

CrossTownConnect



Your Community, Your Transportation, Your Way

Concord Shuttle Grant Proposal

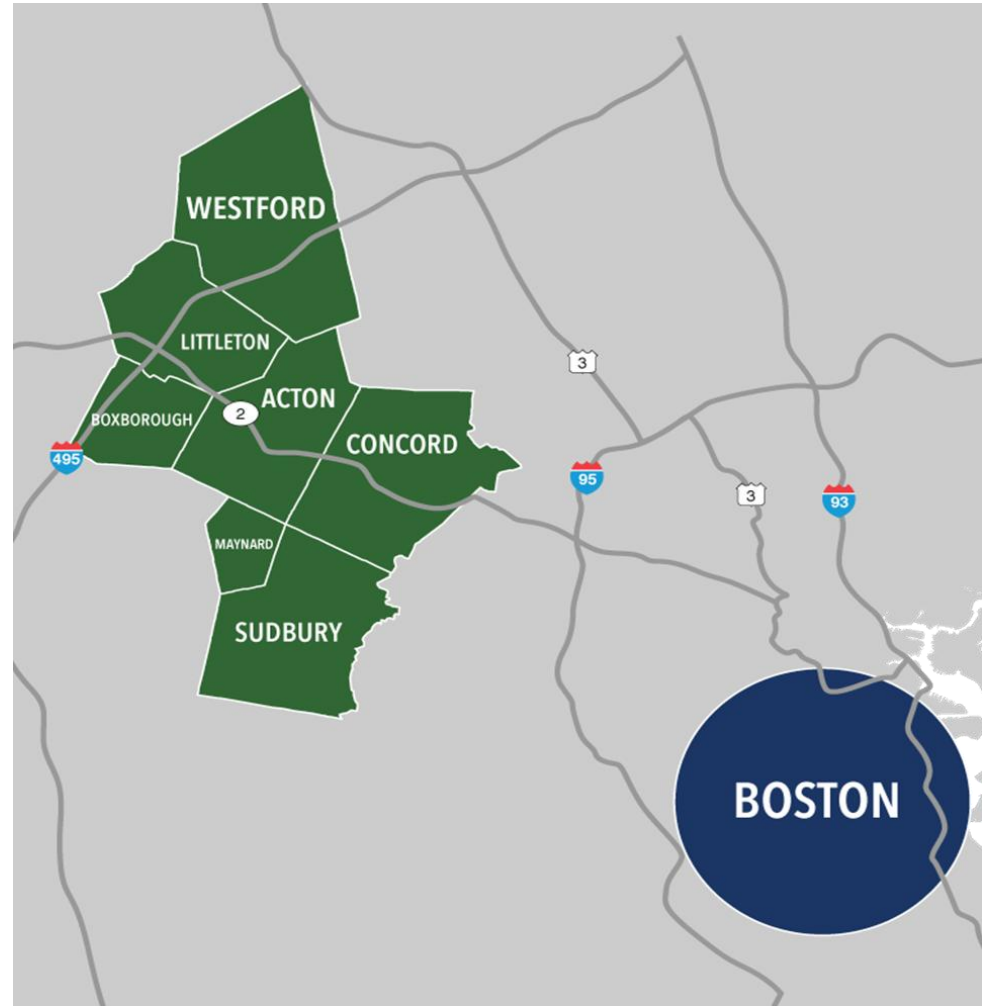
League of Women Voters of Concord-Carlisle

October 4, 2019

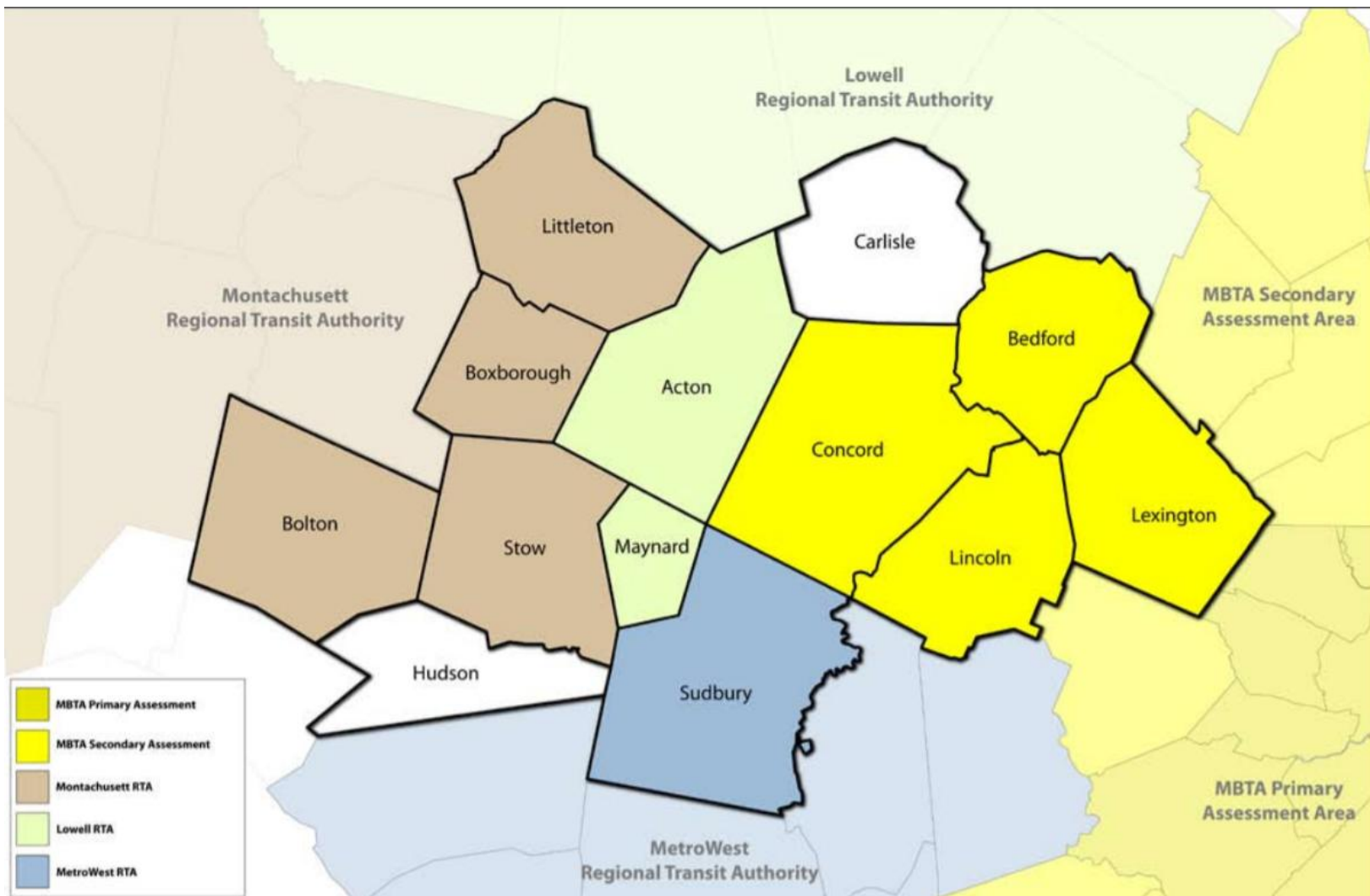
Scott Zadakis | Executive Director
CrossTown Connect TMA

Connecting the Region

- Public-Private Transportation Management Association (TMA)
- Serving communities and businesses along the Fitchburg Commuter Rail/Route 495/Route 2 corridors
- Improving regional transportation options
- Reducing traffic congestion and air pollution



Multiple RTAs, Limited Options



Source: MAPC

Public-Private Partnership



Ongoing Focus Areas

- ▶ “Daily needs” trips
- ▶ Suburb to suburb commuting
- ▶ Traditional commuting *to* Boston area
- ▶ Reverse commuting *from* Boston area



Employers

- Need access to talent
 - Many young workers prefer living in the city
- Have environmental goals
- Are hurt by traffic congestion
- Developers gain value from access to their properties



THE GUTIERREZ COMPANY

AvalonBay
COMMUNITIES, INC.



JUNIPER
NETWORKS

Insulet

POTPOURRI
GROUP INC

mill&main

HAARTZ

West Acton
VILLAGESWORKS
find your center

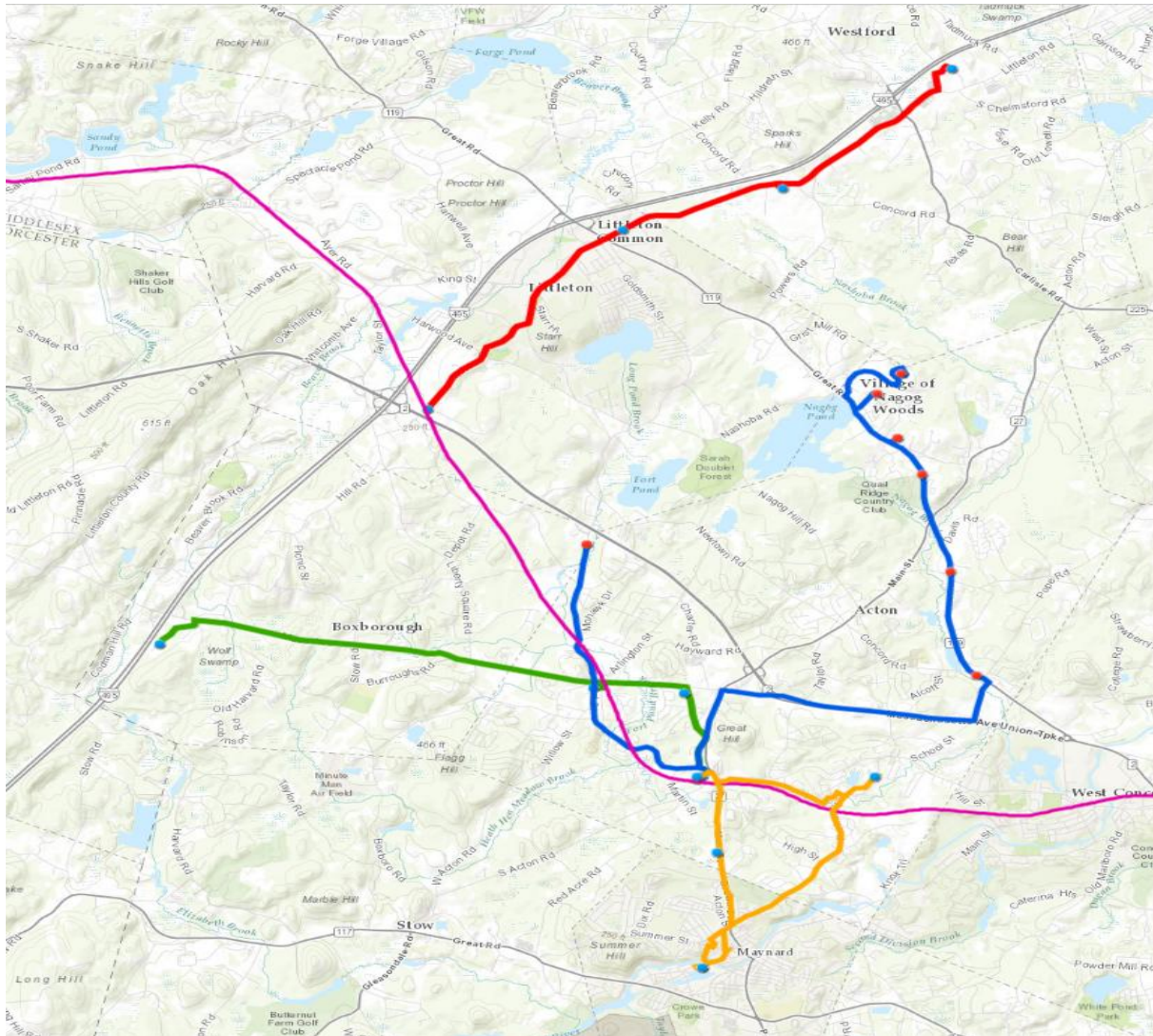


UTC Aerospace Systems

ASSOCIATED
ENVIRONMENTAL SYSTEMS

Emerson
Hospital

Commuter Shuttles



Daily Services

- ▶ Centralized dispatching
- ▶ Shared Council on Aging (COA) and other on-demand community shuttle services
 - ▶ ‘Daily needs’ trips
- ▶ Fixed route shuttle services
- ▶ Medical trips to local destinations; Friday medical trips to Boston and Bedford
- ▶ First mile / last mile shuttles to / from Commuter Rail

Workforce Transportation Grant Program

“The MassDOT Rail & Transit Division is launching a new program that will provide funding for projects aimed at meeting workforce transportation needs around the Commonwealth.”

Source: MassDOT

- ▶ With more information at people’s fingertips, MassDOT is restructuring its workforce grant program away from outreach and education to more “hard” services – e.g., shuttles, vanpools, EV charging stations, etc.

Workforce Transportation Grant Program, Cont.

This year, MassDOT seeks to award up to \$4,580,000 of Federal and State funds to projects that will provide workforce transportation service. Eligible applicants include:

- Employers
- Transportation Management Associations (TMAs)
- Municipalities
- Non-profit organizations
- Regional Transit Authorities (RTAs)

Source: MassDOT

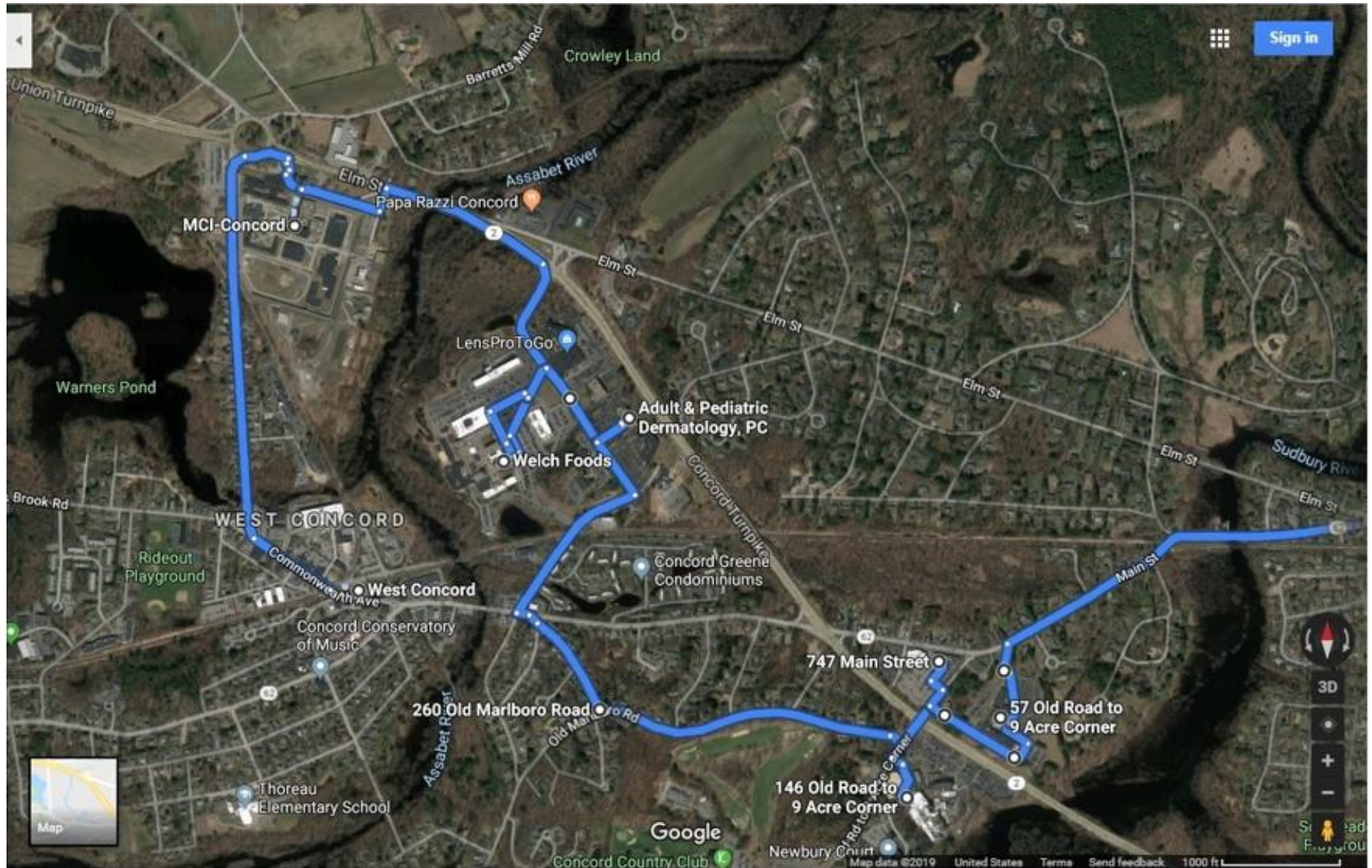
The Concord Shuttle Proposal

- ▶ CrossTown Connect is seeking grant funding (\$145,000) from the WTGP to pilot a fixed route shuttle in Concord for the general public.
 - Grants require a minimum 20% match.
 - Grant proposals may seek funding for multiple years, but organizations must reapply each year and must have a plan for sustainability through decreasing reliance on grant funding.

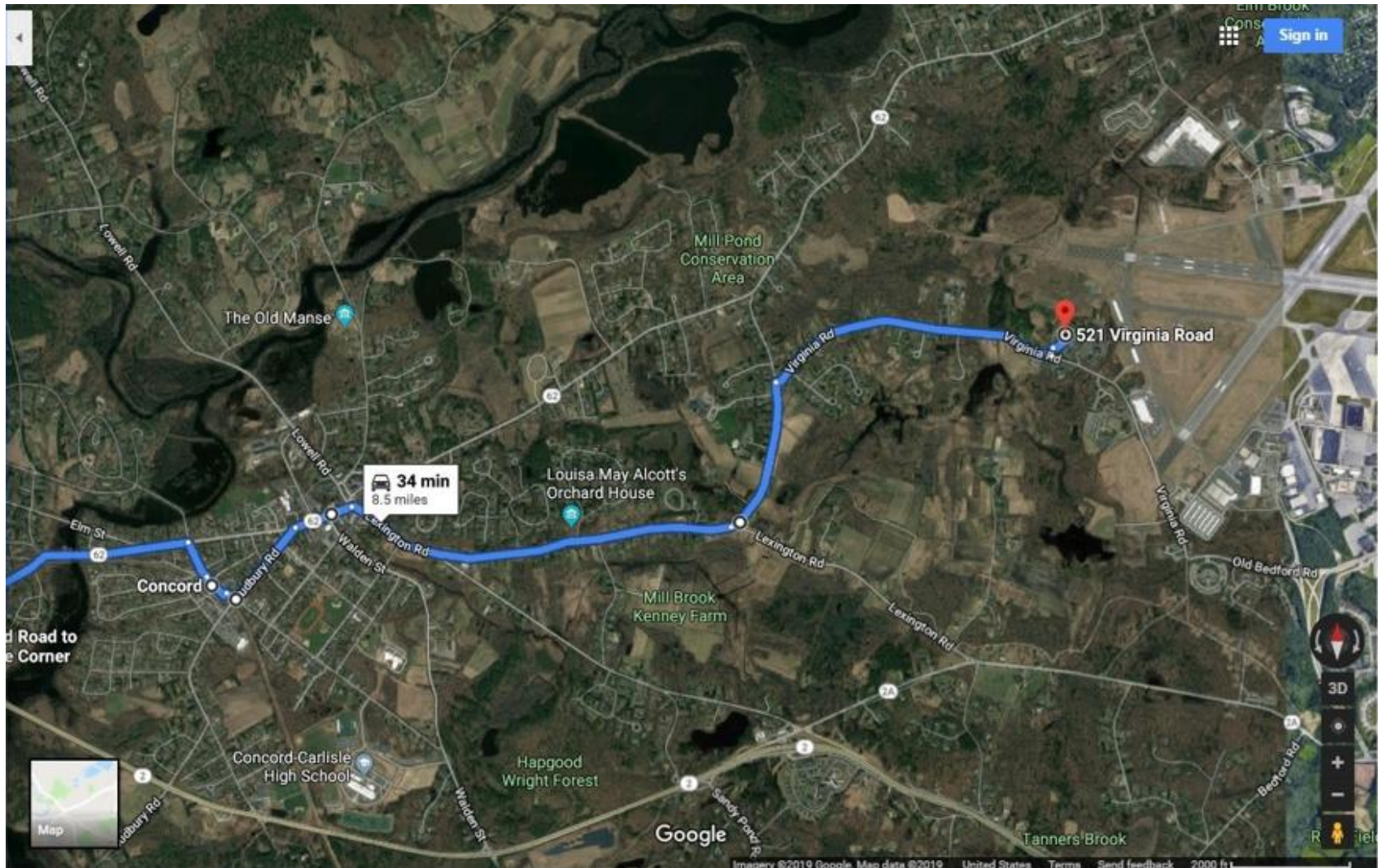
The Concord Shuttle Proposal, Cont.

- ▶ Currently, outside of the Commuter Rail, Concord lacks public transportation that's open to all people.
 - The COA vans and The Ride are resources for seniors and people with disabilities. Each requires reserving a ride in advance.
- ▶ Initially, we propose the shuttle runs from 7:00 AM-7:00 PM.
- ▶ The proposed route would connect Commuter Rail stations to businesses and medical facilities in West Concord, Concord MCI, downtown, and Virginia Road.

The Concord Shuttle Proposal, Cont.



The Concord Shuttle Proposal, Cont.



The Concord Shuttle Proposal, Cont.

► This route would:

- Provide increased access to the community, medical facilities, employment, and other amenities for people who have limited access to transportation
- Reduce traffic congestion by providing another way for commuters to get to work
- Introduce an alternative way for visitors and tourists to access the community
- Be fully wheelchair accessible and ADA compliant
- Create economic opportunities for local businesses and institutions

Concord Shuttle Proposal - Next Steps

- ▶ The Request for Proposals closes on October 11th
- ▶ Awards will be granted sometime in November and programs may begin as early as January 1st
- ▶ If awarded the grant, Concord and CrossTown Connect will work together to:
 - Choose a shuttle vendor
 - Brand the service and design a marketing plan
 - Work with businesses, institutions, and local stakeholders to define the stop locations
 - Finalize the route and schedule
 - Choose a start date to launch the service



First Year

- ▶ Gather data on ridership, on-time performance, unmet needs, etc.
 - Metrics also need to be reported to MassDOT
- ▶ Tweak schedule/route as necessary
- ▶ Approach businesses and institutions for financial partnership
- ▶ Develop next year's grant proposal



Contact Information

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Managed by:

