



Town of Sudbury

<https://sudbury.ma.us/transportation/>

Sudbury Transportation Committee

Minutes

Wednesday, September 11, 2019

11:00AM

Police Department Training Room, 75 Hudson Rd, Sudbury

Core Members Present: Daniel Carty, Alice Sapienza, Sandy Lasky, Doug Frey, Bethany Hadvab

Advisory Group Members Present: Debra Galloway, Adam Duchesneau

Absent: Charlie Dunn, Scott Nix, Beth Suedmeyer, Dan Nason, Carmine Gentile

Confirmation of Quorum

The statutory requirements as to notice having been complied with, Dan Carty as acting chair convened the meeting at 11:04AM.

Selection of Clerk

Alice and Bethany volunteered to collaborate to take meeting minutes.

Updates

Watertown pilot: Two individuals from Watertown interested in the Sudbury pilot contacted Adam on 8/30/19, stating: “[We represent] a group in Watertown that is in the early stages of organizing a pilot program for older residents and people with disabilities that would be very much along the lines of the pilot you are now launching in Sudbury. [We are] very much interested in the planning you did in organizing the pilot.” Adam referred them to Alice, who set up a meeting at the Senior Center with Debra on 9/3/19. During the meeting, Alice and Debra reviewed the procedures taken by the Transportation Committee, and Alice provided paper and later forwarded electronic copies of illustrative documents. As Dan Carty noted later in today’s meeting, the Sudbury pilot is clearly known by relevant state and local groups and is of interest.

Lyft strategy: During the telephone with Ben Sisko on 8/22/19, he informed Dan, Adam, and Alice that the company had a change in strategy and was no longer considering municipal partnerships below a 12-month, \$50,000 threshold. We responded that Sudbury could not meet those criteria by itself and asked Ben to inquire if Lyft would consider a multi-municipality (i.e., the Making the Connections program) as a partner if the collection met these amounts. We have not yet heard back from Lyft.

Making the Connections meeting: Sudbury hosted a meeting of the Community Compact grant group on 9/9/19 at the Flynn Building, organized by Travis Pollack of MAPC. Face-to-face attendees

include representatives of Acton, Concord, and Stow, as well as Aniko Lazlo (Director of Coordinated Mobility and System-Wide Accessibility, MassDOT/MBTA). Adam and Alice represented Sudbury. This was also WebX enabled (MAPC) with call-in attendees from Bolton and MAPC. Travis stated that Bedford had expressed interest (the city had just finished a pilot with Lexington and Burlington and was in the midst of data analysis), and Lincoln had expressed interest in joining as well.

Alice provided an up to date status of the Sudbury pilot, encouraging those towns interested in but unsure how to begin a pilot that: (1) grant money for subsidies is available (\$20,000 from CCC fund plus \$10,000 from MAGIC); (2) Sudbury would not use any of the latter money, because we were fortunate to have mitigation funds available; (3) the Sudbury pilot materials could be the basis for how other towns might design their own pilot; (4) although some additional work would be required of collaborating towns, a Program Manager would essentially oversee the pilots as funded from that grant.

Travis explained about the Memorandum of Understanding that towns would sign as part of the CCC grant process—a simple, 1-page document that described the basic aspects of collaboration. He distributed a draft based on the CAR document and asked attendees to review and provide feedback, so that an approved document would be available as towns “signed on” to participate in the program.

Adam noted that the Program Manager scope of services document would shortly be under review by Sudbury counsel and that hiring would follow a general procurement process. Interested parties would be kept apprised.

Uber: Adam, Dan, and Alice were on a call with Andi Bailey of Uber on 8/30/19 and provided a completed Uber “Partnership Agreement” as basis for discussion (appended). Andi suggested a 6-week window for the pilot startup (from date of agreement), so that processes and Uber and Sudbury could be designed and implemented. She also said that Uber does not collect “geofence” information and, in order to share information on rides, we would have to include a waiver in Sudbury’s application.

Application Waiver: Members discussed what would be sufficient data for analytic purposes, and Alice distributed a list from which the following were agreed as necessary:

- Trip ID
- Request date
- Request time
- Actual pickup date (if different)
- Actual pickup time (if different)
- Pickup street and zip code
- Drop-off street and zip code
- Drop off date
- Drop off time
- Distance
- Service (e.g., WAV, van pool)

Sandy provided basic language for such a waiver to Alice after the meeting, and she will forward to Andi for company and Transportation Committee review. Once Uber agrees on the language, we will

have it reviewed by Sudbury counsel as well. This will allow the application form to be completed for the start of the pilot.

Taxis: Alice reminded Dan and Adam that our next step should be to set up meeting with JoAnne of Tommie's Taxi, along with members of the schools (Lisa Kouchakdjian and Brad Crozier). Tommie's Taxi could provide transportation for riders under 18 years of age (not allowed to ride alone in Uber vehicles) and could also find the predictability of after-school transport appealing at the start of the Sudbury pilot. Once we have a better idea of such predictable demand from other targeted groups, we could involve taxis for that as well.

Dan agreed to set up a meeting to discuss this.

Publicity

Dan reminded the group of the need for a strong and comprehensive marketing campaign. Bethany emailed the Committee her personal guide to marketing events in her office as a starting point. Team discussed ensuring that marketing materials are concise and well-drafted. Training community members on use of TNC apps should be included in the roll out of the pilot program. (Examples include TRIPPS training as well as possible training at Goodnow Library, etc.)

Contact Information for Current Shuttles

Debra noted that 508-935-2222 is the number for the MWRTA Commuter Shuttle to/from Riverside Station. Residents may be familiar with the phone number for the Sudbury Connection van reservations (Senior Center vans), which is 508-820-4650. There should not be a long wait on the "2222" number.

Next Steps

1. Determine which towns are committed to the Making Connections Program and then make a Memorandum of Understanding with other towns in the Making the Connections program
2. Finalize the role of the Program Manager
3. Sandy to develop Uber/data collection waiver for the registration form prior to next meeting
4. Have Uber and then Town Counsel review waiver
5. Finalize registration form
6. Dan Carty will add a link or scroll box with the waiver into the Google Doc
7. Arrange a meeting with K-8 and LSRHS representatives to discuss the role of the pilot for the school.
8. Begin planning publicity and how to frame the communications to the public.
9. Dan Carty to make changes to membership to make Adam and Debra core members and Beth an advisory member.

Long-Term Goals

1. Determine where to place bus shelters. This was agreed upon during early planning for the Meadow Walk Development.
2. Determine plans for shuttle and bus parking as transportation structures increase.

Approval of Minutes:

Dan Carty moved to approve May 21, 2019 minutes with minimal agreed upon corrections. Alice seconded. Approved unanimously. Dan Carty moved to approve the August 21, 2019 minutes amended. Doug Frey seconded. Approved unanimously.

Next Meeting

Committee agreed that the next meeting would be Monday 30, 2019 @ 9AM at the DPW Conference Room across from the Board of Health at 275 Old Lancaster Rd.

Adjournment

Alice Sapienza motioned for adjournment, Sandy Lasky seconded, committee unanimously approved. Meeting adjourned at 12:03pm.

APPENDIX

UBER Partnership Requirements

To help us set-up your transit program with Uber, we'd like to make sure we're gathering all key requirements. Please fill in the table below to help us ensure we're aligned with the needs of the partnership.

Program configurations	Your program requirements
Name of program	<i>GO Sudbury!</i>
Pricing	<i>Essentially subsidized by town; copays by rider according to geofence (see below) are: Geofence 1 = \$1 copay per ride; geofence 2 = \$2 copay per ride; geofence 3 = \$10 copay per ride (50% discount per person/ride for two or more riders)</i>
Ride limits	<i>See "geographical restrictions"</i>
Total budget (per person and/or per program)	<i>Sudbury pilot designed in phases: First phase = up to expenditure of \$5,000; subsequent phases to be negotiated, based on prior usage; expected duration 1 year</i>
Geographical restrictions	<i>Restricted geography (all trips must begin or end in Sudbury) to 3 geofences: Geofence 1 = within Sudbury; geofence 2 = towns contiguous with Sudbury (9); geofence 3 = 25 miles from Sudbury</i>
Day of week/time of day	<i>Available 24/7, subject to the following: Transportation must complement (not substitute for) available services from Council on Aging and MetroWest Regional Transit Authority (and, where applicable, commuter rail and MBTA). Connections can be made using on-demand service whenever possible.</i>
Vehicles/products	<i>Uber, Uber Pool (without walking), and WAV</i>
Data requirements	<i>Detailed data in list below; management reports will request bundling of data in format to be determined</i>
Do you want to limit the program to certain individuals?	<i>See table for details; four target groups = (1) adults 50+ years; (2) 18-50 yr residents with disability limiting driving; (3) residents of limited financial means; and (4) veterans</i>
How do you want to share the program?	<i>To be discussed...</i>

Sudbury Pilot Target Rider Category	Ride Options
Older adults (50+ years) living in the community	<ul style="list-style-type: none"> • Unexpected needs (i.e., cannot reserve 48 hrs ahead). • Outside van hours.
Older adults (50+ years) in age-restricted residences	<ul style="list-style-type: none"> • Outside weekdays. • Frequency limits. • Geographic limits. • Destination limits. • Priority needs/destinations. • Incentives for multiple riders to same destination. • Other.
Individuals with disabilities limiting driving (temporary or permanent)	As above
Financially insecure individuals in the community	As above
Financially insecure individuals in affordable developments	As above
Veterans	As above