

USING A TMA MODEL TO EXPAND REGIONAL MOBILITY



CrossTownConnect
Your Community, Your Transportation, Your Way

495 MetroWest Corridor Partnership
Transportation Committee Meeting
October 20, 2026

Together we bring decades of experience in TMA development and operations.

- ▶ Michele Brooks, Director of Consulting, TransAction Associates
- ▶ Karen Dumaine, Senior TMA Program Manager



- 30+ years of industry experience
- A subsidiary of Beacon Mobility (12/24)
Expanded to 25 states, 850 contracts, 14,000 vehicles
- Diverse client base – TMAs, property owners, universities, medical facilities, office parks, municipalities, residences
- Our Work:
 - Establish & operate TMAs
 - Transportation studies
 - Design transit routes, operate transit services, fleet of 106 vehicle
 - Manage transportation and ground crew for large events
 - Compliance reports for state and local trip-reduction regulations

A TMA is...

- ▶ Formally organized
- ▶ Guided by a clear mission
- ▶ Addresses an identified regional challenge
- ▶ Brings together public & private sector partners (businesses, institutions, local govt reps, state govt reps, stakeholders)
- ▶ Supported by member support
- ▶ Focused on serving a defined region

REGIONAL • MEMBER-SUPPORTED • MISSION-DRIVEN



A TMA isn't...

- ▶ One size fits all
- ▶ Just a shuttle service

Typical Organizational Structures



Non-profit 501 (c)(4)



Subgroup Under an Existing Organization/Non-profit



Intermunicipal or Intergovernmental Agreement

5 TYPES OF TRIPS THAT A TMA CAN ADDRESS

- ▶ Traditional Commuting – from suburbs to Boston
- ▶ Suburb to Suburb Commuting – from one suburb to another across the region
- ▶ Reverse Commuting – from Boston to partner communities and businesses
- ▶ Daily Needs Trips – non-commuting trips in the region for shopping, medical appointments, etc.
- ▶ First/last mile connections

COMMON INITIATIVES

ADVOCATE

Shape priorities

- Champion resources, legislation & infrastructure
- Inform members on key local & national issues
- Advance specific member goals

COORDINATE

Pool resources

- Pursue grants & funding
- Coordinate shared first/last-mile services, expenses & dispatch

DELIVER

Serve commuters

- Provide direct commuter services to members
- Raise awareness of transportation options

TYPICAL TMA PROGRAMS

Professional Staff

Commuter tools (ridematching)

Emergency Ride Home Program

Vanpool formation/operation assistance

Promote and enhance active commuting

Shared shuttles (fill gaps)

Incentivize behavior change



Coordinated resources that deliver better solutions

IMPROVE MOBILITY

Expand access and
transportation connections

STRENGTHEN THE ECONOMY

Support economic
development, recruitment,
and retention

COORDINATE RESOURCES

Connect communities and
employers; use resources
efficiently

LESS CONGESTION • FEWER SINGLE-OCCUPANT TRIPS • LOWER EMISSIONS



TMA MISSION

The CrossTown Connect Transportation Management Association (CTC TMA) is a member-based, nonprofit, public private partnership working together to decrease traffic and congestion, improve air quality, and improve mobility options in our region.



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CURRENT PARTNERS

Acton
Concord
Littleton
Maynard
Stow
Sudbury



PREVIOUS PARTNERS

Public:

- ▶ Acton, Boxborough, Concord, Littleton, Maynard, Stow, Sudbury and Westford

Private:

- ▶ AES of Acton, Emerson Hospital, Guitierrez Company of Westford, IBM of Littleton, Juniper Networks of Westford, Mill & Main of Maynard, Potpourri Group of Littleton, UTC Aerospace Systems of Westford and West Acton Villageworks of Acton

Statewide and regional partners:

- ▶ 495/MetroWest Corridor Partnership, MassDOT, MassCommute, MAPC, LRTA, MART, MWRTA

New Organizational Structure



Non-profit 501 (c)(4)

- ▶ IRS tax-exempt organization
- ▶ Primarily dedicated to promoting social welfare, working to improve communities.
- ▶ Some advocacy permitted
- ▶ Lobbying or political activity is not primary purpose

Next Steps

Establish governance structure & documents

Reengage membership/partners

Identify potential new members/partners

Identify grant opportunities

REGIONAL BENEFITS

ECONOMIC VITALITY

More economic
development

Better employer
recruitment & retention

MOBILITY & WELLBEING

New transportation options

Improved health outcomes

REGIONAL CAPACITY

More collaboration

Shared solutions

Contact Us



Michele Brooks *Director of Consulting*

EMAIL mbrooks@transactionassoc.com

CELL (508) 380-0721

OFFICE (781) 895-1100



Karen Dumaine *Senior Program Manager*

EMAIL kdumaine@transactionassoc.com

CELL (781) 790-3675

OFFICE (781) 895-1100

