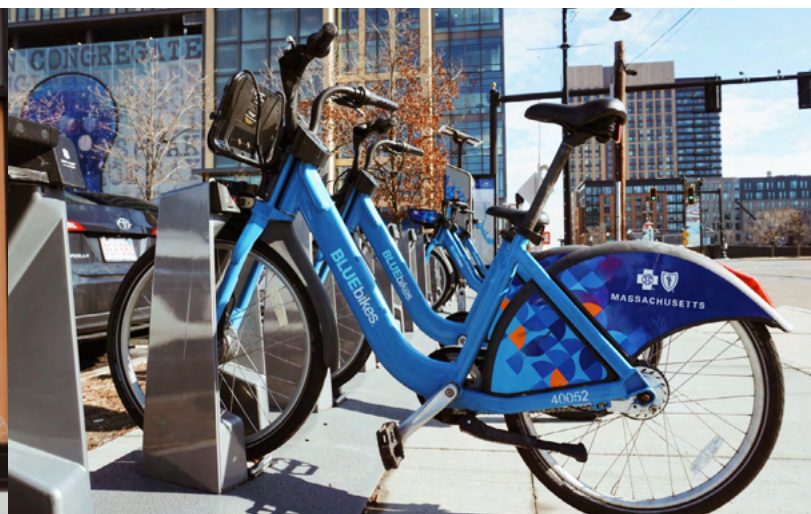


Olivia Saccocia,
Marketing & Programs
Coordinator

Olivia brings her interest in urban design and experience working at a local transportation

nonprofit to the NorthEase team. As the Marketing and Programs Coordinator, Olivia assists in managing and promoting programs for TMA members.

“Renting a Bluebikes is one of the best ways to explore Assembly and the surrounding area, and with our Bluebikes Subsidy, employees and residents can get an annual membership at a discounted price. If you’re new to biking in the city, start by taking a ride on a protected bike path in Somerville or on the Mystic River Bike Path, and you’ll soon realize why Somerville has one of the strongest cyclist communities in the Greater Boston Area.”



RESIDENTIAL & COMMERCIAL MEMBERS



ASSEMBLY ROW RETAIL MEMBERS

- | | | | |
|-------------------------------|-------------------------------|------------------------------|-----------------------|
| Adidas | Converse | Nike Factory Store | Starbucks |
| All She Wrote | CVS Pharmacy | Orangetheory Fitness | Steve Madden |
| AMC Assembly Row 12 | Cyclebar | OshKosh B’gosh | Style Snoop |
| American Eagle | Earls Kitchen + Bar | Outback Steakhouse | Sunglass Hut |
| Ann Taylor Factory Store | Ernesto’s Pizzeria | PAPAGAYO | Sweathouz |
| AR Nail Bar & Lounge | Express Factory Store | Parla | Sweetgreen |
| A-ROW Express | Fragrance Outlet | Parrelli Optical | T.J.Maxx & Homegoods |
| Ashley Furniture | Fuji at Assembly | Polo Ralph Lauren | Tatte Bakery and Cafe |
| Assembly Dental | Giovanni Decunto Art Gallery | PUMA | The Barber Shop |
| B. Royal Boutique | J. Crew Factory | Pure Barre | The Lash Lounge |
| Banana Republic Factory Store | J.P. Licks | Purple | The Row Hotel |
| Bath & Body Works/White Barn | Juicy Greens | Queenia Fashion | The Smoke Shop |
| Bed Bath & Beyond | Kay Jeweler’s Outlet | Reebok | Tillys |
| Bliss Nails & Spa | Laser Away | Reflections at the Row Hotel | Title Boxing Club |
| Bogosplit | Le Creuset | River Bar | Tony C’s Sports Bar |
| Brooks Brothers Factory Store | Le Macaron | Ruth’s Chris Steak House | Trader Joe’s |
| Burlington Coat Factory | Legal on the Mystic | Sabroso Taqueria | Union Square Donuts |
| Caffè Nero | Legoland Discovery Center | Saks Off 5th | Vineyard Vines Outlet |
| Cambridge Savings Bank | Levi’s | Salt and Stone | Warby Parker |
| Capital One Café | Loft Outlet | Samsonite | Whichwich |
| Carter’s | Lucky Brand | Selfie WRLD | Xfinity |
| Chase | Lucky Strike Social | Sephora | Yakitori Totto Ramen |
| Christmas Tree Shops | Lululemon | Shake Shack | Yankee Candle |
| Clarks Outlet | Madison Reed Color Bar | Soma Aveda Salon and Spa | Zo Greek |
| Clover Food Lab | Mass. General Physicians Org. | Southern Kin Cookhouse | |
| Club Pilates | Mike’s Pastry | Squeeze Juice Co. | |
| Columbia Factory Store | Muse Paintbar | Staples Connect | |

Financial Statement

2022 ASSEMBLY CONNECT STATEMENT OF INCOME & EXPENSES

2022 Income

Dues

Member Dues Received	\$411,728.67
Member Dues Outstanding	\$0.00
Total	\$411,728.67

Reserved Cash

2021 Accounts Payable	\$54,403.20
Free Cash	\$76,820.60
Total	\$131,223.80



2022 Expenses

2021 Accounts Payable

Landry's Bike Tune-Ups (Bike Week Sept. 2021)	\$1,080.00
Assembly Bike Tour (May 2021)	\$200.00
MBTA Residential Pass Program	\$25,000.00
NorthEase Labor & Program	\$28,123.20
Total	\$54,403.20

2022 Labor & Program Expenses

Labor & Program Expenses	\$263,250.64
Total	\$263,250.64

2022 Accounts Payable

NorthEase Labor & Program	\$62,881.81
One Commute (CRM Software)	\$14,504.00
Total	\$77,385.81

Subtotal 2022 Expenses	\$395,039.65
2022 Retention Fund (for major capital projects)	\$25,998.27
Total	\$421,037.92

Outstanding Dues	\$0.00
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Excess Revenue Over Expenses	\$121,914.55
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ASSEMBLY CONNECT BALANCE SHEET

JANUARY 1, 2022 - DECEMBER 31, 2022

Assets

2022 Dues Received	\$411,728.67
2022 Outstanding Dues	\$0.00
Free Cash	\$76,820.60
2021 Accounts Payable	\$54,403.20

Total Assets	\$542,952.47
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Liabilities

2022 Expenses	\$395,039.65
2022 Balance of Budgeted Expenses & Contingency	\$45,093.95
Free Cash	\$76,820.60
Retention Fund (for major capital projects)	\$25,998.27

Total Liabilities	\$542,952.47
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15K
Alternative Trips



67,794.6 mi
Alternative Distance Traveled



20.5 tons
of CO2 Reduced



\$23K
Money Saved



15K
Total Trips Logged



69,333.0 mi
Total Distance Traveled



1 Million
Calories Burned

Mode Data

To assist with achieving the TMA’s mission along with reducing the number of single occupancy vehicle (SOV) trips to and from the Assembly Square District, the Assembly Connect team continues to utilize TripConnect as its main commuter benefits platform. TripConnect has many versatile functions which include the ability for the TMA staff to offer programs and services, incentives, ride matching, multi-modal commuting options, as well as trip tracking and data collection on various mode statistics.

TripConnect

- As of January 1st, 2023 there were 1,387 TripConnect participants
- 15K Alternative Trips
- 67,794.6 mi Alternative Distance Traveled
- 20.5 tons CO2 Reduced

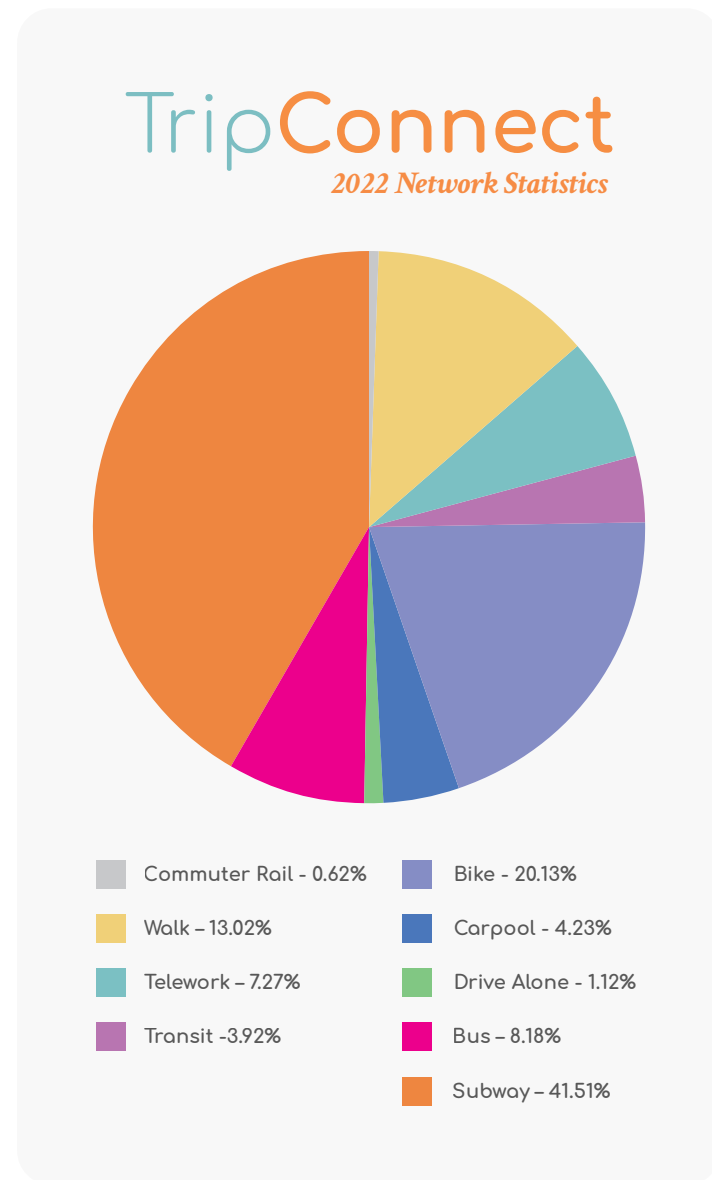
In 2021, the mode split for TripConnect participants showed that subway, walking, and telework were the top three sustainable transportation choices. However, in 2022 we have seen a shift from telework to biking. This

95%
increase in the number of participants in TripConnect

is correlated with more employees returning to the workplace and with more flexible hybrid work schedules, and the large boost in bikeshare during the Orange Line shutdown.

MBTA VEHICLE TRIPS

2022 provided a reset to what the new normal is for post-pandemic MBTA Orange Line ridership. Rather than continuing to compare to pre-pandemic 2019 ridership, we now have enough



data to begin to recalibrate what Orange Line ridership will be in light of hybrid work and more flexible scheduling for office workers. 2022 saw a 36% increase in overall boardings over 2021, which indicates that people are returning to transit. Unfortunately, in August 2022 the full closure of the Orange Line for a 30-day period had a significant impact on this return, as employees were encouraged to work from home, and many others chose to bike or walk if possible. Continued slow zones on the Orange Line to complete additional work over the 4th quarter also impacted ridership growth.

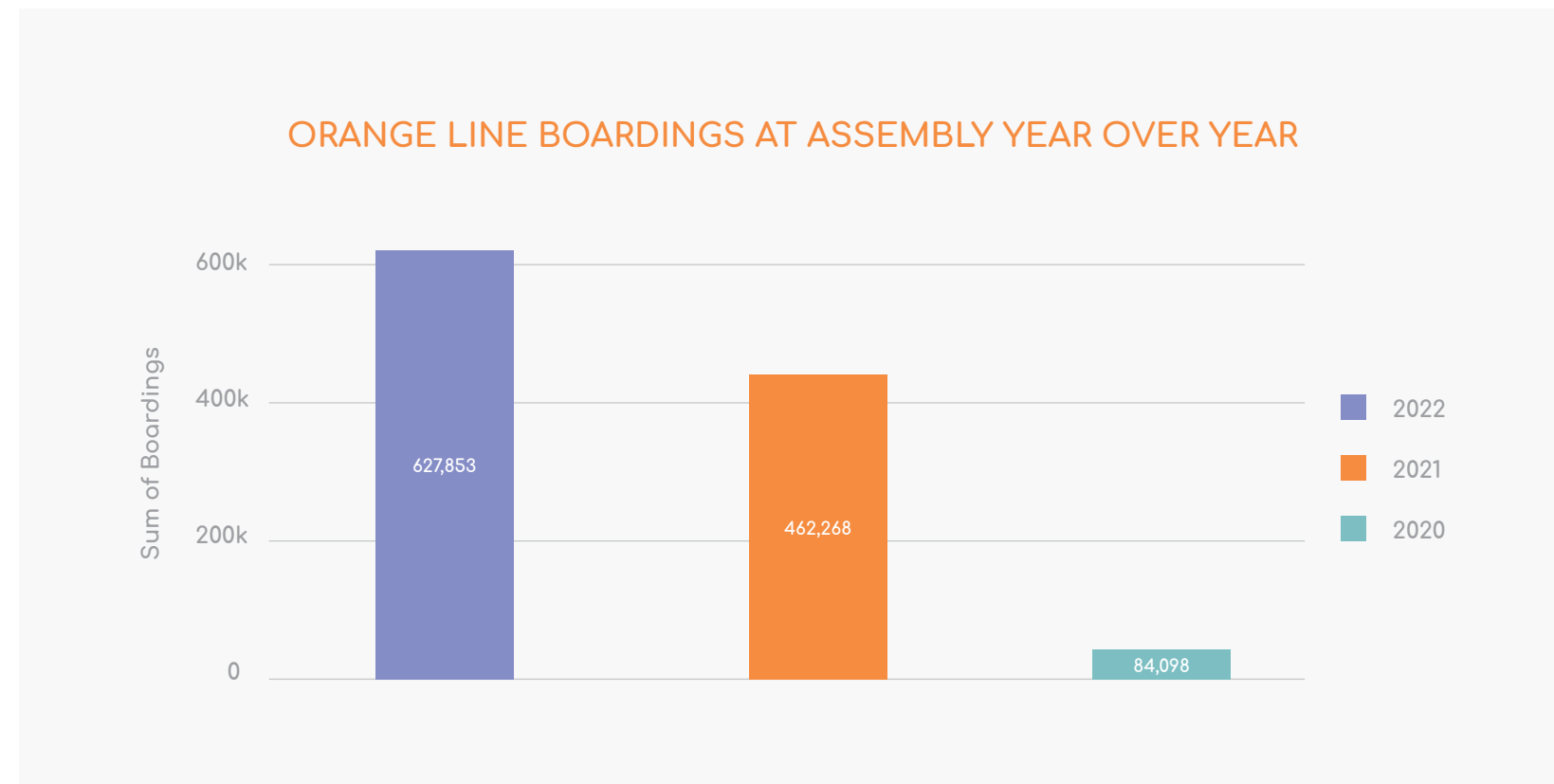
AVERAGE DAILY VEHICLE TRIPS

As part of the ongoing monitoring and measuring of the overall reduction of single occupancy vehicle

(SOV) use at Assembly, Assembly Connect tracks average daily vehicle trips on a quarterly basis. In 2022, the district had an average daily vehicle trip count of 36,363. Assembly Connect in coordination with its Board of Directors, its membership, and the City of Somerville has set a goal to stay below 42,000 average daily trips. As the district continues to grow, it will be important to increase sustainable transportation trips to achieve this goal.

BLUEbikes

Bikeshare was the stand out alternative mode for 2022. Assembly currently has two Bluebikes stations, one at the Assembly MBTA station headhouse and the other on the corner of Grand Union Blvd. and Foley St. The two stations combined had a record 9,486 trips which represents

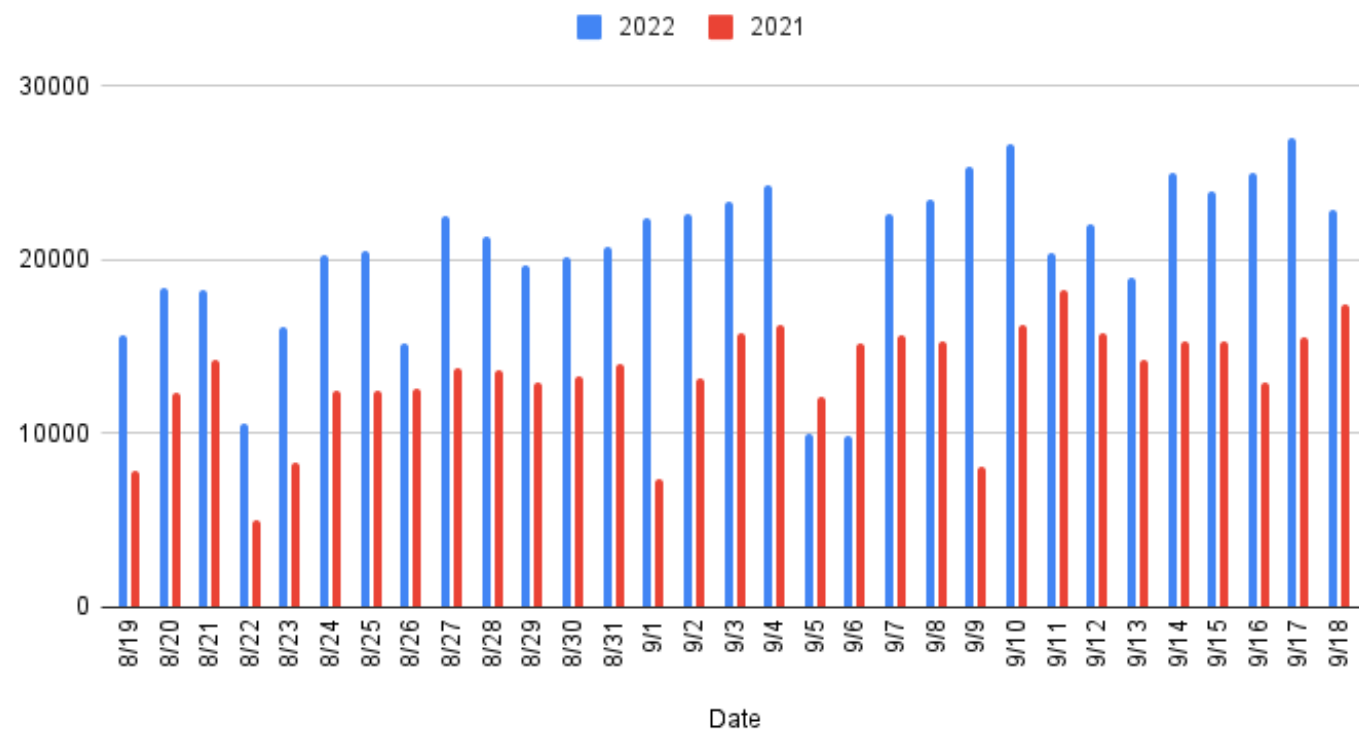


a 99.4% increase in trips over 2021. A large part of the boost in 2022 occurred during the 30-day Orange Line shutdown. During this period, Bluebikes were offered free to all riders. Many people took advantage of these savings as well as the speed and convenience of biking rather than taking shuttle service while the Orange Line was not operating. Assembly Connect also subsidizes Bluebikes memberships for residents and employees. In 2022, the Assembly Connect Bluebikes program was upgraded to offer free Bluebikes memberships to retail employees that work at Assembly and live in a community served by Bluebikes (Arlington, Boston, Brookline, Cambridge, Chelsea, Everett, Malden, Medford, Newton, Revere, Salem, Somerville, or Watertown).



Illustrations by @HKArtDesigns

Systemwide Bluebikes Year Over Year Increase: 2021-22



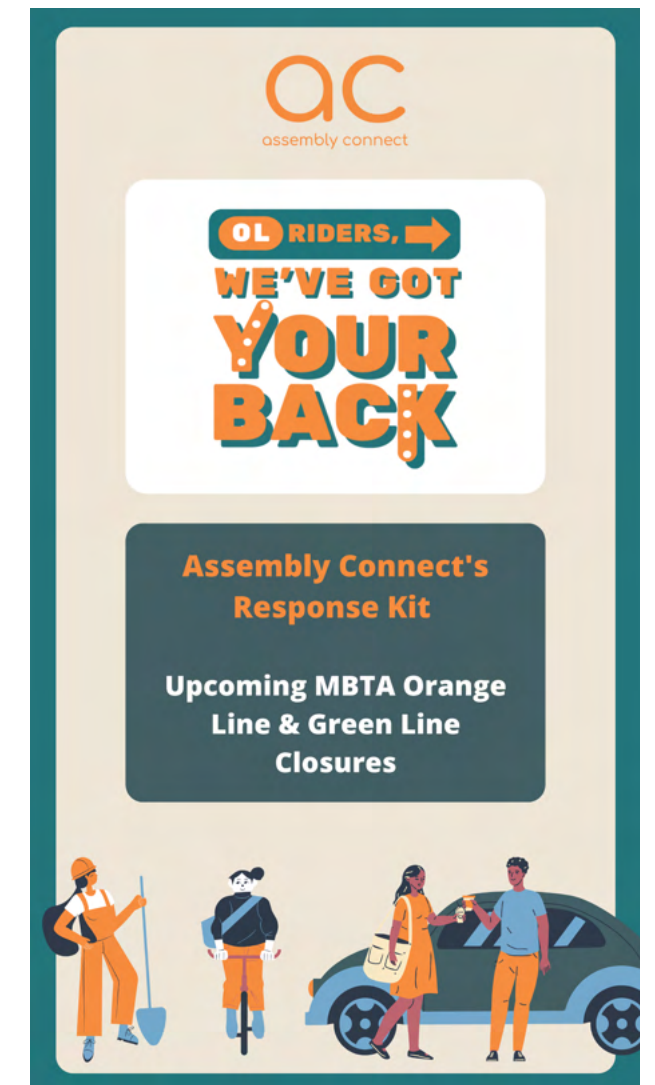
Line graph shows an increase in daily Bluebikes trips during the 30-day Orange Line shutdown.

Orange & Green Line Shutdown Response

In August 2022, the MBTA initiated the 30-day full closure of the Orange Line to complete five years of improvements to bring track and signal infrastructure into a state of good repair, while also addressing safety actions identified by the Federal Transit Administration (FTA). The shutdown took place from August 19 - September 18, 2022. During this time, Green Line service between Government Center, Haymarket, North Station, Science Park, Lechmere, and Union Square was also closed. Shuttle buses replaced Green Line and Orange Line service along the closed routes. These closures impacted Orange Line transit service at Assembly and Union Square station in Somerville.

In the two weeks leading up to the closure, the Assembly Connect staff prepared Assembly public transit riders for the MBTA's 30-day Orange and Green Line shutdowns by developing an "Assembly Connect Response Kit". The kit was created for riders to help navigate the MBTA diversions. Riders could explore alternative commute options and learn about Assembly Connect's carpooling and biking programs being offered to employees and residents during the closures.

In addition, TMA staff created a "Bicycle Buddies" program to support new cyclists during the shutdown. The initiative connected new cyclists with experienced riders to provide guidance and tips. Assembly Connect staff also promoted bike convoy rides which started at Assembly Square that were led by the Boston Cyclist Union.





In response to those employees who were outside of biking distance to Assembly, the TMA staff developed an “**Assembly Connect Lyft Shared Carpool Program**” which offered a \$5 Lyft ride voucher towards shared rides to Assembly Connect member employees and residents who were dependent on the Orange Line and/or Green Line to commute to work during the MBTA shutdowns. The TMA staff also worked with the MBTA to obtain reloadable Charlie Cards and distributed these to community members and to Assembly Row retailers.

During the shutdown, the Assembly Connect team attended weekly MBTA briefings, which provided updates on the Orange Line and Green Line work and closure as well as a space for community groups/organizations to express concerns and questions to members of the MBTA.



Accomplishments

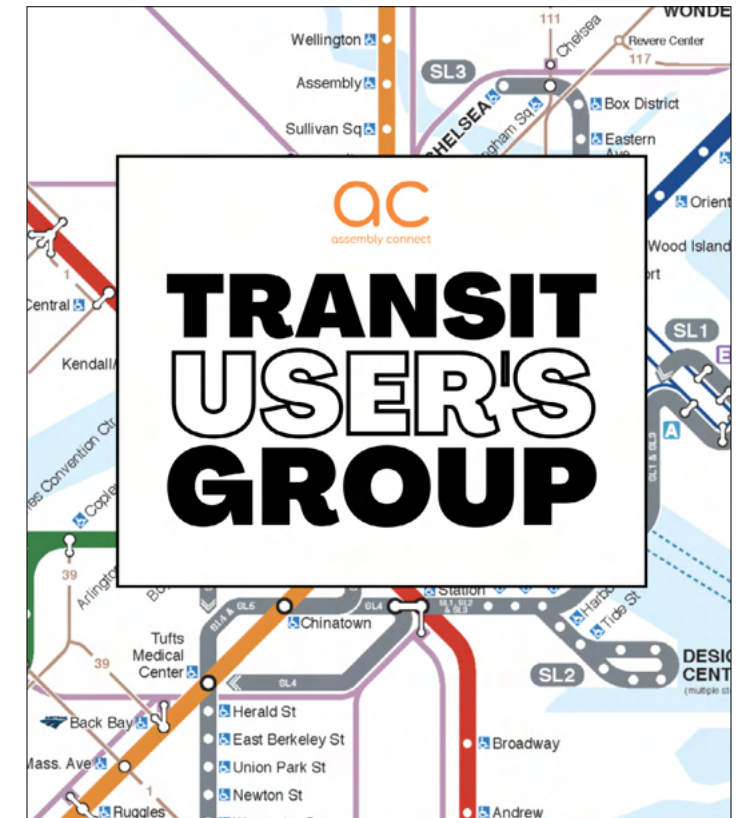
Assembly Connect offers a variety of transportation programs and services for Assembly residents, employees, and visitors. Staff continue to seek out unique and fun ways to promote and encourage green commute modes. The goal of these programs is to assist with decreasing the number of SOV trips while providing transportation benefits to TMA members.

Assembly Connect is exceptionally proud of the many accomplishments achieved in 2022. The continued drive to build awareness of the TMA and to expand the current programs and services for Assembly employees, residents, and visitors resulted in the TMA staff developing several new and exciting offerings to support Assembly Connect members.

TRANSIT USER'S GROUP

Advocating for improved transportation services and options to and from the Assembly Square District is an essential part of the work provided by the TMA staff. In November, TMA staff hosted the first Assembly Connect Transit User's Group meeting to discuss which Orange Line and MBTA bus improvements that Assembly residents, employees, and visitors feel are most essential for this district. Among many topics, participants voiced the desire for:

- Wayfinding signs
- Bus shelters
- Real-time transit screens at bus stops



- Shuttle connections to other transportation hubs

Assembly Connect staff continue to invite transit riders to communicate feedback through the Assembly Connect Transit User's Facebook Group and will use the information gathered from this feedback as a guide for public transit investment discussions for the Assembly Square District.

MBTA RETAIL PAY-PER-USE PILOT

In 2022, Assembly Connect launched the second year of the MBTA retail pass program for Assembly retail employees. This program continues to offer members a fully subsidized MBTA monthly pass to assist with their travels to and from the Assembly

Accomplishments

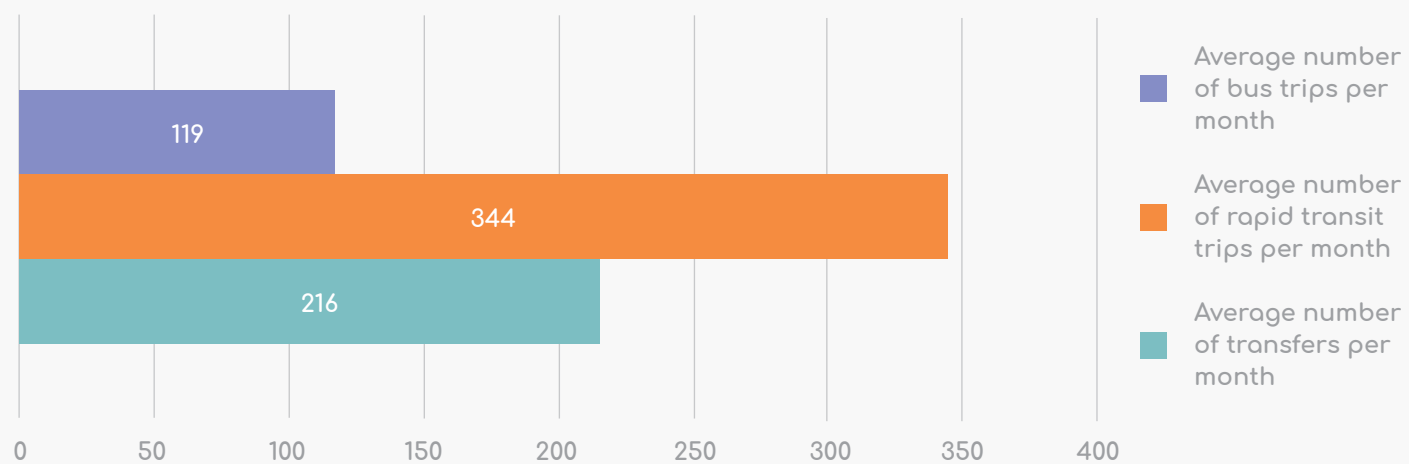
Square District using public transit. However, rather than subsidizing the full cost of a monthly Link pass (\$90) the new pilot allows for Assembly Connect to pay per swipe for each employee use.

The pilot is part of an effort initiated by the MBTA in 2016 with MIT to operationalize a post-paid institutional fare program that charges the institution based on usage of their employees' transit passes. Assembly Connect is one of only five companies/associations chosen to be part of an extension of this program. Other organizations include Google, Sanofi, Kendall Square Association and the City of Boston. The Pay-Per-Use limited fare program initiative is expected to run for 24 months, whereupon the MBTA will evaluate its options to expand the program.

The Pay-Per-Use pilot was launched in July of 2022. From July - December 2022, 78 new retail employees that represent 29 different Assembly retail employers received an MBTA pass. Over a six-month period, on average there were 33 active participants each month with an average cost of \$39/month per participant. Given this initial data, the TMA staff will be expanding the program in 2023 to provide new Assembly retail employees with a free six-month MBTA pass. Data from the program for July - December 2022 show the breakout for the average number of trips per mode in the graph below.

ASSEMBLY CONNECT RETAIL PASS PROGRAM

Average number of monthly trips by mode
July 2022 - December 2022



MBTA RESIDENTIAL PASS PROGRAM

New Assembly residents are eligible to receive a free two-month MBTA Link pass. In 2022, 80 new Assembly Connect member residents from Alta Revolution, AVA, Avalon, Miscela, and Montaje received an MBTA pass.



BICYCLE BENEFITS PROGRAM (NEW IN 2022)

Assembly Connect partnered with Bicycle Benefits to bring this national program to the Assembly Square District. The program encourages people to choose to bike to the district (instead of driving) by incentivizing riders with discounts to their favorite local stores. When shopping at a participating business, riders can present their Bicycle Benefits sticker to redeem an in-store discount. Assembly retailers such as All She Wrote Books, Legoland Discovery Center, PUMA, Vineyard Vines, and Ralph Lauren Polo offer discounts as part of this program.



CARPPOOL PROGRAM (NEW IN 2022)

Rounding out 2022, the Assembly Connect team launched a new program created specifically

for Assembly Square District office employees who are interested in carpooling. To incentivize traveling together, Assembly Connect offers a \$75 gas card to carpool groups that complete eight one-way-trips together for the month. Groups can participate in the program for up to three months and receive a total of \$225 in gas cards.



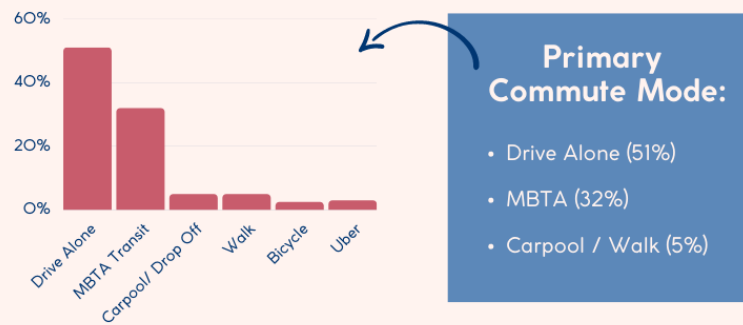
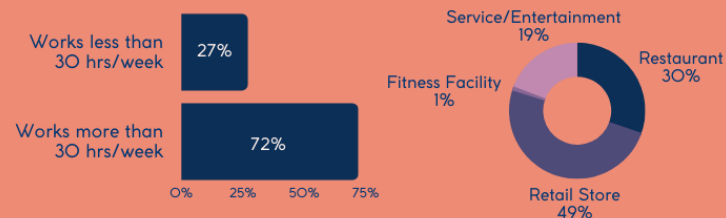
ZIPCAR (NEW IN 2022) Assembly Connect established a partnership with Zipcar to offer TMA members a discounted annual Zipcar membership. Zipcar is a car-sharing network, where members can quickly and easily rent cars for short errands or trips, and every Zipcar takes 13 personally owned vehicles off the road! The closest Zipcar is located right in Assembly Connect's AVA Garage. The discount includes a waived application fee (\$25 in savings) and \$35 off the first annual membership fee (normally \$70).



ASSEMBLY ROW EMPLOYEE SURVEY SUMMARY

In the summer of 2022, Assembly Connect conducted a survey of Assembly Row retail and restaurant employees. The purpose of the survey was to get a better understanding of commute trends, mode choice, and what types of services would best serve employee needs.

Employee Breakdown:



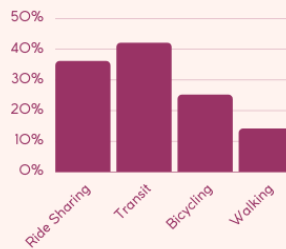
15-30 MINUTES

Respondents' average commute time for one-way trips using their primary mode of transportation.

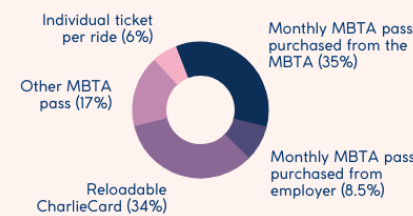
41%

The percent of drive alone commuters that were somewhat to very likely to switch to an alternative with incentives for doing so.

Top Alternative Choices for Those Willing to Switch From Driving Alone:



How Respondents Pay For Transit:



Top Requested Transit Improvements:

1. More frequent service (57%)
2. Lower fares (51%)
3. Later service (46%)

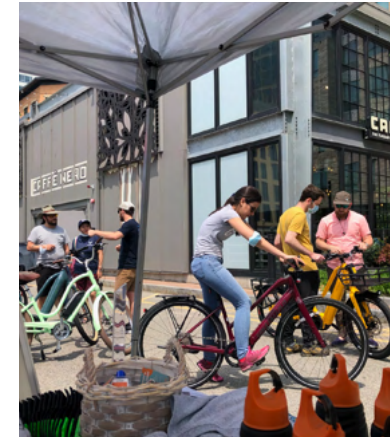
Total: 121 survey responses

Marketing and events continue to be a large part of the work of the TMA and the primary way the staff engages and builds awareness about Assembly Connect's programs and services. Throughout the year, the TMA staff worked on multiple events and promotions. Below are highlights on some of the major projects in 2022:

Assembly Retail Employee Survey

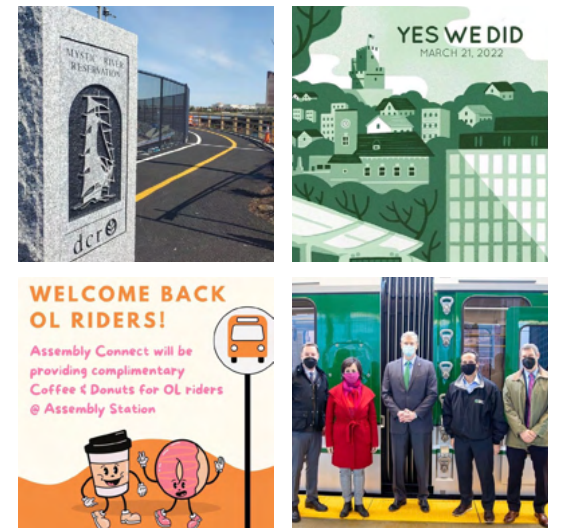
Assembly Connect conducted a survey of Assembly Row retail and restaurant employees during the summer of 2022 to better understand the transportation needs of this sector of our community. This valuable data will guide decisions for the types of services Assembly Connect can provide in the future.

- **E-Bike Demo Day w/ Landry's**
Assembly Connect collaborated with Landry's Bicycles to host the TMA's first ever E-Bike Demo Day at Assembly Row. This event offered community members the opportunity to test ride a variety of electric, cargo, folding bicycles & more.



- **Bay State Bike Month Bike Bash**
Sponsored by Alta Revolution
Assembly Connect's participation in Bay State Bike Month culminated with our annual Bike Bash celebration on the Mass General Brigham outdoor lawn. This event was co-hosted by MassBike, sponsored by Alta Revolution, and supported by many organizations who participated in the event. PUMA, Kryptonite Lock, and REI Co-Op donated prizes for various raffles, and MassBike, East Somerville Main Streets, Bluebikes, Somerville Alliance for Safe Streets, Alta Revolution, and the Greater Boston - New England Mountain Bike Association all hosted a table at the event.

Top Social Posts In 2022



2022 EVENTS

January

- Winter biking webinar with MassBike

March

- Walking bingo challenge
- 2022 Annual Meeting

April

- Earth Day promotion
- Bluebikes program bicycle hanger tags

May

- Assembly Connect May bicycle challenge
- East Somerville & Assembly Square history walking tour with East Somerville Main Streets and Somerville Historic Preservation Commission
- East Somerville & Assembly Square mural bike ride with Cyclopolitan, East Somerville Main Streets, and Bluebikes
- MassCommute webinar - “Making a Difference” - A panel discussion on corporate sustainability best practices
- E-bike demo day
- Bicycle safety clinics

June

- Bay State bike month bike bash

August

- Association for Commuter Transportation international conference



September

- Assembly Row Riverfest
- Bicycle safety clinic
- “Welcome Back OL Riders” event at Assembly Station

October

- Member tabling events at AVA and Avalon
- “Welcome” move-in residential tote bags for AVA/Avalon

November

- Transit user’s group meeting
- “Light Up Your Ride” free bicycle lights
- Member tabling events at Mass General Brigham
- “Welcome” move-in residential tote bags for Alta Revolution

December

- Assembly Row Ice Stroll
- “Ridin’ the Path to 1K” campaign
- Telework promotion

Member Spotlight: Alta Revolution

Alta Revolution, owned and operated by Wood Partners, is Assembly Square’s newest residential development that opened in 2022. With eight floors that consist of 329 units, this property is estimated to house 500 residents. Since Assembly Connect’s very first interactions with the management team at Alta Revolution, Ty Brieske and his staff have been enthusiastic supporters of the TMA’s work and have a keen understanding of how Assembly Connect’s sustainable transportation options add to the vitality of living at Assembly Square. Assembly Connect and Alta Revolution have collaborated on several events throughout the year. Alta Revolution sponsored the 2022 Bike Month Bike Bash in May and hosted an informational table at the event. They also provided a meeting room for the annual MassCommute meeting of all TMA’s from across the Greater Boston area and received twenty-five round-trip T-passes from the TMA to get tenants to and from a resident-only activity in Malden. Assembly Connect also provided move-in tote bags with information regarding the TMA’s programs and services to new Alta Revolution tenants. More recently, Assembly Connect hosted a wine and cheese night in the Alta Revolution lobby to promote Assembly Connect’s programs and services to their residents. From this event, there was an immediate increase in the Assembly



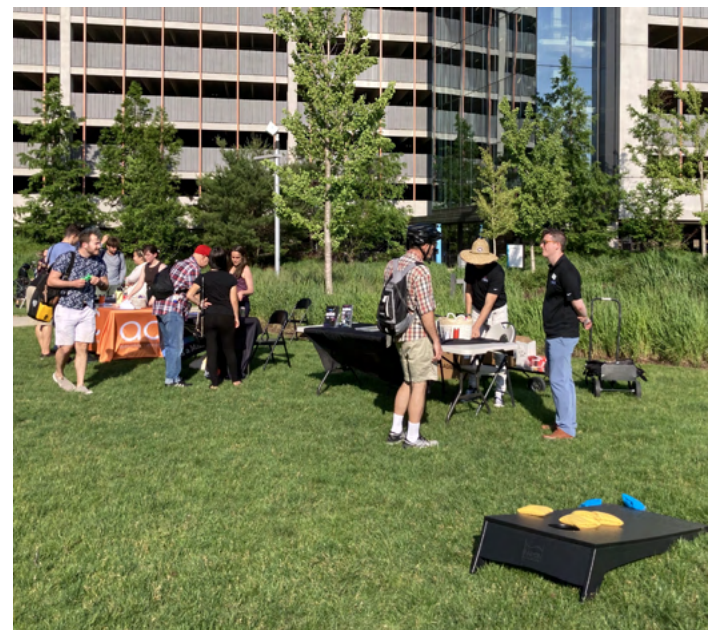


Connect quarterly newsletter subscriptions, TripConnect registrations, and MBTA program participation.

Alta Revolution is doing their part to promote sustainable transportation options by including enclosed public and private bike rooms that are equipped with maintenance stands for quick bike fixes, bike racks in their garage, along with bike locking stations located on the sidewalk. Overall, these biking amenities accommodate over 300 bicycles. Also available to residents are 20 EV parking stations with room for 20 additional stations in the future, an allocated vendor space for organizations like Assembly Connect to host events to engage with their residents, and LED screens to promote MBTA schedules and additional information. Alta Revolution is a leading example of a progressive residential development and Assembly Connect is excited to have them as a member of the TMA.

“Assembly Connect has been an amazing partner. I initially met with Assembly Connect during the final stages of the construction of Alta Revolution. Stephanie and her team were a great resource to me as a Property Director, to connect with local businesses and organizations. Assembly Connect further enhances our resident experience by providing green and public transportation options here in Assembly Row. Assembly Connect connects directly with our residents through events held on property such as a recently hosted wine and cheese night here at Alta Revolution and last spring we were happy to sponsor the annual Bike Bash. Assembly Connect has been an amazing value to our community.”

Ty Brieske, Property Director,
Alta Revolution



Alta Revolution, sponsor of the 2022 Bike Bash

Advocacy & Collaboration

Understanding the needs of TMA members and community partners, as well as local and state government planning efforts continues to drive and inform the work of the organization. A brief summary of 2022 advocacy and coordination activities is provided below.

LEGISLATIVE INITIATIVES

Foundational Funding for TMAs: Staff continued to work with a coalition of MassCommute TMAs to engage legislators to support the Transportation Bond Bill which included \$25 million in funding language for Massachusetts TMAs over a 5-year period to be used for capital and educational programs. Funding was approved by the legislature in August 2022.

Support for TMA-Related Legislation: After the successful Bond Bill campaign, Representative Steve Owens approached staff to work with him

to update the language for a revised bill that will revamp the Massachusetts Rideshare Regulation. A new bill was filed for consideration in the 2023-24 legislative session.

TRANSIT

Transit Advocacy Groups: Staff attended meetings with both the Business Transportation Tag Up group and the Transit is Essential group. Participating in these groups has provided the opportunity for Assembly Connect to have a seat at the table to learn more about initiatives that can inform our programmatic decisions.



MBTA: Staff provided feedback to the MBTA on various proposed changes for the Bus Network Redesign that would impact the

Assembly District. As noted earlier, Assembly Connect worked closely with the MBTA and the City of Somerville during the Orange Line closure.



COMMUNITY ENGAGEMENT/ COLLABORATION



MassCommute/MassBike:

Assembly Connect's long-standing association with MassCommute and MassBike continued in 2022. Staff worked with MassBike to promote safe biking webinars for TMA members and with MassCommute to host a best practices in corporate sustainability webinar in which Assembly Connect Board member Jay Phillips (Senior Director of Real Estate and Facilities - Mass General Brigham) participated as a panelist.

Local Government/Non-profit

Organizations: Staff worked with the City of Somerville and six local non-profit organizations to promote their transportation-related initiatives or to partner with them as a resource to develop program opportunities for our members.

Business Partnerships: In addition to governmental and non-profit partnerships, the marketing team worked with member Federal Realty Investment Trust (FRIT) to raise awareness about sustainable travel options at the annual Assembly Row Riverfest and Ice Stroll events. Staff also continued to work with Landry's Bicycles and Bluebikes to enhance bike safety and biking for commuting, exercise, and recreation.



"As a new resident, I was worried about getting around since I did not have a car. However, thanks to Stephanie and her team, I was able to enroll into the MBTA Pass Program and commute to many different parts of the city. It was such a great way to welcome us to the city and experience all the unique areas it has to offer!"

Liji Tan, Resident and MBTA Residential Pass Program Participant, Transit User's Group



Looking Ahead

2023 will mark the fifth year for Assembly Connect which offers the organization the opportunity to build on its successes. TMA staff take great pride in the programs and services provided to members and the corresponding measurable results. In order to further capitalize on TMA staff's data driven approach and to foster the relationship with the TMA's 100+ members, this coming year staff will launch a customer relationship management system. This customized tool will allow for better data visualization and analysis of mode data, robust tracking of transportation demand management (TDM) permit requirements, and enhanced member and participant engagement tools.

While the education, promotion, and incentivizing of sustainable transportation is a large part of the work of the TMA staff, infrastructure to support those mode choices is equally important. Plans for 2023 include making a capital investment in a major mobility project. Assembly staff and the Board of Directors, in coordination with the City of Somerville, are exploring the following options for these funds.

- Bus shelters at MBTA stops
- Mobility hubs that will provide multiple transportation alternatives at key designated areas in Assembly Square
- Transportation-based wayfinding signage to assist people in locating MBTA stations, bike paths, etc.

- "Smart parking" software to track high occupancy vehicle use in Assembly garages
- Additional bikeshare stations
- A study to explore opportunities for transit connector shuttle service at Assembly

The Board of Directors and the Assembly Connect staff invite you to follow the organization's progress this year to learn more about these exciting initiatives. As always, thank you to the TMA's members and Board of Directors for their continued support and leadership. In 2023, staff are looking forward to adding to the TMA's growing list of partners to join in the important work of making Assembly and Somerville accessible, equitable, and vital.

Illustrations by @HKArtDesigns



Contact Us


General Email, info@assemblyconnect.com


Andrea Leary, *Executive Team*,
aleary@northeastconsulting.com


Allison Simmons, *Executive Team*,
asimmons@northeastconsulting.com

Stephanie Le, *Assistant Director of Marketing & Programs*,
sle@assemblyconnect.com

Olivia Saccocia, *Marketing and Programs Coordinator*,
osaccocia@northeastconsulting.com

 assemblyconnect.com

 [@assemblyconnect](https://www.instagram.com/assemblyconnect)

 assemblytripconnect.com


assembly connect