**Maine Medical Center**

***“Get On Board!”***

**Alternative Commute Program**

*August 25, 2014 Report*

**Transportation Demand Management**

As requested by the city of Portland, Maine Medical Center developed a Transportation Demand Management plan that was implemented in June of 2008.

The objective of the plan was to reduce the number of single occupant vehicles coming to MMC and to reduce the impact of traffic to the peninsula.

To meet this challenge, Maine Medical Center formed a multidisciplinary team of employees who volunteered to develop this plan, and continue to support its components in an advisory capacity. The name of the plan is

**“Get On Board”**

The director for Security and Parking Services , Steve Hobart, was the leader of this dedicated group and served as chair of MMC’s TDM Advisory Council (“Get On Board”). Steve continues to direct the implementation of the TDM plan which has continued to thrive and grow, to change and evolve, into an integral part of the fabric and culture of MMC.

**A History of Get On Board**

MMC’s TDM plan is the result of extensive planning by the team and the team’s coordination with resources outside of our hospital environment. These resources included the Greater Portland Council of Governments and the “GOMAINE” commuter program which is sponsored by the Maine Department of Transportation and the Maine Turnpike Authority.

In June of 2008 MMC rolled out our comprehensive TDM program with an extensive marketing and communications campaign including full management presentations, intranet news items, emails, flyers, hallway demos of our web site, sign boards and presentations to staff.

Our program continues to be fully supported by MMC’s management and features subsidized alternative commuting options for ride share, mass transit, bikers and walkers.

The MMC “Get On Board” web site includes information and resources for alternative modes of commuting and ties directly to “GOMAINE” so employees can easily access the additional benefits of this program.

As a result of the strong marketing of TDM, the program was immediately embraced by our employees and within the first week we had several hundred staff enroll and we are proud of our steady growth each year since its implementation.

Not only have the initial elements of the plan continued to perform but MMC has over the years added elements to strengthen the plan, and more are coming. Additional parking for bicycles is currently being planned for our South Parking Lot to enhance this form of transportation’s availability to the main areas of the campus.

**Elements of the TDM Plan**

**Employee Information Package**

All new employees receive “Get on Board” information at the first day of orientation with instructions on how to join the program. This has increased the number of people that join the program at the start of their employment and has made our “Get on Board” program a focus of institutional policy instead of a program on the side here at MMC.

**Share Ride**

Carpoolers get the best parking in our main Gilman Parking Garage… and for FREE!

This is a gated, ID card access only area that connects directly to the Main Lobby on the ground floor of the hospital.

Employees that participate in our Ride Share program have no stairs to climb or elevators to wait for when entering the hospital. The idea of Share Ride has caught on and we have many carpools entering the garage on a daily basis that have not yet signed up and these will be part of the force to drive future growth of the program.

Share Ride is kept fresh for our employees through regular signs and intranet communications. This year the Share Ride parking area was improved via a structural engineering project.

**Bikers and Bike Racks**

MMC has worked diligently to make bikers feel welcome and safe. We started the program with five strategically located bike racks and ten bike lockers in 2008 and are now up to 13 bike racks and ten bike lockers with a total capacity of 148 bicycles. We are currently implementing a plan for additional bike racks in our South Parking Lot.

Our biking population also has access to a group tools shed that has basic tools and supplies that may be needed in a pinch for a flat tire or a slipped chain.

**Mass Transit**

Employees are able to purchase discounted bus tickets and Suttle-Bus Zoom tickets conveniently in our cafeteria. MMC buys the tickets at the regular price and offers them to employees at the reduced prices listed below. This is a clear demonstration of MMC’s commitment to making the TDM plan work for our employees and for the city of Portland.

**Motorcycles, Scooters and Mopeds**

We cannot forget the motorcyclists. Soon after implementing our TDM plan we were confronted with a need to expand our parking area for these enthusiasts and we are now close to filling this additional space also.

Since the inception of the MMC “Get On Board” program we have recognized additional but less direct opportunities to make a positive impact on traffic volume in our city and neighborhood and have added additional services to meet these needs. Below is an outline of these additions.

**Contractor Parking**

To reduce traffic in the vicinity of MMC and to ease parking congestion we have instituted a shuttle service for contractors to the hospital from our off site Classic Parking Lot at 993 Congress Street. This has reduced the number of contractor vehicles and contractor commuter vehicles on campus. Only essential contractor vehicles are allowed to park on site at this time. This is controlled by the Engineering department who issues contractor parking passes since they have the best understanding of the essential needs of the projects. The result of this change is seen daily on our neighborhood streets that used to be crowded with contractor company vehicles and their employee’s vehicles. Now the Western Promenade parking is more open, neighbors have less traffic in front of their homes and street side parking is more available.

**Brighton Campus Shuttle**

An employee shuttle service has been instituted between our 22 Bramhall campus and the 335 Brighton Ave campus to reduce vehicle traffic between the two campuses and to ease parking congestion at both campuses. The shuttle runs from 7am-5pm Monday through Friday on a fixed time schedule with three round trips per hour. The predictable, set schedule has increased rider use on the shuttle which has helped reduced inter campus traffic.

**110 Free Street and Gateway Shuttle**

The Gateway Shuttle service has been expanded to include the 110 Free Street office building to reduce vehicle traffic to and from these two office complexes. This shuttle runs from 6am-6pm Monday through Friday on a fixed time schedule with three round trips per hour. The predictable, set schedule has increased rider use on the shuttle which has helped reduce cross town traffic on the busy Congress Street corridor.

**Statistics**

The following is a breakdown of the year by year change in the running total number of employees that have signed up for “Get On Board” on our intranet site.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| CommuteMode | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014YTD |
|  |  |  |  |  |  |  |  |
| Bike | 119 | 121 | 123 | 142 | 153 | 182 | 215 |
|  |  |  |  |  |  |  |  |
| Walk | 83 | 83 | 91 | 95 | 99 | 124 | 146 |
|  |  |  |  |  |  |  |  |
| Mass Transit | 88 | 93 | 106 | 118 | 123 | 145 | 165 |
|  |  |  |  |  |  |  |  |
| RideShare | 358 | 371 | 398 | 474 | 537 | 753 | 937 |
|  |  |  |  |  |  |  |  |
| Total | 648 | 668 | 718 | 829 | 906 | 1204 | 1463 |

**Analysis:**

1. All methods of alternative commuting to MMC continue to attract more employees on an annual basis.

2. Biking, walking and mass transit, which primarily attracts those that live the closest to the hospital, are attracting a large percentage of these people. 35.9% of those that have signed up for GOB are users of one or more of these ways of getting to and from the campus. At last count we had approximately 1500 employees that live in Portland and a total of 526 employees that have signed up on our web site for these three forms of commute.

3. Ride Share continues to attract the most employees and has shown the best rate of growth, with the other areas posting extremely good rates of growth as well. It currently accounts for 64.1% of those signing up for GOB.

**Mass Transit Ticket Information**

Pricing

 Regular Price MMC Sale Price

 Metro $13.50 $8.00

 S. Portland $13.50 $8.00

 Zoom 10 ride $39.00 $29.60

 Zoom monthly $100.00 $84.50

 Zoom quarterly $260.00 $197.50

There were no price increases for tickets since the last TDM report. The total number of tickets sold to employees continues to grow. In 2010 we sold a total of 771 tickets while in the most recent 12 month period, through July of 2014, we have sold 1060. The continued increase in mass transit ticket sales seems to indicate a long term commitment and culture change by our employees to make these systems part of their lifestyle.

**Conclusion**

Maine Medical Center’s TDM plan is meeting its objective of reducing single occupant vehicle traffic in the vicinity of our Bramhall Campus, which was asked of us by the city of Portland. We continue to actively promote and grow the initial elements of our plan and proactively add additional ones as opportunities are presented. MMC has not only done the requirements of a TDM plan but has caught the spirit of what TDM is and how it can affect our community, our employees and our customers. We look forward to working hand in hand with the city of Portland to make our community prosper and grow in a way that benefits all.