



Town of Sudbury

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

Sudbury Transportation Committee

Minutes

Wednesday, 15 October 2019

2:30 PM

DPW Conference Room, 275 Old Lancaster Road

Core Members Present: Daniel Carty, Alice Sapienza, Sandy Lasky, Bethany Hadvab, Dan Nason, Kay Bell (sitting in for Doug Frey)

Advisory Group Members Present: Debra Galloway, Adam Duchesneau

Absent: Charlie Dunn, Scott Nix, Beth Suedmeyer, Carmine Gentile, Doug Frey

Confirmation of Quorum

The statutory requirements as to notice having been complied with, Dan Carty as acting chair convened the meeting at 2:34 PM

Selection of Clerk

Alice volunteered to collaborate to take meeting minutes.

Updates (Community Compact Grant, Uber Town Pilot)

Town Leaders/Counsel: Dan Carty and Adam planned to meet with the assistant town manager and counsel around 3:45 PM; topics to be discussed included:

- Uber contract template (U4B), for input that can be provided to Andi Bailey, the Uber contact
- GO Sudbury application form and waiver for data collection by Uber and sharing with Town of Sudbury designated individuals (e.g., Senior Center Director, Town Social Worker, member(s) of Transportation Committee, Commission on Disabilities, etc.)
- Process for hiring temporary workers, under the Community Compact “Making the Connections” grant, and their access to computer networks
- Under the Community Compact “Making the Connections” grant:
 - The Intermunicipal Agreement (IMA) that may include Acton, Bolton, Carlisle, Stow, Sudbury, as well as Weston, Concord, and Lincoln, and
 - The scope of services for the grant Program Manager.

Master Plan Meeting on Transportation: Sandy attended the first meeting (Town Hall at 7pm on October 10, 2019), at which between 50 and 60 people came together and worked both in small groups at tables and then shared their conclusions with the whole. She noted that the emphasis of conversations was on walkability and safety of walking and biking on Sudbury streets. People also urged that the Rail Trail development be supported, so that recreational use could take place on trails, as opposed to the streets, where sidewalks and crossing signals were vital. Dan Nason explained that

there are legitimate constraints on the latter installation, such as land availability, funds, and safety. The committee agreed that residents need information on what the constraints are and an ability to help recommend priority installations that can help to address their concerns.

Uber Contract Template: Alice distributed an annotated copy of the Uber template that had been provided by Andi Bailey as an example of what a contract with the town might contain. Because the template was focused on partnership with a company and its employees, Alice noted that a major language change would be needed for Sudbury. Two areas for clarification, for town leaders and counsel and by Uber are:

- If Uber is a “preferred provider” in the Sudbury pilot, then will a regional pilot that involves Sudbury (but, under different funding and possibly at a different time) allow other on-demand companies to be used as well?
- When qualified applications from Sudbury’s four target groups (seniors, people with disabilities, the financially vulnerable, and veterans) are registered with Uber, will their “Uber subsidy” account/app be clearly distinguished from any personal Uber app they may have?

Given the “preferred provider” language, Alice recommended that Dan Carty and she broker a meeting between LSHS and SPS leaders and Tommie’s Taxi, to discuss use of the latter vehicles for youth under 18 years, as well as parents of those youth who wish to attend functions/meetings in Sudbury but live elsewhere. Because of their financial vulnerability, this population will be eligible for subsidy (and, their trips either begin or end in Sudbury).

Uber Data-Sharing Waiver: Dan Carty reviewed the latest update on the data-sharing waiver and the group discussed its placement on the GO Sudbury application. The committee concluded that the final language of the waiver should precede the rest of the application; once an individual agrees to the waiver, the remainder of the application will unscroll.

Kay Bell had collected comments on the waiver language, and these will be incorporated by Dan Carty in the evolving electronic application form. Other comments from individuals (e.g., Scott Nix, Linda Faust) gathered by Kay will also be incorporated. When the document is complete, members of the committee will again be asked to “apply” and test the user-friendliness and understandability of the application.

Alice emphasized the importance of including language in the application stating that all information, including copay, applies to a 12-month pilot and will likely be modified after that term. That way people who have used it will understand when changes are proposed.

Marketing Plan and Beta Test: Sandy presented a marketing/communication plan for the Sudbury pilot in which a carefully designed beta test would include about 20 individuals who have already contacted Bethany about the pilot (many from Longfellow Glen). Sandy discussed what processes and materials would need to be readied for this group and that as much prior communication (and ongoing) should be collected for any rich data it may contain. Bethany stated that it would be imperative for another person to help in this regard, and Alice reminded the group that money is available in the Community Compact grant for just that purpose. Sandy concluded that, during the soft launch with the beta test group, the committee should also determine the roll-out plan and what marketing materials would be necessary. Again, development of these materials may be a contract item (hiring

a specialist pro tem). Alice said that Uber will provide basic materials but that tailoring will be necessary.

In terms of gathering feedback during the beta test, Sandy mentioned the use of electronic surveys and said she would hold one or two focus groups, likely at Longfellow Glen, to ascertain reactions of those who are using the Uber pilot and what can be done to improve processes, etc.

Alice asked members of the committee to review the contact and annotations and let her know, individually, if there was feedback by 25 October. She will then submit the feedback to Andi Bailey for another iteration of a possible contract for the Sudbury pilot.

NEXT STEPS:

LEGAL:

- Adam and Dan Carty to meet with town manager to review application and waiver: Meeting 15 October for introductory discussions
- Dan Carty to inquire about the legality of hiring an hourly person to assist with applications and data entry into Uber system, noting that it is grant funded. Can we hire a temp and what access would they have to town computer/technology: Meeting 15 October for introductory discussions

TECHNOLOGY:

- Review beta test and apply to application and qualifications, Develop FAQ list-Doug, Dan, Alice, Deb, Patricia, Kay: To Be Completed
- Google Form Updated by Dan Carty and invitation sent to committee members to apply: To Be Completed

COMMUNICATION:

- Plan execution of beta test/soft launch, Sandy and Bethany: To Be Completed
- TRIPS information sessions on how to utilize Uber and the Uber app set up in town-Deb: To Be Completed
- Transportation Aide job description-Deb: To Be Completed

DATA & REPORTING:

- Determine with Uber the format in which information will be shared with the pilot program-Alice and Sandy. To Be Completed

Review of Next Steps from last meeting

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 –Draft circulating
2. Finalize the role of the Program Manager-Draft circulation
- 3.
4. Have Uber and then Town Counsel review waiver-UBER REVIEWED. TOWN COUNSEL IN PROGRESS
5. Finalize registration form-IN PROGRESS
6. Dan Carty will add a link or scroll box with the waiver into the Google Doc-IN PROGRESS

7. Alice and Dan to arrange a meeting with K-8 and LSRHS representatives to discuss the role of the pilot for the school. –IN PROCESS
8. Begin planning publicity and how to frame the communications to the public-IN PROGRESS
9. Dan Carty to make changes to membership to make Adam and Debra core members and Beth, Dan, Bethany and Carmine, as well as Lisa and Ellen from the schools as advisory member-IN PROCESS

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:

Alice motioned to approve 9/30/19 minutes. Sandy seconded. The group unanimously approved the 9/11/19 minutes.

Next Meeting

275 Old Lancaster Rd. on November 1, 2019 at 10 AM (room TBD).

Adjournment

Alice motioned to adjourn at 3:43 PM. Sandy seconded. Committee unanimously agreed.