



Movability

Breakfast & Awards



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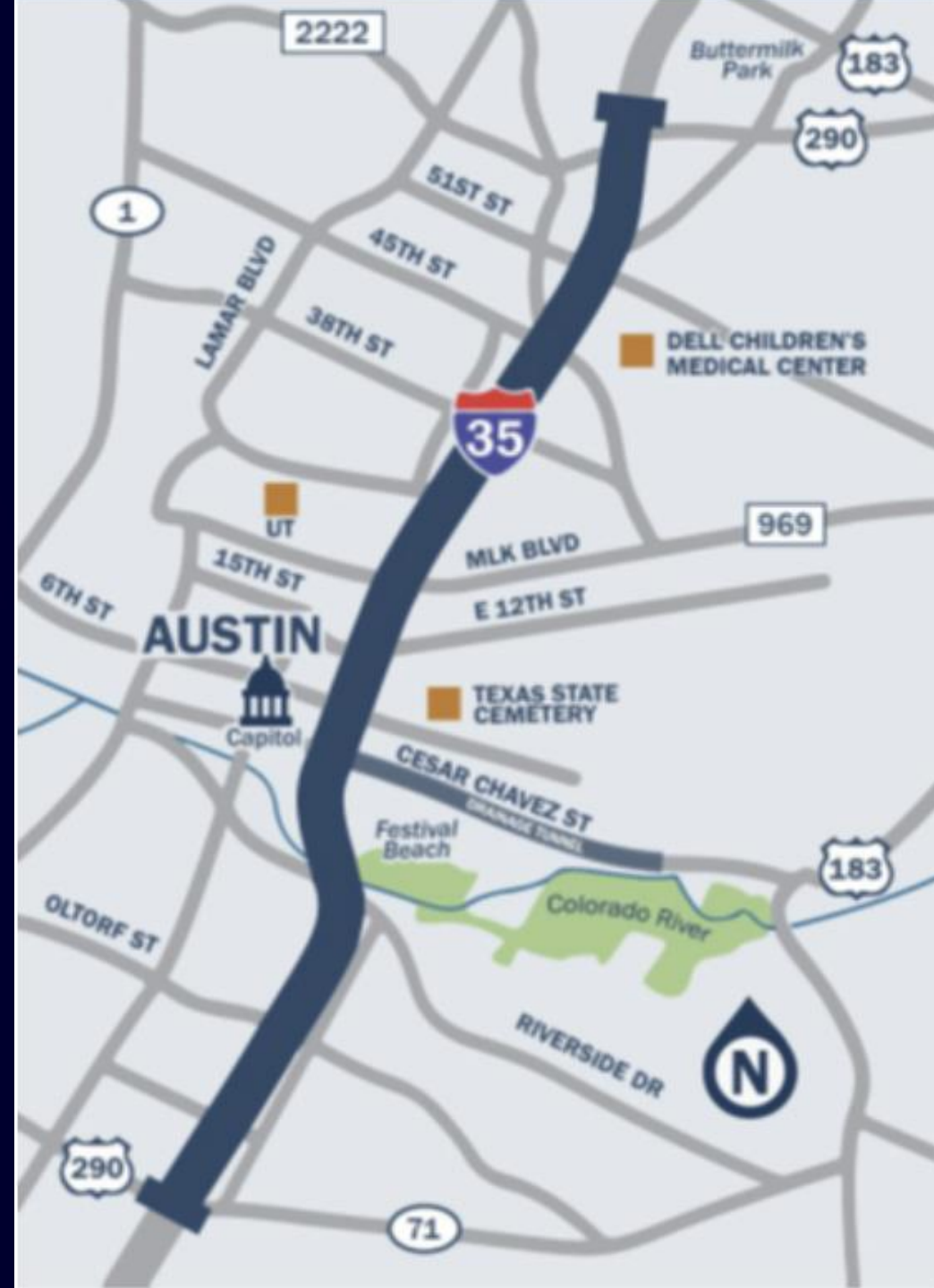
Allison
Simmons



President
Ease Consult

Transportation Demand Management During Construction

Lessons From Boston



What do Boston and Austin have in Common?

① Historic Cities



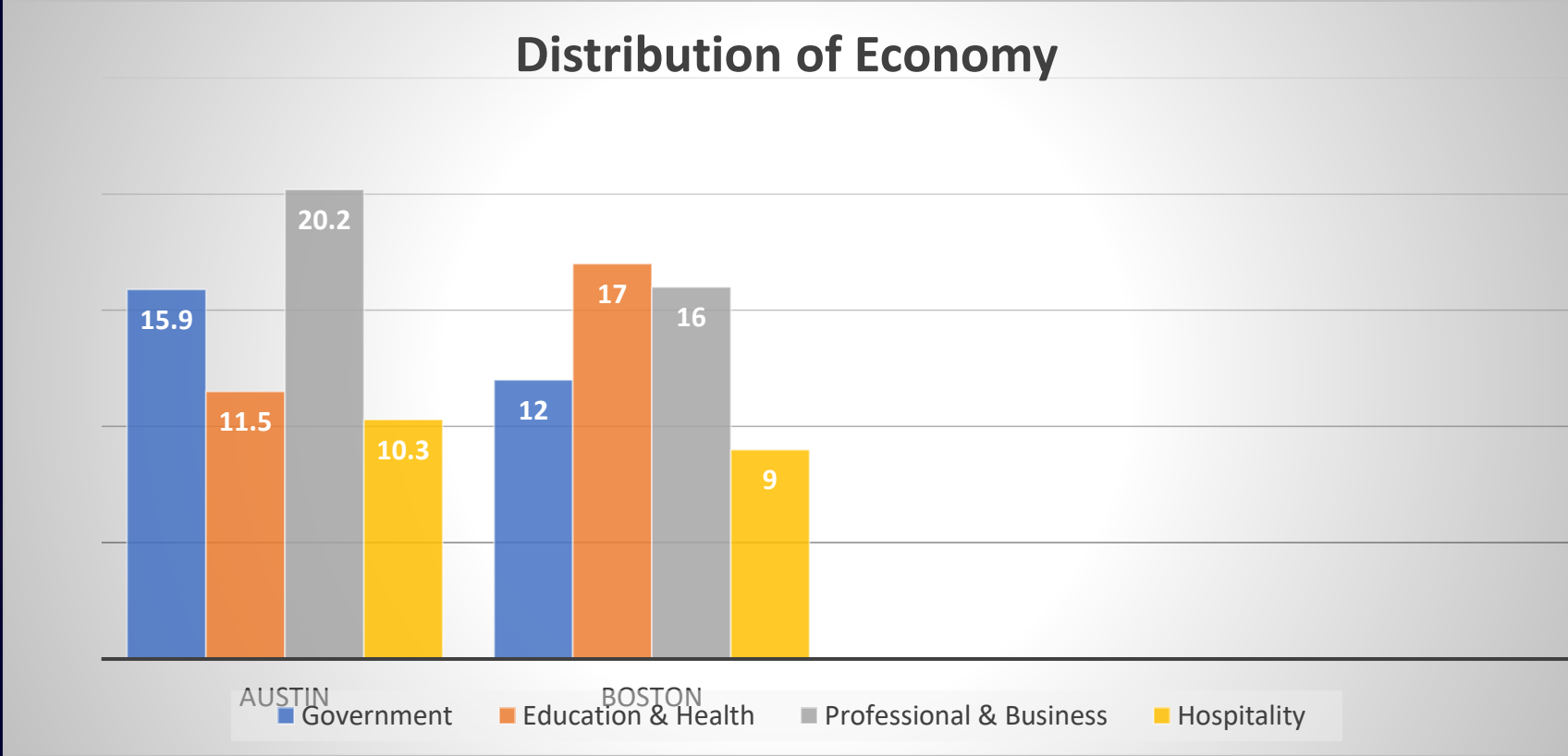
What do Boston and Austin have in Common?

② Growing Populations

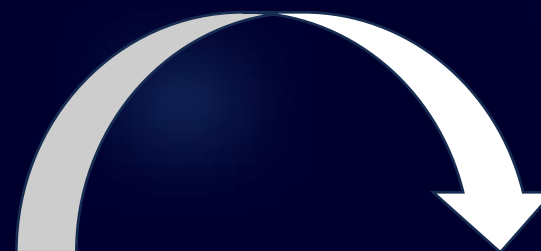


What do Boston and Austin have in Common?

③ Economic Hubs



Open Heart Surgery on a Patient Who is Running a Marathon



Importance of Transportation Demand Management During Construction

- ① **TRAFFIC FLOW**
- ② **ENHANCED MOBILITY**
- ③ **SMALL BUSINESS SUPPORT**



TRAFFIC FLOW

ARE YOU PREPARED?



COMMUTER IMPACTS

1A TOLL

Sumner Tunnel WILL BE CLOSED

TWO-MONTH CLOSURE BEGINS JULY 5, 2023

First Full Closure:
July 5 - August 31

Plan your commute:
[Mass.gov/Sumner-Tunnel](https://www.mass.gov/Sumner-Tunnel)

Project Email:
Sumner100@dot.state.ma.us

Project Hotline:
(508) 510-2920

Use your phone to scan the QR code at the right to learn more about your alternative travel options.



The Southbound **Sumner Tunnel** will be closed.
The Northbound **Callahan Tunnel** will remain open.

Ditch ^{the} Drive

Sumner Tunnel Closure



July 5 - August 31 2023

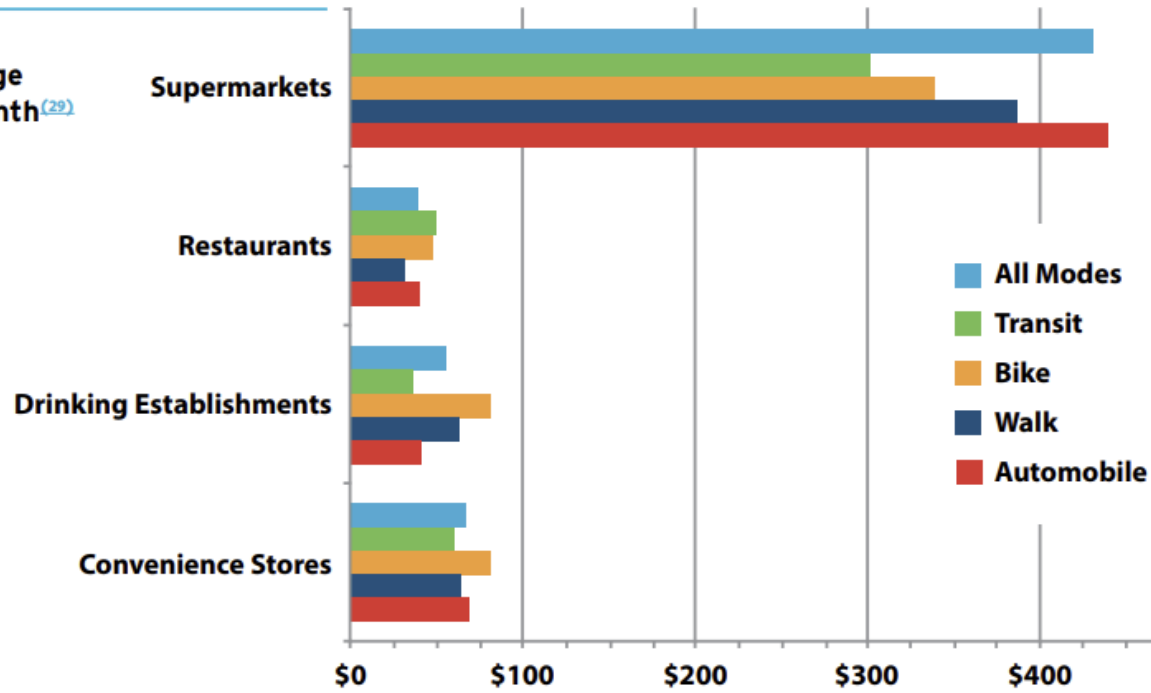


ENHANCED MOBILITY



SMALL BUSINESS SUPPORT

FIG. A
Estimated Average
Spending Per Month ⁽²⁹⁾



Lessons Learned

1

Financing

Understand what the financial impact will be on the future of the transportation system.

2

Technology

To the extent possible plan for what the world will look like in 20 years.

3

Think Big

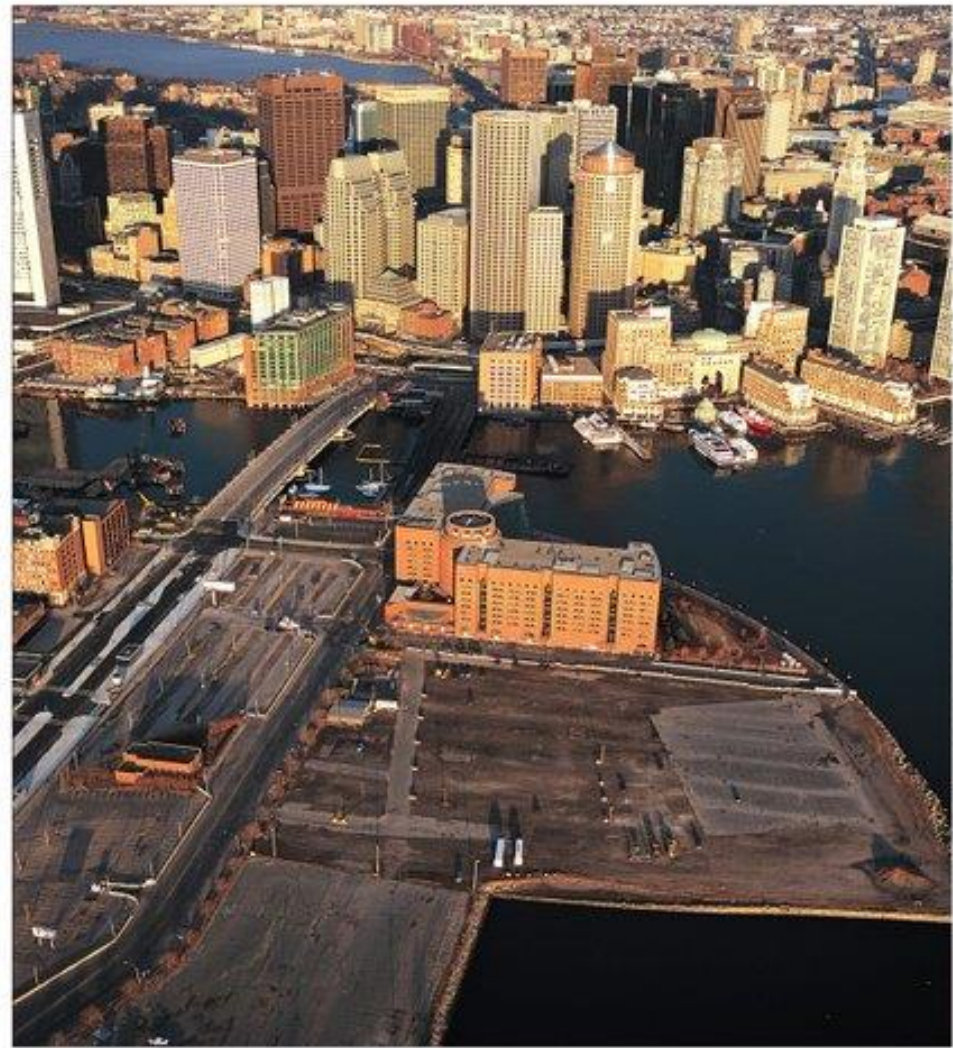
Don't solve for today's problems solve for tomorrows.



Was It Worth It?



Was It Worth It?



Additional Benefits

1

Stakeholder Engagement

Enhanced collaboration between government agencies, community groups and private sector.

2

Urban Revitalization/Equity

The project spurred economic development and the revitalization of previously underutilized areas in Boston.

3

Institutionalized TDM

TDM is part of the conversation in all aspects of transportation planning at state and local level.



Sometimes your only available transportation is a leap of faith.

Margaret Shepard

quote fancy



THANK YOU

Allison Simmons, TDM- CP
asimmons@easeconsult.com



Congratulations to the 2024 Central Texas Best Workplaces for Commuters!

Ballet Austin

Capital Area Council of Governments (CAPCOG)

CapMetro

The Thrival Company

Capital Area Rural Transportation System (CARTS)

City of Austin

Samsung Austin Semiconductor

Silicon Labs

Whole Foods Market



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