

MAKING THE CONNECTIONS (MTC)

On-Demand Community Pilot Program Information

Nelson\Nygaard is asking each MTC participating community to decide about program parameters. The following questions/topics are aimed at helping each MTC partner community establish parameters. Please answer these questions as completely as possible and indicate "TBD" if not yet known. Should you have any questions, please email Bill Schwartz (bschwartz@nelsonnygaard.com) or Ian Kolesinskas (ikolesinskas@nelsonnygaard.com). We expect this document to be updated in September.

Eligibility

Please indicate which town residents will be eligible to register and participate in the MTC program will apply. Sudbury's program requirements are provided for reference.

Category	Sudbury	Insert Community Name
Minimum age	50 +	
Disability	18+ with disability	
Military	Active duty or veteran	
Income	Financial need	
COVID-19	Essential worker	
Other		

Eligibility Comments:

Subsidy and Travel Rules

Please identify the fares you expect riders to pay along with any limitations on travel. Again, Sudbury's program rules are included for reference.

Category	Sudbury	Insert Community Name
Fare within community	\$1	
Fare to/from contiguous town	\$2	
Fare up to 25 miles from town	\$10	
Logan Airport service	Only to Framingham Logan Express	
Monthly cap	None	

MTC Program Worksheet

Category	Sudbury	Insert Community Name
Other	Every ride must begin or end in Sudbury	

Fares/Travel Rules Comments:

Outreach and Enrollment Questions

Question	Insert Community Name
What is the name of your program?	Sudbury: GoSudbury! (subsidized Uber and taxis)
How will you inform eligible residents about the program and promote its use?	Sudbury: Town website, local news articles, Senior Center paper and electronic communications, flyers, word of mouth, Town newsletters, Town Facebook page, contact with staff at large residential complexes
If you need financial assistance to promote the program and educate users, please explain.	Sudbury: Current challenge is how to pay for part-time help with promotion and user assistance
How will you distinguish the MTC program from other trip subsidy programs you have in your community to avoid confusion and separately track participation?	Sudbury offers four subsidized transportation options (one is directly from MetroWest Regional Transit Authority = Dial a Ride; one involves CoA [vans]). Data are collected by town staff on two programs (taxi, Uber), and data on CoA van and Dial-a-Ride are collected by MWRTA reservations center. Thus, participation and use can be separately tracked. A transportation options summary sheet of the available programs has been created, posted, and distributed.

Outreach/Enrollment Comments:

Vendor Question

Question	Insert Community Name
Which vendor will provide trips in your community?	Sudbury: Tommy's Taxi, JFK Transportation, Uber

Vendor Comments: To date in Sudbury, Uber has been the easiest program to implement and data analyses by the company are excellent. Also, as expected, Uber is far less expensive than current taxi fares. For frail residents, the taxis provide dependable and supportive services when needed. Also, during the pandemic, the taxi

companies ensure that drivers follow CDC recommendations regarding themselves, passengers, and the vehicles.

Program Delivery Questions

Question	Insert Community Name
How will you process requests for program eligibility?	Sudbury: Online applications; assistance provided by Senior Center
How will you manage trip requests (via an app, by telephone, etc.)?	Sudbury: Taxi rides are dispatched by CrossTown Connect; rider calls CTC directly; Uber rides are dispatched via user smartphone app
If using an app-based service, will you offer any training to new users in using the app?	Sudbury: Senior Center offers print, electronic, and one on one (phone/electronic) assistance and training
If using an app-based service, how will you accommodate those that cannot use a smartphone (if applicable)?	Sudbury: Currently, we are serving residents with smartphones; we are exploring concierge service option (possibly via CrossTown Connect and Lyft)
How will you accommodate any requests for a wheelchair-accessible vehicle (WAV)?	Sudbury: JFK Transportation offers WAV; we are exploring another WAV-only business (Annex) as potential vendor
How will you make any needed adjustments to the program (e.g., change in fare policy, monthly trip caps, outreach, etc.)?	Sudbury: Our near-term goal is to collect information from these heavily subsidized programs (taxi, Uber) and, after their completion, discuss what adjustments might be made to ensure program sustainability (e.g., higher copays, limits, etc.)
If not participating in Uber's program, how will you obtain and share data on trip characteristics?	

Delivery Comments:

General Comments

Please enter any additional comments below.