

Sudbury Transportation Committee
Minutes
Monday, October 15, 2018
Engineering Conference Room, DPW Building, 275 Old Lancaster Road

Present: **Core members:** Daniel Carty, Bethany Hadvab, Alice Sapienza, Beth Suedmeyer (via phone), Daniel Nason, Carmine Gentile;

Advisory members: Debra Galloway;

Absent: **Advisory members:** Charlie Dunn, Scott Nix

Confirmation of Quorum

The statutory requirements as to notice having been complied with, Dan Carty as chair convened the meeting at 11:34a.m.

Selection of Clerk to take minutes

Bethany Hadvab volunteered to take minutes for this meeting.

Review and Approval of October 15, 2018, meeting minutes

The minutes of the prior meeting were reviewed and the motion to approve was made by Alice Sapienza and seconded by Bethany Hadvab. Approval by all except Carmine Gentile who abstained as he was not at the October 2nd meeting

Update on Livability Assessment: Alice reiterated that the Livable Sudbury needs assessment report will be ready by the end of October.

MAPC Updates: Alice reported that she has not heard back yet on recommendations related to the RFI. MAPC is exploring larger regional grant options as well, and plan to partner with communities to work on community specific transportation tasks if they receive grant funding.

Uber/Lyft Updates:

- Alice attended a presentation by Uber and Lyft. She reported MBTA's The Ride (on-demand transportation program) partnered with Uber for the past few years and will continue to partner. As a result, The Ride cut program costs while increasing efficiency. Curb, another ride-sharing program, is also now partnering with the MBTA. The MBTA determines eligibility and sets caps on trips per month, beginning with a 2-pass minimum. Riders pay \$1/trip (i.e., one way) for Uber pool and \$2/trip for UberX. For both Lyft and Curb, riders pay \$2/trip. For Uber and Lyft riders, the MBTA subsidizes trips up to \$40 per trip, and the rider pays for the overage (no information was available for Curb). For riders choosing Uber, all rides must be scheduled by rider smartphone (Uber provided free smartphones on request and may continue to do so). The Ride is not currently available in Sudbury. It is only available to towns with MBTA service.
- The committee is interested in further exploring if a ride-share subsidy program in Sudbury would be viable. Uber/Lyft have designated person responsible for managing municipal accounts. An option would be for The Coolidge and The Senior Center to provide ride share concierge services, arranging rides for residents. Cell phones would have to be purchased for these service sites. Discussed how Needham has had a similar program. They send out questionnaires that include the cost of the ride and an opportunity to donate to the program and found that the program could be self-sustaining this way. Discussed Emerson Hospital helping with funding to reduce missed medical appointments. Also discussed offering local taxi companies the same rates offered to ride sharing companies. Concord

reportedly uses ride sharing to provide unlimited rides to medical appointments and 2 rides a week to any other location

- Alice noted that GATRA reported medical services are top source of TNC transportation needs, as well as access to government benefit services, 2nd and 3rd shift jobs and food access. During the one-year pilot program, 80% of rides to these services cost \$10-\$30.
- There is 10% Admin fee for partnering with Uber and Lyft, but this is waived for a municipality or nonprofit. This fee typically covers management reports, feedback, etc., and this would be provided free of charge for a municipality. However, each ride is billed with an additional 10% fee for use of the app.
- Alice noted that GATRA secured a Community Transit Grant for their TNC pilot transportation program. Subsidies for rides were provided by various agencies in the program. Discussed working with regional business that might make tax deductible donations to ensure sustainability that is not solely reliant on grant funding. Large organizations like Walmart have already invested in this type of transportation to ensure that their workforce has transportation to work.
- Concerns discussed included the lack of wheel chair accessible Uber/Lyft vehicles, liability and safety issues. Briefly discussed providing riders with safety tips prior to rides. Uber and Lyft contract with a third-party to provide WAV vehicles for those needing it.

Crosstown Connect Updates:

- Alice will be stepping back from CTC as representative of Sudbury and is recommending that Beth, Debra and Dan take over.

Alice discussed opportunities presented by the lead Business Service Representative of American Job Center (Mass BizWorks that were shared at the CTC meeting. One possible service (free of charge) would be to develop a pool of potential drivers to cover CTC towns. This will open up full time positions or multiple part time positions in various towns/service areas. The American Job Center in Framingham has and elsewhere is funded by WIOA grant

RTA Updates:

- Discussed inviting Ed Carr from MWRTA to the next committee meeting, to explore partnering for the TransLoc microtransit services. This must be acted on before the end of the year to get the subsidized price. MWRTA's responsibility in this partnership would be to identify rolling stock for use. The RTA's mission is to serve the needs of the towns they serve. Sudbury has data and documented needs for increased transportation services, as well as documented need and use from surrounding communities. At the conclusion of the meeting, Carmine and Alice agreed to contact Ed and talk with him at the MWRTA offices in Framingham.
- Alice clarified that TransLoc creates expert simulations on a region's need and available transportation structures. They utilize geofencing to do a simulation within a geographic region and then they organize a 6 month pilot program to gather additional data and clarify user eligibility and approval. TransLoc services can be commissioned for additional time after the pilot program as well.
- Alice shared that GATRA has contracted with TransLoc for such a pilot.

Action Items:

1. Alice updated the committee on GATRA meeting
2. Alice will step back from CTC. Beth will attend meetings as she is able. Discuss other committee member attendance.
3. Alice and Carmine to meet with Ed Carr of MWRTA to discuss potential to partner with TransLoc and to invite him to attend next meeting.
4. Committee to continue a discussion of a TNC agreement, including a discussion of immediate needs, eligibility and subsidy structure.
5. Beth and Dan Carty to upload committee documents to the town committee website

6. Dan Carty to set up meeting with Beth and Town Manager to update Melissa on committee progress and next steps.

Customer Identification:

Continued discussion of transportation needs in town and updated the Needs/Gaps/Customers/Stakeholders spreadsheet.

Some of the discussion included:

- Carmine discussed conversations within the school committee about purchasing own busses in Sudbury, especially if school times change which could introduce a gap in service. The town currently has a contract with First Student bussing company.
- Team discussed the need for transportation to municipal events, faith services and events. COA helps with municipal events as possible but limited. They hope to provide transportation services on Election Day. It was noted that candidates offer rides often as well.
- Team discussed the importance and challenges of getting the business community involved in transportation discussion and development
- Discussed issues related to walkability. Dan Nason addressed ongoing community concerns about crosswalks, and issues related to ensuring compliance. When roads were repaved, several crosswalks were not reinstated because they never met compliance standards. He noted the challenges of building and maintaining crosswalks, especially in the winter.
- Team discussed the importance of marketing and publicity with any new transportation services to ensure that they are utilized.

The next meeting is scheduled for Wednesday, November 7th at 10:30 AM at the DPW Engineering Conference Room.

The committee voted unanimously to adjourn the meeting at 12:46PM