

Business Plan for the Select Board: Brainstorming Options

We were asked to develop three scenarios according to different measures of ride volume and cost: **LOW**: e.g., continuing with current (or reduced) services; **MEDIUM**: e.g., expanding services (same target riders, additional target riders); and **HIGH**: e.g., expanding services to map results from Livable Sudbury survey

Below is a list of possible options for consideration:

- Service to area healthcare providers for recurring appointments (dialysis, chemotherapy, other therapy).
- Service to healthcare and social services facilities outside the CoA van times and geographic limits.
- On-demand, nonstandard shift, “commuter” shuttle service, especially for residents who work nonstandard shifts and with more than one employer. For some residents, inclusion of child-care facilities must be part of the commuter route.
- On-demand shuttles to venues that help reduce social isolation (e.g., libraries, faith communities, restaurants, etc.), including evening hours and weekends.
- Commuters: Provide microtransit links to MBTA transit and RTA hubs at/to commuter rail, etc. With effective SaaS, we would like to emulate Marin County’s example of smartphone-enabled identification of all non-SOV options (bikes, etc.) with availability and cost data.
- Families with children: Provide shuttle service between schools and after-school activities (and, possibly, service back to homes). Such a need was identified by families with children/youth under 18 years of age.

Other factors for consideration:

- Transportation could involve RTA shuttles, regionalization of CoA shuttles, a TMA, microtransit (and, implicitly, Software as a Service (SaaS) providers like TransLoc, Spare Labs). Of constant concern is availability of WAV and other assistive-enabled vehicles.
- For commuter shuttles for nonstandard shifts, microtransit (TNCs) may be sole provider as well as providing links to RTA shuttle stops nearby (e.g., MWRTA has regular shuttle stops in Framingham and Marlborough).
- General commuter services would involve the 495 MetroWest partnership (i.e., employers in the route 495 MetroWest communities) as well as Boston-region employers not currently on public transit lines (e.g., route 128 employers, some of whom use Transaction Associates).