



STEERING COMMITTEE AGENDA

***Southwest Region Planning Commission
Conference Room
37 Ashuelot Street
Keene, NH 03431***

***January 21, 2015
4:00 p.m. - 5:30 p.m.***

- I. Minutes of November 19, 2014**
- II. MRTMA Action Plan Update**
- III. Partnership for Improving Community Health Grant Update**
- IV. Advocacy Opportunities**
- V. Information Sharing**
- VI. Next Meeting**
- VII. Adjourn**

Monadnock Region Transportation Management Association
c/o Southwest Region Planning Commission
37 Ashuelot Street
Keene, NH 03431

603-357-0557
FAX 357-7440
admin@swrpc.org
www.monadnockTMA.org

Mission: To promote all modes of transportation that enhance the environmental, economic and physical health and well-being of citizens in the Monadnock Region.

Vision: We envision citizens of our region moving around conveniently and safely, with or without personal automobiles. This vision will result in:

- Affordable, accessible and energy efficient transportation options;
- Integration of transportation into land use planning and policy;
- Improved air quality, environmental and personal health; and
- More time spent interacting with others and less time alone in the car.

Monadnock Region Transportation Management Association Steering Committee

MINUTES

January 21, 2015

Present: Susan Ashworth, *Home Healthcare Hospice and Community Services (HCS)*; Nancy Brigham, *Transition Transition Keene*; Peter Hansel, *Filtrine Manufacturing*; Chuck Redfern, *Pathways for Keene*, Suzy Thielen, *Keene Citizen*.

Staff present were: J.B. Mack, *Principal Planner*; Tara Germond, *Senior Planner*; Mari Brunner, *Intern*

I. Minutes of November 19, 2014

J. B. Mack called the meeting to order and introductions were made. The meeting minutes of November 19, 2014 were unanimously approved.

II. MRTMA Action Plan Update on Metrics

J. B. Mack updated the committee on several of the MRTMA Action Plan metrics used to measure the goals and objectives of the Action Plan that were not ready at the previous meeting. For the metric “Sidewalks as percentage of local roads,” he stated that currently, 3.8 percent of local roads in the Southwest Region have sidewalks. For the metric “Bikeways as percentage of local roads,” 1.2 percent of local roads have bikeways. Tara Germond expressed that the value was higher than she expected. J. B. Mack responded that this value includes miles of rail trails that have been improved over the last several years as well as the bike lane on Washington Street in Keene.

J. B. Mack announced that the ridership numbers for the metric, “Public transportation routes as percentage of all roads” also had been compiled. He stated that the figure was 43,649 for the last fiscal year of data, which was slightly down from the previous count of 54,357. The target goal by 2020 is 70,000. J. B. Mack asked Susan Ashworth how ridership is looking this year. Susan Ashworth stated that the ridership trend for HCS is slightly up from last year.

For the metric “Average number of in town workers to in town housing units for communities with 5,000+ people,” J.B. Mack stated that the value for the Region is 1.32, which includes Keene, Swanzey, Jaffrey, Peterborough, and New Ipswich. Peter Hansel asked if this is the number of housing units to workers or vice versa. J. B. Mack clarified that this number shows the number of workers to housing units and therefore, describes location efficiency. Tara Germond asked if the number of workers represent the number of workers working in that location and J. B. Mack responded that she was correct. Therefore, there are 1.32 in-town workers for every in-town housing unit.

J. B. Mack announced that he continues to work on an Action Plan update which would show achievements made for each objective in the Plan. J. B. Mack hopes to present the update at the next MRTMA meeting.

III. Partnership for Improving Community Health (PICH) Initiative Update

J. B. Mack informed the committee that Tara Germond was assigned by SWRPC to work on the PICH initiative. Tara Germond gave a presentation describing the goal and objectives of the project and what SWRPC's role will be to help carry out the grant work.

Tara Germond gave an overview of the Partners in Community Health (PICH) grant, which is administered by the Center for Disease Control under the U.S. Department of Health and Human Services. The Healthy Monadnock 2020 grant is one of only 39 local health agencies nationwide that received this grant and the only one in NH. The grant is for a period of three years. There are four focus areas (physical activity, healthy eating, tobacco- and smoke-free environments, and media/communications) covered by the grant, which Tara Germond briefly mentioned, but SWRPC will only be working on the "Physical Activity" objective area.

Tara Germond explained the goal of the physical activity portion of the grant and went through each of the specific objectives under that goal individually.

The first objective is "to increase the number of local governments that implement Complete Streets (CS) policies." The target communities for this objective during the first year are Keene and Marlborough. Activities include garnering public support for CS, demonstrating the benefits through events/charrettes, hosting a CS workshop, and developing and adopting CS policies. Peter Hansel asked how Marlborough was selected as a target community. Tara Germond said that part of the reason is that the grant requires that a certain number of people are reached, so they selected the communities with the highest populations. Also, a livability assessment had already been done in Marlborough which was essentially a feasibility study for CS. This study was included in the Town's action plan, so they have already shown interest in a CS policy. Peter Hansel followed up by asking if the purpose of selecting Keene as a target community was to encourage the City to turn its CS resolution into a policy. J. B. Mack responded saying that was the idea. Chuck Redfern said that SWRPC is working with the City of Keene to emulate the CS model policy from Burlington, VT.

The second objective is "to increase the number of communities with improved infrastructure supporting active transportation." The target communities are Keene and Marlborough again. Peter Hansel asked for the definition of active transportation, and J.B. Mack said that it is infrastructure such as bike racks, sidewalks and bikeways that support biking and walking. In this case, bicycle racks were seen as the "right-cost" infrastructure improvement based on the available grant resources. J. B. Mack noted that the intent of the grant is to continue the "Rack It Up!" program conducted by the MRTMA in 2014. Chuck Redfern added that in addition to the "Rack it Up!" program, it would be helpful to develop signage that would direct people to the trail system.

Nancy Brigham asked if there are regulations in Keene that govern use of sidewalks in relation to pedestrian use. Tara Germond replied saying that there is a state statute which states that a bicycle is a vehicle and is therefore, not allowed on sidewalks. She added that some communities, such as Keene, have adopted policies where bikes are allowed on sidewalks in certain areas. Nancy Brigham brought up a safety concern with bicyclists and pedestrians sharing sidewalks. She asked if this is an education issue for bicyclists. Suzy Thielen asked if there is a budget for marketing and public awareness. She brought up the problem of bicyclists using the sidewalks in downtown Keene, especially when KSC starts up in the fall. Tara Germond responded that part of the grant is to hire a part-time communications coordinator, who will be measuring the number of media hits. Tara Germond asked committee members to send public outreach suggestions her way. J. B. Mack added that he envisions community outreach as being a part of the events and demonstration projects mentioned in the first objective. Chuck Redfern talked about putting information about biking rules in

the KSC orientation kit that is handed out to freshmen each year. J. B. Mack said that MRTMA had a presence this year at the KSC orientation; he will try to do that again next year.

The last objective is to increase the number of schools that implement Safe Routes to School (SRTS) programs. The targets schools are Franklin, Fuller, and Wheelock elementary schools in Keene as well as Marlborough Elementary School. Year 1 activities include engaging schools to explore the concept of SRTS in their school, developing SRTS action plans, and then implementing those plans. Peter Hansel asked if this objective will be expanded to include middle schools and high schools. J. B. Mack responded that the intent of the grant is to reach up to high school ages, but that would be done in the second or third year of the grant.

Tara Germond gave an overview of how MRTMA could help support the PICH grant work that SWRPC is doing. Chuck Redfern asked what “sharing space on the website” (from her powerpoint presentation) means. Tara Germond said that it means adding information to the website that already exists about this project, not creating a new website. She gave the committee a very brief tour of the website using the projector to show what type of information is already hosted on the website. Chuck Redfern asked if keenepaths.com is linked to the website. Tara Germond said that the website is due for an update because it was created in 2009. She stated that she is happy to add resources and said that this website is for MRTMA, so if anyone has any resources they want to add, they should let her know. J.B. Mack added that MRTMA has a Facebook page and everyone should “like” that page, which is managed by Jen Risley.

Susan Ashworth stated that she wants MRTMA to think about how to be more inclusive with all members of the community. She sees the CS goal as a way to reach out to people who use the buses. She said there is a connection between physical activity and bus stops because people must walk to the bus stop, and she asked if there is a way to integrate that thought into the program. J.B. Mack answered that yes, bus stops are definitely a part of CS. Chuck Redfern asked if HCS has secured a stop in front of the Keene Library yet. Susan Ashworth shook her head no. Chuck Redfern followed up by suggesting that MRTMA write a letter in support of putting a bus stop there. Susan Ashworth brought up the difficulty of getting a bus stop at the YMCA because a bus stop was not included in the planning, therefore, she would like to see a bus stop in the plans for West Street.

Peter Hansel asked about parking garages and how this grant work/program fits into plans to increase parking capacity. He wanted to know how parking garages can be linked to CS and inter-city transportation. He also mentioned that the location of parking garages influences how far people walk to their destinations.

Chuck Redfern brought up the City of Keene’s vehicle registration fee of \$5 per vehicle and how that money is used. This issue will be discussed at City Council, and he suggested having someone from MRTMA to support his initiative to spend this fee money on transportation projects. He stated that this money should not be used for maintenance but rather is designed to be used for transportation improvements. This could include bus pull-outs. Tara Germond asked if the proposal is for a specific initiative or if it is for general transportation improvements. Chuck Redfern stated that the proposal is to use the funds for general transportation uses except for road maintenance and parking. Tara Germond asked Susan Ashworth if HCS gets its money through the general fund. Susan replied saying yes.

Tara Germond ended her presentation stating that SWRPC hasn’t started working on this grant yet, but SWRPC and Cheshire Medical Center are finalizing the contract.

IV. Advocacy Opportunities

The group continued a discussion about Chuck Redfern's proposal to the City of Keene to create a vehicle registration fee of \$5. Chuck Redfern announced that the City Council hearing would occur next week. J. B. Mack asked if this is something the MRTMA wanted to advocate for. Peter Hansel requested that more information be sent out about the proposal. J. B. Mack offered to send more information.

Susan Ashworth announced that she went to a community meeting about the new library, and she remembers seeing a plan that included a bus pull-out. She supports Chuck Redfern's request that MRTMA write a letter in support of a bus pull out, but stated that she would like to check in with the Library director first. A letter may not be necessary if it is already part of the plans.

Tara Germond asked if MRTMA would be willing to sign a letter of support for SWRPC's application for grant funding to support an update to the transportation plan. This would include identifying transportation needs, mapping transportation demands, and collecting data. MRTMA was mentioned in the application as a group the SWRPC would work with to complete the plan.

Suzy Thielen asked how the college students' transportation needs are monitored and J. B. Mack said that KSC students are a part of the parking discussion. Increasing parking spaces also increased the number of people who chose to bring personal vehicles to campus. He added that it may be a good idea to recruit someone from KSC to be a part of MRTMA. Susan Ashworth stated that HCS needs someone to be a point person at KSC like Mary Jensen used to be to help with outreach to students.

V. Information Sharing

Peter Hansel stated that he heard that the City may be planning on putting solar panels on the new parking garage, but other than that he hasn't heard any official plans about parking.

Nancy Brigham reported that she took the Thomas Transportation shuttle to Boston this weekend and it worked great. She talked to the driver and he said ridership is increasing but it is not at the levels necessary to maintain the route. Nancy Brigham also announced that Transition Keene is dissolving, but she would like to remain involved with MRTMA even though her organizational connection is gone. J. B. Mack said that he hopes she will remain involved and that she does not need an organizational connection to attend meetings.

Suzy Thielen shared that she is concerned that fewer and fewer people are getting the Sentinel every day. Things are changing, especially if the target audience is college students or younger demographics. She thinks MRTMA should look into public outreach strategies for the future given that the way people get information is changing. Peter Hansel shared that he remembers when MRTMA went through the visioning process someone brought up the City having a city-wide blog. J. B. Mack said the committee could take up communication strategy as an agenda item for the next meeting. He mentioned that Mari Brunner has some experience with social media and has been encouraging SWRPC to adopt social media as a communication and outreach strategy. Tara Germond said that in order to reach people, it is essential to utilize as many modes of communication as possible. She also reminded everyone that there will be a media and communications person hired as part of the PICH grant.

J. B. Mack shared that he was alerted by NHDES that they received grant money from the U.S. Department of Energy to help with the costs to install electric charging stations in New Hampshire and public or private sector groups can participate. The grant is focused on the I-89 and I-93

corridors, although it may be available to other arterials leading to those highways. There is \$3,000 available for each charging station. Peter Hansel asked if the charging stations would be free like the one at Antioch University. J. B. Mack did not know the answer to that question and would look into it and report back. He noted that he referred the program to Keene and Peterborough and said the City is looking at the Wells Street garage as a potential location.

Susan Thielen brought up electric assist motors for bicycles. She thinks an incentive should go to people to buy these motors as a way to encourage people not to drive. Perhaps it could be through an initiative like "Rack It Up!"

VI. Next Meeting

It was determined that the next meeting would be February 18, 2015.

VII. Adjourn

The meeting adjourned at 5:20 p.m.

Respectfully submitted,

Mari Brunner
Intern



STEERING COMMITTEE AGENDA

*Southwest Region Planning Commission
Conference Room
37 Ashuelot Street
Keene, NH 03431*

*February 18, 2015
4:00 p.m. - 5:30 p.m.*

- I. Minutes of January 21, 2015**
- II. MRTMA Action Plan Progress Presentation**
- III. MRTMA Communications Discussion**
- IV. Partnership for Improving Community Health Initiative Update**
- V. Advocacy Opportunities**
- VI. Information Sharing**
- VII. Next Meeting**
- VIII. Adjourn**

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Monadnock Region Transportation Management Association Steering Committee

MINUTES

February 18, 2015

Present: Susan Ashworth, *Home Healthcare Hospice and Community Services (HCS)*; Michael Acerno, *HCS*; Peter Hansel, *Filtrine Manufacturing*; Josh Lipkowitz, *Antioch University New England*; Chuck Redfern, *Pathways for Keene*; Jen Riskey, *Monadnock Food Co-Op*; Susan Thielen, *Keene Resident*.

Staff present were: J.B. Mack, *Principal Planner*; Tara Germond, *Senior Planner*; Mari Brunner, *Planning Technician*.

J. B. Mack called the meeting to order and introductions were made.

I. Minutes of January 21, 2015

The meeting minutes of January 21, 2015 were approved as submitted by unanimous vote.

II. MRTMA Action Plan Update on Metrics

J.B. Mack reviewed a document titled “2014 Year in Review: MRTMA Action Plan Progress”. He reminded the committee that there are seven objectives for the MRTMA Action Plan, each of which have strategies for implementation. The following notes describe what was reported on each objective and MRTMA Steering Committee feedback.

Objective 1: “Expand Use & Availability of Sidewalks & Walkways.” SWRPC received a grant to work on Complete Streets and Safe Routes to Schools programming through the Partnership In Community Health (PICH) from the US Center for Disease Control. Keene was the only community in the Monadnock Region that was successful in receiving grant money related to improving walkability by improving the Cheshire Rail Trail. SWRPC worked on a NH Route 12 corridor study which included developing strategies to improve walkability on NH 12 as well as the rail trail. Josh Lipkowitz mentioned that biking in the area near the intersection of Route 12 and 101 is difficult because the sidewalk is not in great condition and there is heavy traffic on the road. Peter Hansel mentioned that his daughter is a planner for the City of Portsmouth, which passed a complete streets policy and could be available to provide recommendations on policy creation.

Objective 2: “Increase Use & Availability of Bicycle Infrastructure.” The City of Keene designed the “Roundhouse T” connection for the Cheshire Rail Trail and completed the northern part of the trail. The 2014 Rack it Up! Program was successful at leveraging \$4,467 and creating 90 new bike parking spaces in the City of Keene. Also, SWRPC received the PICH grant which will allow for the purchase of up to 150 new bike racks for Cheshire County over the next three years. No bicycle benefits activities occurred. Jen Riskey asked if Antioch University is still involved with the Bicycle Benefits program and, if so, are they still handing out stickers. Josh Lipkowitz replied that he wasn’t sure but Antioch is well set up to do that.

Objective 3: “Increase the Use & Availability of Public Transportation.” Connecticut River Transit continues to operate fixed bus routes in Walpole and Hinsdale. HCS continues to operate the City Express in Keene. Changes were made to the City Express route and schedule in 2014 to improve

service delivery. In 2014, SWRPC staff put together a document that talks about the history of transit in Keene. J.B. Mack worked with Susan Ashworth, but they still need to discuss how to take it to the next level. Susan Ashworth said that in addition to the updates listed, there was a routing change in Railroad Square near SCS headquarters. HCS is going to have four new bus shelters from Concord Area Transit which will be delivered in Keene in 2015. The YMCA and the parking lot across from the Co-op and the public library will each receive one, and a student from Keene State College is advocating for a shelter at the Fiske lot at the college campus.

Objective 4: “Increase Use & Support for Ridesharing & Car Sharing.” The Town of Peterborough received money from the NH DOT to build park-and-ride centers, but were unable to use it due to unwilling land owners. However, the town may apply again next year to put a park-and-ride lot on town-owned land.

Objective 5: “Increase Awareness & Support of Intercity Bus Services and Neighboring Rail”. Greyhound started offering bus routes that go from Brattleboro to Boston with stops in Keene and Nashua on Fridays and Sundays. Thomas Transportation also started offering trips from Brattleboro to Boston four times daily with stops in Keene. This was the first year that MRTMA created marketing materials which were provided to Keene State students during orientation. Students were especially interested in intercity transportation options. Several people expressed their hope that this involvement in the orientation will continue into the future.

Objective 6: “Implement Non-Transportation Strategies to Replace Vehicle Trips.” Not much happened in this objective area, however, SWRPC completed the “Southwest Connects Long Range Transportation Plan” which communicated concept of non-transportation strategies such as broadband for the Region.

Objective 7: “Increase Location Efficient Siting of Housing, Shopping, and Work Destinations.” This year the City of Keene completed the Marlboro Street rezoning project, which is designed to attract new housing and jobs. Chuck Redfern added that complete streets is also a part of this project and the City is concerned about the number of buildings that are underutilized in this corridor area. The City of Keene is applying for a TIGER grant, which is very competitive. In the past, Concord and Portsmouth have been successful in receiving TIGER grants to fund corridor improvement projects.

J.B. Mack concluded by saying that the intent of doing this update was to show that progress is being made, even if it seems like it is happening slowly.

III. MRTMA Communications Plan Progress Presentation

Tara Germond talked about existing and potential channels of communication for MRTMA. She created a matrix and for each type of medium (i.e. website, Facebook page, email, etc.), there were columns for content, gatekeeper, frequency, metric, and notes. Tara Germond opened up the discussion to the entire group asking for input. J.B. Mack said that a great starting point would be to talk about Facebook. He commended Jen Risley for updating the Facebook page almost daily with stories. Jen Risley said that she has been focusing on biking because the page was originally started for the Rack it Up! Program. Currently there are not many “likes,” but Jen Risley said that the committee could try to ramp up efforts.

Chuck Redfern asked if the Pathways for Keene website is linked to the MRTMA website. Tara Germond replied that SWRPC is working on updating the MRTMA website and will link to Keene

Pathways during that update. J.B. Mack asked if Jen Risley would be willing to take on more work for the Facebook page. Jen Risley replied that yes, she is happy to take more on.

Jen Risley mentioned that partner newsletters and websites should be utilized more. She thinks that would be more effective than email lists. Chuck Redfern said that he can ask the board of Pathways for Keene if he could give MRTMA their email list. J.B. Mack said he is concerned about using email blasts because he does not want to pester people. Chuck Redfern said he thinks emails could be useful for advocacy and Jen Risley said that there are free email marketing tools like Mail Chimp that would allow MRTMA to see how many people open emails and click on links.

J.B. Mack asked if it is a good idea to ask Chuck Redfern to provide the email list from Pathways for Keene. Tara Germond said that one of the metrics the PICH grant will be measuring is the number of signatures on a petition. It would be useful to have an email list for that. Jen Risley asked if Pathways for Keene has permission to share emails. Chuck Redfern replied that he would ask.

Tara Germond brought up the possibility of attending events. She mentioned the idea to attend the Pathways for Keene race as a way to get out educational and advocacy messages. Susy Thielen brought up the public hearing about the \$5 surcharge for motor vehicles. She said that people didn't seem to understand the issue being discussed. Suzy Thielen thinks that was a missed opportunity for MRTMA to do some articles in the newspaper or social media coverage of the issue. Chuck Redfern said that he thought the public hearing went very well. There were only four people who spoke against the proposal, with only three of them strongly against it.

Chuck Redfern said that an often overlooked media outlet is the Monadnock Shopper. They tend to print articles as submitted, and many people read it because it is free. J.B. Mack said that another idea is to bring the Monadnock Sustainability Network (MSN) on as a partner. MSN has a weekly guest column in the Monadnock Shopper that MRTMA could potentially utilize.

Tara Germond asked if MRTMA has been taking advantage of radio and TV. J.B. Mack stated that he was on the "Sound Off" radio program to talk about the Rack it Up! Program. Tara Germond asked if there is any way to measure engagement with TV and radio programs.

Tara Germond asked if any other groups have used other types of social media beyond Facebook. Susan Ashworth said that HCS has used Twitter, and the main issue is staffing time. Twitter requires a lot of time, current content, and frequent posting. Suzy Thielen added that it takes a tremendous amount of time and effort to successfully use Twitter.

IV. PICH Update

Tara Germond gave a brief update on the PICH grant. SWRPC has officially signed the grant, and Mari Brunner was brought on board to help with staffing. SWRPC staff will be meeting with Keene officials on February 19th to discuss the PICH grant as a whole, the active transportation component, and approaching City Council for support on a complete streets policy for Keene. Tara Germond will be meeting with the Town of Marlborough next week to discuss how the town can implement complete streets.

Tara Germond is also setting up meetings with contacts at several schools to discuss safe routes to school initiatives. Her goal is to make initial contact before break at the end of February.

For the next MRTMA meeting, Tara Germond would like to discuss the Rack it Up! Program (part two) as well as ideas for demonstration programs for complete streets. This would be an opportunity

to get more notoriety for complete streets in the community. Peter Hansel asked if this would entail taking over a section of a street. Tara Germond replied that yes, an organization called “Better Blocks” has done this in the past where they put up fake cafes, bike lanes, etc. to demonstrate what a complete street would look like.

Suzu Thielen said that there are already drawings of what the streets in Marlborough would look like as complete streets.

Another idea is to conduct a complete streets workshop for a day so local officials could learn about complete streets policies and how to implement them.

Tara Germond asked if it would be all right to take time during the next MRTMA meeting to discuss these items. The group agreed with the suggestion. Tara Germond said that she would send out information about the Better Blocks organization she mentioned.

V. Advocacy Opportunities

Susan Ashworth said that HCS is applying for matching funding from the City of Keene to run the City Express. There will be a public hearing, and any support would be appreciated. She asked if anything has been discussed yet about Earth Day. J.B. Mack said he hasn’t heard anything yet, but he can ask Josh Lipkowitz.

VI. Information Sharing

Mari Brunner announced that HB 208, which was to repeal RGGI, passed the House by a vote of 201 to 154.

VII. Next Meeting

The group agreed that March 18, 2015 would be the next meeting date at Southwest Region Planning Commission at 4:00 p.m.

VIII. Adjourn

The meeting adjourned at 5:30 p.m.

Respectfully submitted,

Mari Brunner
Planning Technician



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*March 18, 2015
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- I. Minutes of February 18, 2015**
- II. MRTMA Communications Plan Update**
- III. Partnership for Improving Community Health Initiative**
 - a. Program Update**
 - b. Rack It Up**
 - c. Demonstration Projects**
- IV. Advocacy Opportunities**
- V. Information Sharing**
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Present: Michael Acerno, *Home Healthcare Hospice and Community Services (HCS)*; Peter Hansel, *Filtrine Manufacturing*; Nancy Brigham, *Keene Resident*; Jen Risley, *Monadnock Food Co-Op*; Chuck Redfern, *Pathways for Keene*; Susan Thielen, *Keene Resident*; Ellen Avery, *Contoocook Valley Transportation Company*.

Staff present were: J.B. Mack, *Principal Planner*; Tara Germond, *Senior Planner*; Mari Brunner, *Planning Technician*.

J. B. Mack called the meeting to order at 4:00 p.m.

I. Minutes of February 18, 2015

The meeting minutes of February 18, 2015 were approved as submitted by unanimous vote.

II. MRTMA Communications Plan Update

J. B. Mack distributed a handout with a communication matrix. He briefly went through each of the communication mediums and offered suggestions for metrics.

Chuck Redfern advised that there is a company selling advertisement space for a trail map. The map covers parts of MA, VT, and southwest NH. Organizations can include a link to a website and Facebook, the cost of which is approximately \$300. The map includes bike routes and trails, and it should be accurate and up-to-date. Chuck Redfern thinks the map is just for Keene's trails and bike routes, not the entire southwest region of NH.

Tara Germond gave an update on progress made on the communications plan. Mari Brunner has updated the MRTMA website to include webpages on complete streets, safe routes to schools, green bikes, and the Rack it Up programs. The initial focus of this update has been on elements of the Partnership to Improve Community Health (PICH) initiative. Going forward, SWRPC staff will be updating content and adding news and events to the News page. Tara Germond asked Jen Risley if she should send updates to post on Facebook via email, and she responded that would be fine.

Tara Germond reported that she and Mari Brunner will be on Greg Pregent's radio show, "Sound Off," on March 28th. Also, MRTMA has reserved a table for Earth Day, which will be on April 25th. The event will be outdoors this year, and it is unknown whether tents will be provided in case of rain. Chuck Redfern mentioned that Pathways for Keene will be at Earth Day this year and offered to bring an extra tent for MRTMA to use. Tara Germond accepted the offer. The Earth Day event will be next to the Monadnock Food Co-op on Cypress Street in Keene. SWRPC is also trying to be involved with the Kiwanis Kool Wheels Day at the Recreation Center on May 2nd.

Another event the MRTMA may want to consider taking part in is National Bike Week, which will be May 11-15 this year. J. B. Mack mentioned that there is a statewide Commute Green group, but they are focused on other things this year so it would be up to MRTMA as a body to come up with the

volunteer resources to host an activity. In past years, MRTMA has had information tables about MRTMA programs, held a green breakfast, and also encouraged biking to work during National Bike Week.

Tara Germond let the committee know that SWRPC is seeking partners to draft newsletter articles, columns, and information on the PICH initiative. Jen Risley suggested that another metric for the communications plan could be the number of press releases submitted.

Chuck Redfern asked if MRTMA can do email blasts using Mail Chimp. Tara Germond responded that SWRPC has Constant Contact, which can do email blasts. J. B. Mack noted that the Constant Contact account is through SWRPC, so MRTMA will need to get permission to use this account. Jen Risley said that it is possible to use multiple email templates on one Constant Contact account, but there is a risk of people accidentally opting out of SWRPC emails when they opt out of MRTMA emails. Susy Thielen noted that it may be cheaper for MRTMA to get its own Constant Contact account and use the “suspend” option when it is not in use, which will address the issue of sharing an account with SWRPC.

III. Partnership for Improving Community Health (PICH) Update

Tara Germond gave a brief update on the PICH grant. SWRPC has been working with staff from the City of Keene to draft complete streets standards, which are a checklist of design elements to consider during the design, maintenance, and construction or reconstruction of streets. The City of Keene has categorized all City streets based on the function and surrounding context of each street, and there is a separate list of considerations for each category. The complete streets standards also consider green infrastructure, storm water management, broadband, and technology.

Tara Germond and Linda Rubin from Healthy Monadnock will be presenting to City Council on Thursday, March 19th on the PICH initiative and more specifically on complete streets. The goal is to work with City staff to have a draft complete streets policy completed and delivered to City Council in July of this year.

Chuck Redfern asked if Tara Germond would be able to mention the efforts of Dave Richards at the presentation this Thursday. Dave Richards has worked to get infrastructure improvements implemented on Marlboro Street. Tara Germond responded that she thinks the City is trying to get elements of the Marlboro redevelopment project in the CIP for next year.

Another component of the complete streets objective is to implement a demonstration project to engage the public and physically show the benefits of complete streets. Tara Germond explained that this could entail temporarily taking over a segment of a corridor, possibly on Marlboro Street, and implementing complete streets elements using road paint, planters, food trucks, street furniture, etc. The demonstration project would take place in September, and Tara Germond noted that City staff views this as an opportunity to get public support for the Marlboro Street revitalization project.

Initially, SWRPC wanted to work with the Town of Marlborough as the other community to create a complete streets policy, however, the Select Board is not interested at this time. The Swanzey Planning Board has expressed interest, and SWRPC staff are also reaching out to other communities who have been identified as partners for future years. Jaffrey and Hinsdale are potential partners for year two of the PICH grant.

Peter Hansel asked how MRTMA should handle advising the public about upcoming projects. He noted that some projects take several years to complete, and getting the public involved early on

could be a role that MRTMA can take on. Tara Germond agreed that this is a good idea and that City staff are not always able to do this type of outreach on their own.

For Safe Routes to School, SWRPC is hoping to work with all five elementary schools in Keene as well as the Marlborough Elementary School. SWRPC met with the Fuller Elementary School yesterday, and meetings are set up with the other schools over the next couple of weeks. Tara Germond also noted that there is currently a complete streets project underway near Jonathan Daniels School on Pako Avenue in Keene.

SWRPC staff intends to create action plans for four of the schools who have not received Safe Routes to Schools grants before including Fuller, Franklin, Wheelock, and Marlborough Elementary Schools. Jonathan Daniels and Symonds Elementary Schools have already done work on Safe Routes to School, so SWRPC staff have more of a supporting role with those two schools. SWRPC staff will be analyzing data in the 1-mile radius surrounding each school and will also help with administering surveys. SWRPC staff met with Dan Black, Assistant Superintendent for Keene schools, last week and he has agreed to share data in order to support the Safe Routes to School projects.

J. B. Mack mentioned that if anyone has contacts with people in the elementary schools, it would be helpful for finding people to serve on Safe Routes to Schools task forces.

Mari Brunner gave an update on the Rack it Up! Program. The budget for year one is \$11,500 and the goal is to install 100 new bicycle spaces. It would be ideal to have the racks delivered and out in the community by May. Mari Brunner mentioned that this would be a good opportunity for MRTMA to take ownership of the program. She is looking to form a subcommittee of the MRTMA to help with outreach, choosing a structure, etc. She reviewed the marketing materials that SWRPC would be developing for the program and asked the group for their input on other ideas. Jen Risley noted that it would be fun to have the businesses that participated last time to say "We're a Rack Star!" and have them give testimony on the program.

Susy Thielen asked if the Keene Planning Department has been engaged as part of the procedure to encourage bicycle rack installation. The City's Planning Board strongly encourages landowners to site a bicycle rack when they do site plan reviews. Mari Brunner will check in with Rhett Lamb and the Planning Board Chair about the program.

Mari Brunner explained that she reached out to the staff at Bicycle Benefits about partnering with MRTMA. Bicycle Benefits will provide business start-up kits, which retail at \$26.75 each, for free. This would help incentivize business participation in the program. The MRTMA can enter the business information directly on the Bicycle Benefits website.

Chuck Redfern suggested approaching Keene State College about installing bicycle racks at new dorms. Mari Brunner will approach the City's Planning Department to see if bicycle rack siting was part of the site plan.

Jen Risley noted that someone from Bicycle Benefits called the Co-op. She noted that there was someone from Antioch who had approached them about starting up the bicycle benefits program again. J. B. Mack noted that Josh Lipkowitz might have approached them following the last MRTMA meeting. Mari Brunner suggested partnering with them if they are doing bicycle benefits as a way to launch the Rack It Up! program. Jen Risley noted that it would be good to have MRTMA be the entity that give out the packets because we are always around in the Region, whereas students transition out of the Region.

Mari Brunner showed six logo mock-ups for the Rack it Up program with each logo option labeled A through E. Chuck Redfern noted that he liked versions A and D. Susy Thielen and Peter Hansel noted that they like the term “initiative” better than “program” in the tag line. Peter Hansel liked the Circle shape better than the square shape. Chuck Redfern noted that the black background with white lettering does not stand out and the spokes on the bike wheel are difficult to see. Nancy Brigham noted that option A is the best one because it allows the viewer to quickly identify what the program is about. Everyone prefers the circle over the square shape. Logo option A seems to be the consensus preference of the group.

J. B. Mack asked if the logo is an opportunity to advertise the MRTMA website. Mari Brunner responded that she tried including MRTMA information on the logo, but it was too crowded so she decided not to include it in the logo design, but that it could be included in the larger sticker. Susy Thielen noted that in option D, the boldness of the Rack is too strong; the title should be the focus.

Mari Brunner described next steps in the program and asked if anyone would like to serve on a Rack it Up sub-committee. Chuck Redfern, Susy Thielen, and Peter Hansel volunteered. Mari Brunner will send out a poll via email to determine a meeting time.

Tara Germond presented ideas for demonstration projects on complete streets. She showed pictures of National Parking Day, an event where parking spaces are used to create “parklets,” or temporary parks inside parking spaces. National Parking Day is the 3rd Friday in September, and the purpose is to get people thinking about what could be done with a parking space besides using it to park a car. Another idea is to create a “walklet,” a concept similar to a parklet, but different in that it extends the sidewalk into the parking lane in order to show how increasing pedestrian space can encourage walking.

Tara Germond spoke about the “Better Blocks” project. The “Better Blocks” project is a grassroots initiative to temporarily transform entire city blocks in order to show what a complete streets concept could look like in practice. Tara Germond showed a video about the Better Blocks project that documents the Better Blocks San Antonio project. J. B. Mack noted that the purpose of a demonstration project is to actually show rather than just describe what complete streets can mean to the community and to get support for the concept.

Tara Germond said that the cost of doing a Better Block project is around \$1,000, which may seem low but she has been looking into donations and it seems possible. Peter Hansel mentioned that Gilbo Avenue in Keene would be a great location to do a demonstration project because it is downtown, very wide, and isn’t pedestrian friendly. Jen Risley added that Emerald Street in Keene would be another great location because it is also not pedestrian or bike friendly.

Tara Germond finished her presentation by saying that she would like to brainstorm elements of a demonstration project with MRTMA. She is looking for input into ways to make this exciting and attractive. Jen Risley suggested that the MRTMA survey its partners to see what other people want to see happen. She also suggested that we use the City’s Mind Mixer software to solicit feedback from the public. Mind Mixer is accessible from the City of Keene website, and it is very easy to make an account. It makes it simple to visualize what people are thinking and also it is moderated, so it keeps negative comments under control.

J. B. Mack brought up the fact that part of this will involve getting approval from City staff to do a demonstration project, such as getting a permit to use up parking spaces. Tara Germond responded that SWRPC has already alerted City staff and they seem to be on board.

Jen Risley mentioned that the Keene downtown group, which usually does a car show, is thinking about doing a bicycle show. Tara Germond said that SWRPC staff are happy to be involved with different groups, and she asked if there are any other groups they should be working with. Jen Risley noted that Monadnock Buy Local would be a great group to work with even though they are focused mostly on Keene.

Tara Germond asked if people thought that businesses would be interested in participating in “pop-up” businesses for the demonstration event. If the demonstration happens on a more open street, it would be great to create a line of pop-up businesses along the street to create the feeling of a street “façade” similar to the businesses along Main Street. Jen Risley suggested the Farmer’s Market and also a pop-up retail business which she thinks is called Casa 39.

Peter Hansel added that he would encourage innovative bike lane ideas, not just painted lines but something more substantive to make bicyclists feel safe. Susy Thielen noted that this could be an opportunity to show how the bike path and Marlboro Street can connect to allow bicyclists to move from one corridor to the other.

Jen Risley brought up the issue of branding for MRTMA. She is having a difficult time getting people to like the Facebook page because no one understands what MRTMA does because of the long and somewhat confusing name. She posed a question to the group about whether a sub-committee could meet to discuss this idea. J. B. Mack suggested that this topic get added to the agenda for the next MRTMA meeting, and everyone agreed to revisit this topic at the April meeting.

IV. Advocacy Opportunities

J. B. Mack asked if there are any advocacy opportunities that Committee members wanted to share. Michael Acerno noted that HCS will be providing a presentation to the Keene City Council regarding bus shelters, possibly on March 23rd. He will confirm and get back to J. B. Mack with the exact date.

V. Information Sharing

Michael Acerno said that they are still trying to get the bus stop installed at the YMCA. This is somewhat involved due to the level of detail required by the City of Keene’s review process.

VI. Next Meeting

The group agreed that the next meeting would be on April 15, 2015 at the Southwest Region Planning Commission at 4:00 p.m.

VII. Adjourn

The meeting adjourned at 5:30 p.m.

Respectfully submitted,

Mari Brunner
Planning Technician



STEERING COMMITTEE AGENDA

*Southwest Region Planning Commission
Conference Room
37 Ashuelot Street
Keene, NH 03431*

*April 15, 2015
4:00 p.m. - 5:30 p.m.*

- I. Minutes of March 18, 2015**
- II. MRTMA Branding Discussion**
- III. Partnership for Improving Community Health Initiative**
 - a. Program Update**
 - b. Earth Day Participation**
- IV. Advocacy Opportunities**
- V. Information Sharing**
- VI. Next Meeting**
- VII. Adjourn**

Monadnock Region Transportation Management Association
c/o Southwest Region Planning Commission
37 Ashuelot Street
Keene, NH 03431

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Mission: To promote all modes of transportation that enhance the environmental, economic and physical health and well-being of citizens in the Monadnock Region.

Vision: We envision citizens of our region moving around conveniently and safely, with or without personal automobiles. This vision will result in:

- Affordable, accessible and energy efficient transportation options;
- Integration of transportation into land use planning and policy;
- Improved air quality, environmental and personal health; and
- More time spent interacting with others and less time alone in the car.

Monadnock Region Transportation Management Association Steering Committee

MINUTES

April 15, 2015

Present: Susan Ashworth, *Home Healthcare Hospice and Community Services (HCS)*; Ellen Avery, *Contoocook Valley Transportation Company*; Tim Blagden, *Bike-Walk Alliance of NH*; Nancy Brigham, *Keene Resident*; Peter Hansel, *Filtrine Manufacturing*; Rebecca Harris, *Transport NH*; Chuck Redfern, *Pathways for Keene*; Jen Risley, *Monadnock Buy Local*; Jenna Schiffelbein, *Monadnock Healthy Eating Active Living*; Susan Thielen, *Keene Resident*.

Staff present were: J. B. Mack, *Principal Planner*; Tara Germond, *Senior Planner*; Mari Brunner, *Planning Technician*.

J. B. Mack called the meeting to order at 4:05 p.m.

I. Minutes of March 18, 2015

The meeting minutes of March 18, 2015 were approved as submitted by unanimous vote.

II. MRTMA Re-branding Discussion

J. B. Mack started the discussion by going over the reasons why the group wanted to rebrand the MRTMA. He pointed out that there has been discussion about what the name should be ever since the TransSymposium event in 2009. At the March 18th meeting, Jen Risley requested that the group consider having a discussion around rebranding the name of the MRTMA, and this request was supported by the members who were present. J. B. Mack opened up the floor to begin the discussion.

Peter Hansel suggested that the group keep the word “Monadnock” in the name because this word identifies the region where it is active. He also noted that the word “Transportation” is important, but he doesn’t think the words “Region,” “Management,” or “Association” are necessary. He suggested “MTM” which would stand for “Monadnock Transportation Management.”

Nancy Brigham noted that the word “Management” doesn’t convey what the group does. Tara Germond noted that it is difficult to explain the name because it is very long. Chuck Redfern agreed that the name needs to be smaller. He expressed support for the acronym “MTM” because it is smaller than “MRTMA.” Jenna Schiffelbein noted that she is not familiar with the group yet, however, she doesn’t know if the word “Management” is appropriate to include in the name because she is unsure if it matches what the group does.

Rebecca Harris suggested that the group review the MRTMA’s mission, which is about promoting multi-modal transportation. She suggested the name “Getting Around Monadnock.” Susy Thielen suggested “Monadnock Go There.” J. B. Mack noted that the phrase “transportation management association” was adopted because it is a model that is fairly well known across the country as a membership-based public-private sector entity promoting transportation options. However, the group operates more like a coalition, than a member-based association. Jen Risley noted that the word “coalition” could also be used instead of “association.”

Tara Germond brought up the fact that this group is meant to be more holistic; it is not just transportation groups that are represented but also environmental groups and community groups interested in more sustainable transportation options. Jen Risley stated that a reason that she brought up having a discussion about rebranding is because a more inspiring and clear name would be easier to promote on social media. Rebecca Harris noted that the transportation management association for the seacoast area is called “Commute Smart Seacoast.” J. B. Mack explained that another group, “Commute Green NH,” is currently soliciting feedback on their re-branding effort through Survey Monkey. The three names they are considering are 1) Commute Green NH, 2) Commute Smart NH, and 3) Commute NH. He explained how the survey was organized.

Jen Risley expressed her support for the name “Moving Around Monadnock.” Nancy Brigham questioned whether this name would be clear and easy to explain to people. Chuck Redfern noted that tag lines are great for this purpose because they can help explain what the group is about in a very concise way. For example, Pathways for Keene’s tag line is “vibrant, active community.” J. B. Mack asked if other groups have tag lines. Susan Ashworth noted that the phrase “It’s hip to hop the bus” is more like a campaign, however, it serves the function of a tag line. Susan Ashworth asked if the MRTMA wants to be more internally focused, in which case “coalition” or “association” would work well, or if the group wants to be more externally focused, in which case a name such as “Moving Around Monadnock” would be more welcoming to the general public.

J. B. Mack asked if it would make sense for the group to solicit feedback on the MRTMA Facebook page. Chuck Redfern noted that it would be important to provide guidance on the survey so the responses are useful. Rebecca Harris noted that a Google search of “Moving Around Monadnock” yields the MRTMA on the 3rd and 4th hits.

J. B. Mack asked what other considerations the MRTMA should be making as part of its re-branding effort. Jen Risley noted that we should consider what it is we want to invoke with our name. Chuck Redfern said that a great idea would be to brand what the group does, for example by buying bike racks that have the name and logo on them. J. B. Mack noted that Mari Brunner and Tara Germond are ordering stickers for the Rack it Up! program which will be placed on the bike racks. Tara Germond noted that these stickers do not include the name or logo for the MRTMA. She continued to say that the group’s name and logo could be included for future years of the program. Susan Ashworth noted that it is important to not just consider the name, but also the website and Facebook page and other avenues that the group uses to provide information to the public.

J. B. Mack asked if he should move forward with sending out a survey to the Facebook page and to the MRTMA email list. Peter Hansel asked how many people are on the email list. J. B. Mack responded that there are roughly 70 people on the list. Tim Blagden noted that it could be useful to not only ask about name suggestions, but also what people think we do, i.e. what is in our “wheel house.” J. B. Mack noted that there is information on the MRTMA website that explains what we do which could guide the content of the survey. Peter Hansel asked if it would make sense to include the ideas that were generated during this meeting on the survey. Tara Germond noted that the Commute Green NH survey asked for gut reactions to three different names. Jen Risley mentioned that she likes that format. Chuck Redfern noted that the survey should include a “respond by” date.

III. Monthly update on PICH

Tara Germond stated that SWRPC staff has been working with several schools to develop Safe Routes to Schools strategic plans. SWRPC staff are going to do traffic counts at the pick-up and drop-off areas for Wheelock, Marlborough, and Fuller Elementary Schools in the coming weeks. The Keene Middle School has expressed interest in working with SWRPC over the summer. SWRPC

staff will be working with Symonds Elementary School to support their Safe Routes to Schools activities by helping them collect data to show the benefits of walking and biking to school. One way this will be accomplished is by doing air quality monitoring on normal days in comparison to days when the walking school bus takes place. SWRPC staff will also help Symonds Elementary School find funding opportunities to support their already successful program. Currently, Beth Corwin is paying money out of pocket to keep the program running.

Tara Germond explained that with Linda Rubin's help they jointly presented to the Keene City Council and the Municipal Services Facilities Infrastructure Committee about complete streets on March 19th. She explained that the City Council appeared supportive. She explained that the goal is to complete a draft policy by June and adopt the policy by July. SWRPC staff have also been working with the City on planning a demonstration activity, which will most likely occur in early August. J. B. Mack noted that at the previous meeting a suggestion was made to consider Gilbo Avenue. He went on to explain that the most recent news about the Farmer's Market is that it will be located in the parking spaces on Gilbo Avenue next to the Taco Odelay restaurant, so there may be an opportunity for synergy with the Farmer's Market. Tara Germond also noted staff had noticed that the Keene Music Festival is around that time, which is also an opportunity for synergy. Tara Germond will be meeting with the Granite State Architect Company on Monday, April 20th to ask them to help out with the complete streets demonstration activities in Keene and Swanzey. SWRPC staff met with the Swanzey complete streets task force for the first time earlier in the day. It is comprised of a diverse group of community members who are very actively involved in the community. SWRPC has entered into preliminary discussions with Monadnock HEAL about putting on a "Laying the Foundations" workshop on the fundamentals of complete streets. This would be the first of three workshops between now and 2017.

Mari Brunner gave an overview of the Rack it Up! program. She explained that a subcommittee has formed to determine landowner locations, outreach materials, and identify successes of last year's program. The subcommittee surveyed past participants and all were pleased with the program. Many have not yet installed the racks as they were delivered in the fall of last year. The subcommittee has identified a target outreach list of landowners in Keene and has created outreach packets to deliver to the property owners. The subcommittee will be approaching landowners directly and will mail materials to other businesses in Keene and Swanzey. Business cards were created to give to the public to share with business owners as a way to encourage them to consider participating in the program. Mari Brunner explained that a concurrent program of Rack It Up! is Bicycle Benefits. She explained that this program is an incentive program for businesses to offer discounts to customers that bike and purchase a bicycle benefits sticker at a cost of \$5.00. In this year, we are offering free starter kits to businesses that participate in Rack it Up! Antioch University New England's Student Alliance has purchased stickers and will be selling them at the MRTMA table at Earth Day. The Interest Form for the Rack it Up! program is online.

IV. Earth Day

Tara Germond discussed ideas for the MRTMA table display at Earth Day. There will be a poster with a picture of a street with images of the different elements of complete streets. There will also be a white board where people can write why they support complete streets and then have their picture taken. There may also be a trivia wheel, which has been used in the past. Rebecca Harris asked if these materials are just for Earth Day. Tara Germond responded that they are for multiple events, not just Earth Day. Tim Bladgen asked if the MRTMA will be at the bike circus performance at the Colonial Theatre on April 19th. Tara Germond responded that SWRPC staff were not planning on attending this event.

Tara Germond asked if anyone would be interested in volunteering at the MRTMA table on Earth Day. The Earth Day festival will be held from noon to 4:00 p.m. on Cypress Street next to the Monadnock Food Co-op. Tara Germond noted that Chuck Redfern has generously offered to let the MRTMA use an extra tent that Pathways for Keene has. J. B. Mack asked if anyone had any materials that they want to have displayed on the table at Earth Day or the Kiwanis Kool Wheels event on May 5th. Tim Blagden responded that he has materials that he will drop off at SWRPC's office.

V. Advocacy Opportunities

Tim Blagden noted that May 5th, 6th, and 7th are pedestrian and bicycle count days. The Bike Walk Alliance is hoping to get lots of data to show where people are biking and walking, which could translate to helping communities getting walking and bike-related grants. J. B. Mack explained that SWRPC is currently conducting biking counts on the trail system in the Monadnock Region, although the data collection is coordinated with those dates. Tara Germond noted that SWRPC is also doing bike and pedestrian counts as part of its work with Safe Routes to School. Peter Hansel asked how weather factors into these counts. Tim Blagden responded that people are still out walking and biking in the rain because for some people it isn't a choice; walking and biking may be the only option for them. Nancy Brigham noted that she may be able to help with the bike and pedestrian counting, however, she will not be in town on Earth Day. J. B. Mack noted that he could send out a call for volunteers for the bike and pedestrian counts. Peter Hansel asked if a reminder could also be sent out about soliciting volunteers for Earth Day.

J. B. Mack asked if there are any other advocacy opportunities that Committee members wanted to share. As an example, he noted that Monadnock Buy Local has asked about creating a transportation page on their website that would be sponsored by MRTMA. Jen Risley explained the idea further, noting that the goal is to create a list of organizations that support sustainable transportation options. It is meant to be a resource to enhance community collaboration and works through a widget which will simultaneously update all lists at once, so any website where it is hosted will be updated. There will also be pages devoted to living wages, local businesses, and others. Jen Risley noted that this would hopefully inspire community members and groups to find opportunities for collaboration. For example, the League of American Bicyclists certification program for "Bicycle Friendly Businesses" could be a good next step for businesses who participate in Rack it Up! or Bicycle Benefits programs. Rebecca Harris noted that transportation is a boring topic, so it may be useful to reframe the issue as an access issue rather than a transportation issue.

Tim Blagden brought up the Mayor's Challenge, which was put out by Transportation Secretary Anthony Foxx. Anthony Foxx used to be a mayor and he is very pro-walking and biking. The challenge is about complete streets and aiming for zero transportation-related fatalities, which comes from a US Department of Transportation initiative called "Vision Zero." J. B. Mack noted that he had approached the Mayor and City Manager on this topic to see if there was interest. Tara Germond noted that SWRPC staff followed up by drafting a memo which was sent to the Mayor of Keene via the Bicycle and Pedestrian Pathways Advisory Committee. Tim Blagden noted that he would be willing to help out with this effort because currently only one mayor in New Hampshire has signed on. Tara Germond also noted that the challenge is open to select boards as well as mayors, which opens up this opportunity to smaller towns in the region.

J. B. Mack explained that through Chuck Redfern, a marketing group contacted him to see if the MRTMA is interested in placing an ad on the map showing Keene pathways, which would cost \$300. He explained that the MRTMA currently does not have a budget for this, but he wanted to see what the group thought about this opportunity. Jen Risley said that if it fit in with the MRTMA's current

goals it would make more sense, however, there may be other opportunities that would be more strategic for the MRTMA to spend its resources on. Peter Hansel also noted that putting the name “MRTMA” on the map may not be a good idea if the group is going to get a new name soon.

Rebecca Harris asked the group to consider writing a letter to ask for long-term funding for the U.S. Highway fund. J. B. Mack noted that this could be promoted on the MRTMA Facebook page. Tara Germond asked if Rebecca Harris could send a letter that people could modify. Rebecca Harris replied that she could email that to SWRPC.

Tara Germond announced that the Monadnock Region Coordinating Council for Community Transportation will be meeting on May 21st. They will be discussing advocacy strategies for transportation services at this meeting. This group focuses on transportation services for people in the community who need it the most. It is a coalition of mostly providers, and they are trying to recruit new members.

Rebecca Harris announced that there will be a volunteer driver’s meeting sometime this summer.

VI. Information Sharing

There were no informational updates.

VII. Next Meeting

The group agreed that the next meeting would be on May 20, 2015 at the Southwest Region Planning Commission at 4:00 p.m.

VIII. Adjourn

The meeting adjourned at 5:35 p.m.

Respectfully submitted,

Mari Brunner
Planning Technician



STEERING COMMITTEE AGENDA

*Southwest Region Planning Commission
Conference Room
37 Ashuelot Street
Keene, NH 03431*

*June 17, 2015
4:00 p.m. - 5:30 p.m.*

- I. Minutes of April 15, 2015**
- II. MRTMA Branding Discussion Continued**
- III. Partnership for Improving Community Health Initiative**
 - a. Program Update**
 - b. Demonstration Project Planning**
- IV. Advocacy Opportunities**
- V. Information Sharing**
- VI. Next Meeting**
- VII. Adjourn**

Monadnock Region Transportation Management Association
c/o Southwest Region Planning Commission
37 Ashuelot Street
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- More time spent interacting with others and less time alone in the car.

Monadnock Region Transportation Management Association Steering Committee

MINUTES

June 17, 2015

Present: Jen Risley, *Monadnock Buy Local*; Will Schoefmann, *City of Keene*; Michael Acerno, *Home Healthcare Hospice and Community Services (HCS)*; Ellen Avery, *Contoocook Valley Transportation Company*; Peter Hansel, *Filtrine Manufacturing*; Rebecca Harris, *Transport NH*; Chuck Redfern, *Pathways for Keene*; Jenna Schiffelbein, *Monadnock Healthy Eating Active Living*; Susan Thielen, *Keene Resident*.

Staff present were: J. B. Mack, *Principal Planner*; Mari Brunner, *Planning Technician*; Tara Germond, *Senior Planner*; Samantha Gaudette, *Planning Intern*

J. B. Mack called the meeting to order at 4:05 p.m.

I. Minutes of April 15, 2015

The meeting minutes of April 15, 2015 were approved. M. Acerno abstained from the vote because he was not present at the April meeting. J.B. Mack explained that there were no meeting minutes from the May MRTMA meeting because there were not enough members present to hold an official meeting.

II. MRTMA Re-branding Discussion

J.B. Mack began the re-branding discussion of the MRTMA by going over the responses to the online survey. SWRPC staff posted a survey using Survey Monkey to the MRTMA Facebook page that asked for input on a new name for the MRTMA. The first part of the survey did not give any information about the MRTMA, its mission, or its goals, and asked people to give their impressions and feedback on three different names. Then, the survey gave a description of the MRTMA, what the group does, and stated the MRTMA mission statement and asked for people to suggest names. J.B. Mack organized the responses to the survey using a spreadsheet, which was shared with the group. In general, the results of the survey were inconclusive, i.e. they did not point to one specific name. However, many of the survey participants noted that words such as “Moving” and “Transport” made them think of a moving or trucking company, and may not be a good fit for the MRTMA.

J.B. Mack explained that SWRPC staff had created a list of potential names using survey responses, which were shown using the projector.

Rebecca Harris noted that she sent a document to J.B. Mack about the “Four Foundation Messages” of an organization, which are the tagline, the elevator pitch, the talking points, and the position statement. J.B. Mack noted that he had looked over this document, and read the description for each of the foundation messages aloud.

Jenna Schiffelbein noted that, in order to highlight the fact that the MRTMA is a partnership between different organizations, words such as “coalition,” “alliance,” or “advocates” could be used. J.B. Mack noted that this point was brought up at the previous MRTMA meeting by Susan Ashworth. Chuck Redfern noted that the longer the name, the more confusing it can be. He continued saying that the group should focus on simplifying the name.

Peter Hansel recommended that everyone choose their top three names from the list projected on the wall, and then do an elimination round. Ellen Avery noted that mobility is a more encompassing name than transportation. Will Schoefmann noted that the words “alliance” or “coalition” make it clear what the group does. Rebecca Harris noted that the name “Monadnock Transportation Alliance” could be confused with the group “Manchester Transit Alliance.”

J.B. Mack asked everyone to write down their top three choices from the names on the list. Once everyone had done so, he went down the list of names and counted the number of people who had chosen each name. Any names that received fewer than three votes were eliminated; six options remained:

1. Monadnock Transportation Options
2. Monadnock Transportation Choices
3. Monadnock Transportation Coalition
4. Monadnock Transportation Alliance
5. Monadnock Coalition for Sustainable Transportation
6. Monadnock Alliance for Sustainable Transportation

Jenna Schiffelbein noted that there were really only three choices, because options and choices essentially mean the same thing, and coalition and alliance have very similar meanings. She looked up the definition of coalition vs. alliance, and remarked that alliance means a group working towards a combined benefit, whereas a coalition is a group working towards a combined action. The group then discussed the difference between these two terms, and there was general consensus that the word “alliance” fit better than the word “coalition.”

Peter Hansel noted that the name “Monadnock Alliance for Sustainable Transportation” has an easy and simple acronym—MAST. Ellen Avery noted that the word “mast” made her think of boats. She continued, suggesting that the word “Monadnock” could be in the tagline rather than the name.

Chuck Redfern suggested that the group once again choose their top names, but this time only pick two. J.B. Mack asked everyone to write down their top two choices, then he once again wrote down the results next to the names. The choices were narrowed down to the following:

1. Monadnock Transportation Coalition (MTC)
2. Monadnock Transportation Alliance (MTA)
3. Monadnock Coalition for Sustainable Transportation (MCST)
4. Monadnock Alliance for Sustainable Transportation (MAST)

Chuck recommended that the group first vote to decide between the first two choices (MTC v. MTA), then vote between the second two choices (MCST v. MAST). The rest of the group agreed. The group chose Monadnock Transportation Coalition (MTC) and Monadnock Alliance for Sustainable Transportation (MAST). Then, the group took a vote between these two options, and Monadnock Alliance for Sustainable Transportation (MAST) received the most votes. This was officially adopted as the new name for the MRTMA.

J.B. Mack asked the group about choosing a tagline for MAST. He suggested “Building consensus on transportation needs and solutions.” The group asked if J.B. Mack could send out the “Four Foundation Messages” document to the larger group, and he said he would. The group agreed to think about a tagline and get back to this topic at a later date.

III. Monthly update on PICH

Tara Germond gave a brief update on the work that SWRPC staff are doing on the Partnerships to Improve Community Health (PICH) grant. SWRPC staff are organizing two “Complete Streets Demonstrations,” one in Swanzey and one in Keene. She explained that this means that staff, volunteers, and others will be working to transform a segment of roadway for one day to showcase Complete Streets elements. This will include crosswalks, bike lanes or “sharrows,” i.e. shared bicycle lane markings, extended sidewalk space, curb bulb-outs, a pedestrian refuge island, and landscaping. In addition to streetscape improvements, there will be food trucks and other fun elements to make the events enjoyable. Tara Germond continued, noting that SWRPC staff are working with landscape architects and the Town of Swanzey and the City of Keene on planning these events.

Susy Thielen asked what will happen if it rains. Tara Germond responded that the Swanzey event is depends on the Whitcomb Hall Committee, because the event is happening along with their annual chicken barbeque. It is possible to schedule a rain date for the Keene event, however this may be difficult to coordinate with all of the volunteers, businesses, and City officials who will be involved.

Tara Germond then asked if anyone had suggestions for groups or organizations that should be involved with the demonstration events. Many suggestions were offered, including the Keene Farmers Market, Bike-Walk Alliance of NH, Plan NH, Keene State College, the Rotary Club, Achille Agway, and Cheshire TV.

Tara Germond informed the group that there would be four meetings about the Complete Streets demonstrations that will be open to the public. The first meeting will be on July 8th at 6:30 pm, location to be determined. She asked J.B. Mack to send this information to the larger group when the location and time are confirmed.

IV. Advocacy Opportunities

No advocacy opportunities were shared or discussed.

V. Information Sharing

No additional information was shared or discussed.

VI. Next Meeting

J.B. Mack asked if the group was ok with not meeting in July and August. There was general consensus that the group would meet next in September. J.B. Mack stated that he would schedule the next meeting in August over email.

VII. Adjourn

The meeting adjourned at 5:30 p.m.

Respectfully submitted,

Mari Brunner
Planning Technician

MONADNOCK ALLIANCE FOR SUSTAINABLE TRANSPORTATION STEERING COMMITTEE AGENDA

*Southwest Region Planning Commission
Conference Room
37 Ashuelot Street
Keene, NH 03431*

*September 16, 2015
4:00 p.m. - 5:30 p.m.*

- I. Minutes of June 17, 2015**
- II. Advocacy Opportunities**
- III. Monadnock Region Coordinating Council Recruiting Volunteers**
- IV. Partnership for Improving Community Health Initiative Update**
- V. Re-branding Discussion Continued: Four Foundation Messages**
- VI. Workplan Development**
- VII. Partner Information Sharing**
- VIII. Next Meeting**
- IX. Adjourn**

Monadnock Alliance for Sustainable Transportation
c/o Southwest Region Planning Commission
37 Ashuelot Street
Keene, NH 03431

603-357-0557
FAX 357-7440
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www.monadnockTMA.org

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- Affordable, accessible and energy efficient transportation options;
- Integration of transportation into land use planning and policy;
- Improved air quality, environmental and personal health; and
- More time spent interacting with others and less time alone in the car.

Monadnock Alliance for Sustainable Transportation Steering Committee

MINUTES

September 21, 2016

Present: Jen Risley, *Monadnock Buy Local*; Peter Hansel, *Filtrine Manufacturing*; Susan Thielen, *Keene resident*.

SWRPC staff members present were Henry Underwood, *GIS Specialist/Planner*; Mari Brunner, *Planner*; Liz Kelly, *Planning Technician*; Lisa Donnelly, *Intern*.

I. Welcome

Henry Underwood called the meeting to order at 4:04 p.m.

II. Minutes of July 20, 2016

The group deferred approval of the July minutes to a future meeting.

III. Carsharing Research Project

Henry Underwood introduced Lisa Donnelly, an intern at SWRPC who has been working on a report about carsharing feasibility for MAST. The report, which is expected to be finalized by the end of September, will be available on the MAST website as well as sent to MAST Steering Committee members via email.

Lisa Donnelly gave a PowerPoint presentation about carsharing that included an overview of carsharing, an explanation of how it differs from ridesharing and carpooling, and a description of the different organizational models for carsharing. The three main organizational models are: Business to Consumer (B2C), Not for Profit/Cooperative (NFP), and Peer to Peer (P2P). She noted that carsharing complements rather than competes with public transportation. Benefits of carsharing include stress reduction, improved physical health, cost savings, increased mobility, and decreased dependence on fossil fuels. Challenges for carsharing include operational challenges, startup costs, access to parking, day-to-day management, and financial stability.

Lisa Donnelly provided a brief overview of three carsharing case studies that are included in the carsharing feasibility report. The first case study was about Smith College in Northampton, MA. The college partnered with ZipCar and started out small with only two cars, however, it has grown over the years and expanded beyond the campus to the larger community of Northampton. The second case study looked at CarShare Vermont, a cooperative carshare based in Burlington, VT. CarShare Vermont was launched in 2008 after several years of planning, researching, and organizing, and it has since expanded to three communities. They hope to “break even” financially in 2018. An interesting component of CarShare Vermont’s business model is that they partner with local businesses to offer discounts to their members. The third case study summarized the Kootenay Carshare Cooperative (KCC) based in British Columbia, Canada. The main goal of KCC is to reduce emissions for environmental reasons. She noted that a significant difference between

KCC and the other case studies is that it is a rural carshare which has grown by adding new branches in neighboring areas rather than by adding more vehicles in the same community.

Lisa Donnelly noted that potential next steps could include forming a committee or task force to continue looking into carsharing for the Monadnock Region. The committee or other group could focus on assessing need, doing market research to see if there are people who would use carsharing, and identify partners that would support carsharing in the region. She pointed out that both Keene State College and the Monadnock Sustainability Network have both identified carsharing as a goal in their sustainability action plans.

Jen Risley asked if the report contains information about how much a market research study would cost. Lisa Donnelly replied that she did not come across that information. She mentioned that ZipCar offers a petition form on its website designed to show support at an interested university or college campus. Peter Hansel asked if there are any examples of carshares that are run by dealerships. Lisa Donnelly responded that yes, there are; Enterprise is one example. Jen Risley asked about fee structures. Lisa Donnelly responded that it depends on the situation, however, it is usually much cheaper than car ownership. For example, CarShare Vermont charges \$30 for the application and as little as \$8 per hour. Peter Hansel asked whether carsharing was an attractive option for both people who can't afford a car and people who don't want to own a car. Lisa Donnelly responded that both of those groups are attracted to carsharing, but for different reasons.

Jen Risley shared that the Monadnock Food Co-op recently created a fund to help support other cooperative organizations. Also, a local crowdfunding platform, called "Local Crowd," will be launching soon for the Monadnock Region. If the group decides to pursue a carshare co-op, these could be good resources for start-up funds.

Henry Underwood noted that there will be more information in the Carsharing report, which is being finalized. He asked the group if there were any other ideas for next steps. Peter Hansel noted that it might be necessary to choose an organizational model (i.e. B2C, NFP, or P2P) before hiring someone to do market research. Jen Risley noted that organizations like CVTC that are already serving the region could be good partners to work with on this project. Peter Hansel added that the Cities for Climate Protection Committee with the City of Keene could also be a good partner.

IV. Organizational Structure Discussion

Organizational Structure/Charter: Henry Underwood explained that this agenda item pertains to both the MAST Work Plan and the structure of the organization. He explained that SWRPC staff play a supporting role for the committee, however, they should not be the driving force behind the group. Therefore, it would be helpful to have some sort of decision-making structure and organizational structure in place to help move the group forward towards implementing the 2012-2020 Action Plan. He shared printed copies of the MRTMA organizational charter that was adopted in 2012 and explained that in the Charter, there are two groups of stakeholders – "Active Stakeholders" and "Interested Stakeholders" – that roughly translate into the Steering Committee and interested parties, respectively. Discussion ensued about the Charter and existing structure.

Recruiting Members & Interested Stakeholders: Peter Hansel noted that asking representatives from other groups to attend the meetings could be a good way to get increased attendance at MAST meetings. Susy Thielen said that having a popular, concrete project like the "Rack it Up!" program is a great way to get people interested and involved. There was general agreement that less frequent meetings, such as quarterly or annual meetings, could boost attendance. In order to move forward with implementation of the MAST 2012-2020 Action Plan, sub-committees or work groups could

meet on a more regular basis. Henry Underwood noted that if the group decided to switch to quarterly or annual meetings, some transition or trial period would be needed. Jen Risley agreed, saying that the MAST Steering Committee should continue to meet monthly until a new structure is in place.

MAST Work Plan: Henry Underwood introduced a draft 2016-2017 MAST Work Plan. The work plan identifies three main projects, which are:

1. League of American Bicyclists Bicycle Friendly Community program
2. Carsharing
3. Education & Awareness Campaign for the Optional \$5 Motor Vehicle Registration Fee

Peter Hansel suggested that a first step towards implementing the work plan could be to ask specific people to sign up for one of the three main projects. An email blast could be sent to the list of interested stakeholders to ask people what project they would be willing to help with. Jen Risley asked if SWRPC or MAST could get an intern to help with the three projects. Susy Thielen agreed, saying that an intern could help move the projects forward. Henry Underwood responded that it could be possible to get an intern, either through SWRPC, MAST, or other partner organizations. He suggested that a next step could be to put out a call for people to get involved with the projects.

Mari Brunner mentioned an idea that was brought up at previous meetings, to have a regular MAST newsletter sent out via Constant Contact or Mail Chimp. A newsletter could include a “call to action” that asks people to commit to work on specific projects. Jen Risley noted that sending out a call for content two weeks in advance of the newsletter could help generate content.

Henry Underwood offered to work internally with Mari Brunner to come up with a more specific “ask” that includes information on the mentioned work plan items with respect to time commitment, volunteers needed, more detailed descriptions of project tasks, etc. They will provide a proposal to MAST in advance of the October meeting. Peter Hansel suggested that an updated list of MAST accomplishments could help with recruitment. Susy Thielen noted that asking people to RSVP using Doodle Poll could help encourage attendance at meetings.

V. Partner Information Sharing

Plaid Friday: Jen Risley announced that Plaid Friday is the day after Thanksgiving. Last year, she found a picture of someone wearing plaid while riding a bicycle, and that gave her the idea to ask MAST members to wear plaid and ride bicycles on Plaid Friday. Jen Risley explained that Plaid Friday is an alternative to “Black Friday” that encourages shopping at local businesses on the day after Thanksgiving. The plaid signifies the diversity of businesses that participate.

Bike-Walk Alliance of New Hampshire Membership Special: The Bike-Walk Alliance of New Hampshire (BWANH) has partnered with bicycle retailers across the state to offer free membership to people who purchase bicycles with a “BWANH” tag on them. Participating retailers in the Monadnock region include Advanced Cyclist, Andy’s Cycle Shop, and Norm’s Ski and Bike Shop, which are all located in Keene.

City of Keene 2015 Greenhouse Gas Inventory: Peter Hansel shared that a former City of Keene planning intern, Andrew Graham, gave a presentation to City Council on September 15, 2016 about the recently completed 2015 Greenhouse Gas Emission Inventory. The full report will be made available to the public in the near future. The findings indicate that Keene has reduced emissions despite expanding operations, which indicates that energy is being used more efficiently.

Transportation Alternatives Program (TAP) Letters of Support: Henry Underwood gave a brief update on the TAP program. MAST submitted letters of support for six communities in the Monadnock Region, including Harrisville, Hinsdale, Jaffrey, Keene, New Ipswich, and Peterborough. Funds will be awarded in December.

VI. Advocacy Opportunities

No advocacy opportunities were announced at the meeting.

VII. Next Meeting

The next meeting was scheduled for Wednesday, October 19, 2016 at 4:00 p.m.

VIII. Adjourn

The meeting was adjourned at 5:35 p.m.

Respectfully submitted,

Mari Brunner
Planner



Monadnock Alliance for Sustainable Transportation

An alliance of people and organizations working to improve transportation options in the Monadnock Region.

STEERING COMMITTEE AGENDA

Southwest Region Planning Commission

***Conference Room
37 Ashuelot Street
Keene, NH 03431***

***October 21, 2015
3:00 p.m. - 4:00 p.m.***

- I. Minutes of September 16, 2015**
- II. Partner Information Sharing**
- III. Ten Year Plan Letter and Other Advocacy Opportunities**
- IV. Workplan Development**
- V. Re-branding Discussion Continued: Four Foundation Messages**
- VI. Next Meeting: December 16, 2015**
- VII. Adjourn**

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Monadnock Alliance for Sustainable Transportation Steering Committee

MINUTES

October 21, 2015

Present: Ellen Avery, *Contoocook Valley Transportation Company*; Nancy Brigham, *Keene Resident* Peter Hansel, *Filtrine Manufacturing*; Jennifer Schiffelbein, *Healthy Monadnock/Cheshire Medical Center*; Susan Thielen, *Keene Resident*.

Guests: Niambi Mercado, *Antioch University Student*; Patricia Rodrigues, *Westmoreland Resident*

Staff present included: J. B. Mack, *Principal Planner*

J. B. Mack called the meeting to order at 3:00 p.m.

I. Minutes of September 16, 2015

Peter Hansel made a motion to approve the meeting minutes of September 16, 2015. The motion was seconded by Jennifer Schiffelbein and approved by unanimous vote.

II. Partner Information Sharing

J. B. Mack announced that MAST now has a new browser address which is www.mastnh.org. SWRPC staff has not changed any of the content of the website, only the browser name.

J. B. Mack explained that Mari Brunner had a schedule conflict and could not report on progress with the Partnership in Community Health (PICH) work but there were several exciting updates. J. B. Mack noted that SWRPC, with assistance from NH HEAL, put on a “Laying the Foundation” for Complete Streets workshop at Heberton Hall on September 25th. Several new town representatives attended. J. B. Mack also announced that there are two videos that were produced based on the “Rethink Marlboro Street” event held in September. One of the videos, done by Greg Pregent, is now on the MAST website and he expects the other video to be published on the website as well. J. B. Mack also announced that the Town of Swanzey adopted its Complete Streets policy. It is the fourth community in New Hampshire to adopt a policy. J. B. Mack also announced that Mari Brunner has brought on some new schools to participate in Safe Routes to School planning including Keene Middle School, Hinsdale Elementary, Middle and High schools. In addition, SWRPC staff will be meeting soon with Hinsdale and Troy’s planning boards to discuss whether they want to participate in developing complete streets policies.

J. B. Mack announced that Marcus McCarroll regrets having to miss the meeting today, but asked that J. B. pass on information that the next meeting of Keene Green Bikes will be on October 22nd at the Hundred Nights shelter from 5:00 p.m. to 6:00 p.m.

Susan Ashworth announced that the City Express is now offering yearly and half year passes hoping to generate more ridership. The full year pass, called a “Full Leap”, costs \$150. The half year pass, called an “Elm City Traveler” is \$75. Susan Ashworth said that people are purchasing the passes, and Home Healthcare Hospice and Community Services is promoting the passes as something you can buy for a friend or relative. Susan Ashworth explained that one of the reasons for introducing the passes is because City Express sees a trend in ridership dipping at a particular time of the month when many riders run out of money. Susan Ashworth said that there was a good Keene Sentinel story on the passes published recently.

Susan Ashworth went on to explain that construction should start on the bus stop at the YMCA before the paving company closes down. The stop will be located off of Summit Road near the YMCA entrance. They have secured a bus shelter for the stop. People will have an asphalt pathway that they can use to walk up to the YMCA’s front entrance.

Niambi Mercado announced that Antioch University has a Sustainability Committee and they are looking to reinstate a transportation coordinator. That person may be able to attend future MAST meetings. Susy Thielen asked for an update on the green bikes program vision. Peter Hansel asked how the green bikes program is going at Antioch and Niambi Mercado explained that the University has a number of bikes that are available for rental, but no one person is overseeing the program at this time.

Ellen Avery announced that the American Red Cross (ARC) will be transferring non-emergency medical transportation services to CVTC. Ellen Avery stated that she thinks ARC has been running its volunteer driver program since the 1960s. CVTC and ARC have been having a conversation about transferring services for two years. The reason ARC is transferring services to CVTC is because they want to focus on their core services including preparedness, adequate blood supply, support to military families and emergency planning. Ellen Avery stated that in January 2016, CVTC will be assuming responsibilities for rural rides which are rides that ARC currently gives to towns in the Eastern Monadnock Region. A full transfer of rides will happen on or before June 30, 2016. Ellen Avery stated that ARC and CVTC recently went public with the plan. Peter Hansel asked if the rides are for veterans or for everyone. Ellen Avery said that they are for anyone who needs a ride. Ellen Avery went on to say that ARC has provided rides for basic needs and non emergency medical trips. ARC has a fleet of vehicles, but they are not going to transfer vehicles to CVTC. Patricia Rodrigues asked what the volunteer vehicle territories are for CVTC and ARC. Ellen Avery explained the differences between the services.

Patricia Rodrigues asked if there are buses that go between Peterborough, Keene and Brattleboro. J. B. Mack answered that there are no buses that currently connect Peterborough to Keene or Brattleboro, but Thomas Transportation and Greyhound Bus offer transportation routes between Keene and Brattleboro daily. Thomas Transportation and several taxi companies are also available to provide trips between the communities.

III. Ten Year Plan Letter and Other Advocacy Opportunities

J. B. Mack noted at the last meeting that in addition to MAST providing testimony at the Governor's Advisory Committee on Intermodal Transportation (GACIT) hearing, the group was interested in sending a letter commenting on the Ten Year Plan. J. B. Mack distributed a draft letter regarding the Ten Year Plan and explained that the draft was his attempt to capture some of the concerns of MAST over the past year. J. B. Mack noted that Nancy Brigham did an excellent job testifying at the GACIT hearing on September 18th. Nancy Brigham explained that she thanked NHDOT for moving the South Bridge project forward and a focus of the testimony was that NHDOT needs to support and partner with communities intending to adopt Complete Streets policies. J. B. Mack explained that the purpose of the letter would be to re-emphasize parts of Nancy's testimony and hit on anything else that the group felt was important to communicate. J. B. Mack asked if the group wanted to send a letter to GACIT and NHDOT like it has done in year's past. There was general consensus to send a letter. Ellen Avery requested that J. B. Mack send an e-mail with the draft document to everyone to review and then the group could arrange to collect signatures for the letter. J. B. Mack agreed to send the letter out for their review.

No other advocacy opportunities were identified by the MAST Steering Committee at this time.

IV. Workplan Development

J. B. Mack noted that the meeting would need to be concluded soon, but wanted to explain that Jen Risley has had an interest in pursuing the carsharing strategy in the MAST action plan. J. B. Mack explained that he met with Jen Risley on the issue and they are developing some recommendations on how to move forward. J. B. Mack asked if anyone was interested in participating in this effort. Nancy Brigham volunteered to be involved. Nancy Brigham explained that she has had some familiarity with a carsharing program in Philadelphia.

J. B. Mack also noted that Niambi Mercado has expressed interest in working on a MAST related project through one of her Antioch University classes. Niambi Mercado explained that she was put in touch with Michael Acerno and Susan Ashworth and may work on a project related to promoting City Express services. Susan Ashworth explained that she and Niambi would be meeting after the MAST meeting to discuss the idea further.

V. Next Meeting

J. B. Mack noted that the next MAST meeting was tentatively scheduled for November 18, 2015 at 4:00 p.m.

VI. Adjourn

The meeting adjourned at 4:10 p.m.

Respectfully submitted,

J. B. Mack
Principal Planner



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STEERING COMMITTEE AGENDA

*Southwest Region Planning Commission
Conference Room
37 Ashuelot Street
Keene, NH 03431*

*December 16, 2015
4:00 p.m. - 5:30 p.m.*

- I. Minutes of October 21, 2015**
- II. Presentation: Safe Routes to School in Hinsdale**
- III. Partner Information Sharing**
- IV. MRCC Visioning Invitation to MAST**
- V. Re-branding Discussion Continued: Four Foundation Messages**
- VI. Advocacy Opportunities**
- VII. Workplan Development**
- VIII. Next Meeting: January 20, 2016**
- IX. Adjourn**

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Monadnock Alliance for Sustainable Transportation Steering Committee

MINUTES

December 16, 2015

Present: Michael Acerno, *Home Healthcare Hospice and Community Services*; Peter Hansel, *Filtrine Manufacturing*; Jen Risley, *Monadnock Buy Local*; Jennifer Schiffelbein, *Healthy Monadnock/Cheshire Medical Center*; Will Schoefmann, *City of Keene*; Susan Thielen, *Keene Resident*.

Guests: Michelle Kelly, Katie Mann, Jake Morel and Jack Rogers, *Keene State College students*; Chris Brehme; *Keene State College*, Lara Bryant; *Keene State College*.

Staff present included: J. B. Mack, *Principal Planner*; Mari Brunner, *Planner*.

J. B. Mack called the meeting to order at 4:00 p.m.

I. Minutes of October 21, 2015

Peter Hansel made a motion to approve the meeting minutes of October 21, 2015. The motion was seconded by Will Schoefmann and approved by unanimous vote.

II. Presentation: Safe Routes to School in Hinsdale

J. B. Mack introduced the Keene State College students who have been working on a Safe Routes to School project in partnership with SWRPC for their senior seminar. The students worked over the course of the fall of 2015 to gather data and assess walking and biking conditions around the schools in Hinsdale, NH. The students gave a presentation about their work. They used three major data collection methods: mapping, surveys, and interviews. They looked at the number of students that live within walking and biking distance of the schools, and they also assessed sidewalk conditions within the town and rated them as good, fair, or poor condition. In general, there are not many sidewalks and walking conditions are not great for students living within a mile of the schools. They went over the results of a parent survey, which showed that most parents drive their children to school, and the largest concern noted by parents was the speed and amount of traffic along the walking/biking route to school. The in-classroom tally showed that most children actively commute in the afternoon; there were an average of 28 active commuters in the morning and 37 in the afternoon.

The students developed hypotheses to help guide their research. They found that there was no statistical difference between the number of children who actively commute in the elementary school vs. the middle/high school, there was no statistical difference between morning and afternoon, and there was no statistical difference between children who have parents who actively commuted as a child.

Keene State student recommendations include adding more crosswalks and sidewalks, especially along School Street. Also, they recommended that the town or school add “one-way” arrows to School Street to reinforce their one-way sign, which isn’t very large. They also recommended that police officers be present during school arrival and dismissal hours. Other recommendations included

walking school buses, meeting areas for groups, and widening shoulders and/or installing sidewalks on Brattleboro and Plain Road.

Peter Hansel asked the students to expand on the results from their discussion with Beth Corwin at Symonds School. Jack Rogers responded that the Symonds School program is very successful; they have two meeting locations that are about a mile away from school. Parent volunteers walk with the group of children to school, and this diverts traffic away from the elementary school during morning drop-off hours. He continued, saying that it may be feasible to have a meeting location on Brattleboro Road in Hinsdale at the town park.

Will Schoefmann asked what tool the students used to assess the sidewalks in Hinsdale. Jake Morel responded that they used the State Assessment Data Exchange System (SADES) methodology developed by T2 at the University of New Hampshire. Will Schoefmann responded that they used a different tool called Level of Traffic Stress. J. B. Mack noted that the SADES methodology is supported by the State, and they are trying to get all communities to use the same tool so the data is comparable.

Peter Hansel asked whether there was a question about the time of year, along with weather, on the parent survey. Jake Morel answered that there was a question about the time of year. Chris Brehme asked if the students had looked at the rail trail in Hinsdale. Jake Morel responded that they had looked at it, but it is not shown on their map. Will Schoefmann noted that Hinsdale residents probably consider the rail trail to be a throughway for snowmobiles in the winter.

Peter Hansel asked if the students saw a relationship between walking and biking. Jack Rogers answered that they saw 5 bicycles at the Middle/High School, and none at the Elementary School. The Principal noted that only about two children bike to the Elementary School.

J. B. Mack asked if the students had looked at walking and bicycling rates for students who live within a 1 or 2 miles of the school and compared that to the survey responses. Jack Rogers said that they did not look at that question.

Jenna Schiffelbein asked what the students thought about the way Symonds School runs their program, which runs twice a week. Jack Rogers noted that program started out only one day a month, and once it gained popularity they increased the frequency to twice a week. J.B. Mack asked the students what they think about the higher number of walkers and bikers in the Elementary School versus the Middle and High School. Jack Rogers speculated that the High School students like to drive because they are new drivers who are excited to drive and give their friends rides. Will Schoefmann noted that in Keene, parking is at a premium and there is a lottery for parking spots, whereas in Hinsdale they have copious amounts of parking spots.

J. B. Mack asked what they observed with the Elementary School students walking to school and if they were walking alone, with friends or with parents. Jack Rogers responded that they were never alone; usually walking with parent or other students. Mari Brunner asked if crossing guards were present. Jake Morel said they saw the crossing guard, who is only there in the afternoon. She is a volunteer, and is there for about 15 minutes.

J. B. Mack thanked the students for their hard work. He noted that they met with SWRPC staff every other week and were up for the challenge. J. B. Mack noted that the recommendations will be very useful for developing an Action Plan with the Hinsdale School.

III. Partner Information Sharing

Michael Acerno shared that the ribbon-cutting ceremony for the new bus stop at the YMCA occurred on Tuesday, December 15th. There were about 20-25 people there, included a group of pre-schoolers who sang "Wheels on the Bus." J. B. Mack asked how many people use the bus stop. Michael Acerno responded that about 15-20 people use that bus stop each day. He also shared that HCS has sold about a dozen of their half year passes. He noted that Lebanon has the second-largest ridership in the state, possibly because they offer free rides. Michael Acerno noted that he would like to see HCS offer free rides, but that is dependent on funding.

Will Schoefmann gave an update on the Transportation Alternatives Program (TAP) grant that the City of Keene received to upgrade pedestrian and bike infrastructure along several City streets. There is an RFQ out for the project, which received about \$400,000 in TAP funding. The project timeline is to complete construction in 2017. Improvements will be made to rail trail connections on roads such as West Street, Park Street, and Summit Road. Amy Brown Road will be improved to connect Park Street to the rail trail. J.B. Mack asked if there will be a bike lane on Park Avenue. Will Schoefmann responded that it will be a bike lane or sharrows. Will Schoefmann also announced that the Keene Bicycle and Pedestrian Path Advisory Committee is working on priorities for a new edition of their Master Plan.

Michael Acerno asked if there is any news on the Keene Library renovations. Will Schoefmann did not know. J. B. Mack asked about the Road Diet project near Maple Avenue. Will Schoefmann responded that Michele Chalice, a Planner with the City of Keene, is working on an old Safe Routes to School infrastructure grant to do a road diet in the subdivision off of Maple Avenue just north of Jonathan Daniels School.

J. B. Mack told the group that he will be meeting with the DOT Commissioner tomorrow along with a group that is urging the State to consider adopting a Complete Streets policy. Currently, there is a bill to study the feasibility of a Complete Streets policy. Peter Hansel asked if there is any enabling legislation that would help this process along. Will Schoefmann responded that it is left up to each municipality.

IV. Next Meeting

J. B. Mack noted that the next MAST meeting is tentatively scheduled for November 18, 2015 at 4:00 p.m.

V. Adjourn

The meeting adjourned at 4:10 p.m.

Respectfully submitted,

J. B. Mack
Principal Planner