



Monadnock Alliance for Sustainable Transportation

2017 ANNUAL MEETING

Wednesday, January 18, 2017

4:00-6:00 P.M.

Home, Healthcare, Hospice and Community Services (HCS)
312 Marlboro Street, Keene, NH 03431

January 18, 2017



Monadnock Alliance for
Sustainable Transportation (MAST)
37 Ashuelot Street, Keene, NH 03431
www.MASTNH.org

Dear Friend of MAST,

It is my pleasure to welcome you to our 2017 annual meeting. Each year, we take a moment to look back at our past accomplishments and celebrate the progress we as a region have made towards increasing local and regional transportation options. It's a great opportunity for our partners, interested parties, businesses, municipal staff/officials, the general public, and others to learn more about advancing transportation options in the Monadnock Region. We are so glad to have you join us.

I would like to personally extend my thanks to all of the volunteers as well as the professional staff at Southwest Region Planning Commission who have furthered and facilitated these important projects and advocacy opportunities during 2016, some of which you'll learn more about today.

Some of our great local partners provided refreshments. Thank you to the Monadnock Food Co-op, The Works Café, and the Keene Hannaford Supermarket. We also thank HCS for the use of their space.

Our annual meeting serves as the kick-off for a new year of progress. We are excited to have both Rebecca Harris of Transport NH and Tim Blagden of the Bike-Walk Alliance of New Hampshire help us start off on the right foot. We hope you will join us in another rewarding year. Please, take a moment to review the enclosed information, and consider how you or your organization may be able to further our objectives and work plan projects in 2017. MAST looks forward to a great year fostering our partnerships and developing new ones along the way. Thank you for your support!

Sincerely,

Will Schoefmann

MAST Steering Committee Chair

Meeting Agenda

- I. Welcome from the Chair
- II. Business Meeting: Approval of minutes, Steering Committee nominations, election of officers
- III. Recent Activities: Overview of recent activities and projects within the Monadnock Region that have helped advance MAST's goal "to increase the use and availability of local and regional transportation options in the Monadnock Region."
- IV. Break/Networking
- V. Guest Speaker: Presentation from Transport NH and Bike-Walk Alliance of New Hampshire about statewide efforts to promote sustainable transportation options as well as ways the Monadnock Region can coordinate with organizations across New Hampshire to build a better transportation system.
- VI. Upcoming Projects: Overview of the projects MAST plans to undertake in 2017.
- VII. Breakout groups: Get more in-depth information about specific projects from local champions.
- VIII. Adjourn

About MAST

The Monadnock Alliance for Sustainable Transportation (MAST) is a coalition of organizations and individuals working to implement sustainable transportation solutions in the Monadnock Region. MAST recognizes the broad impacts that our transportation system has on us as individuals and as communities: access to employment and services, the cost of living, public health, and beyond.

In order to address these challenges, MAST has emerged as a forum to build consensus on transportation needs and solutions, foster the development of local and regional partnerships on transportation initiatives, advocate for sustainable transportation solutions, and more.

To learn more about MAST, please visit www.MASTNH.org or follow MAST on Facebook at www.facebook.com/MASTNH.

MISSION

Through leadership and education, MAST promotes all modes of transportation that enhance the environmental, economic and physical health and well-being of citizens in the Monadnock Region.

VISION

MAST envisions citizens of the Monadnock 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.

MAST Partners

Below is a list of organizations that have helped to advance MAST's goal of increasing the use and availability of local and regional transportation options in the Monadnock Region.

- Cheshire Medical Center
- City of Keene*
- Community Volunteer Transportation Company (CVTC)
- CommuteSmart NH
- Filtrine Manufacturing*
- Hannah Grimes
- Healthy Monadnock 2020
- Home Healthcare, Hospice, and Community Services (HCS)*
- Keene State College*
- Monadnock Buy Local*
- Monadnock Food Co-op
- Pathways for Keene
- Southwest Region Planning Commission
- Thomas Transportation*
- Town of Peterborough*

** These organizations are represented on the MAST Steering Committee*

Recent Activities

The following is a partial list of recent activities and programs in the Monadnock Region that support the goal and objectives of MAST's 2012-2020 Action Plan.

RACK IT UP! (2014-PRESENT)

Rack it Up! aims to increase both the number and visibility of bike racks in Monadnock Region communities in order to promote bicycling as a viable form of transportation. The program began in 2014 when MAST received a grant from the N.H. Charitable Foundation to seek business partners and others to participate in a 50% cost-sharing program to purchase bicycle racks. This first phase of the program resulted in 90 new bicycle parking spaces throughout the City of Keene.



In 2015, the program expanded thanks to funding from Healthy Monadnock and the Centers for Disease Control and Prevention (CDC) to include more communities. In addition, the program now covers 100% of bicycle rack costs. In total, 438 new bicycle parking spaces have been created throughout Keene, Swanzey, Hinsdale, and Troy. The program will continue to expand in 2017 into Jaffrey, Winchester, Walpole, and Harrisville.

PARTNERSHIPS TO IMPROVE COMMUNITY HEALTH - "PICH" (2015-Present)

Southwest Region Planning Commission (SWRPC), has partnered with Healthy Monadnock to participate in a program of the CDC called "Partnerships to Improve Community Health" (PICH). This 3-year initiative funds a multi-sector coalition in Cheshire County that is working to address the leading risk factors for the causes of death and disability in the US: lack of physical activity, poor nutrition, and tobacco use.

SWRPC was subcontracted by Cheshire Medical Center/Dartmouth-Hitchcock Keene to work with MAST to undertake the active transportation component of this initiative, which includes promoting Complete Streets, working with schools to develop Safe Routes to School action plans, and continuing the already successful "Rack it Up!" program.



View of Main Street in Keene, NH.

Complete Streets Activities

Complete Streets is a context-sensitive approach to transportation planning, design, construction, operation, and maintenance. It takes into consideration the needs of *all* users, regardless of age, ability, or mode of travel. SWRPC, with guidance from MAST, is working with Cheshire County communities to increase education and awareness about Complete Streets, visually show the benefits of Complete Streets through Complete Streets demonstration events, and develop local Complete Streets policies and guideline documents. To date, four communities in Cheshire County have adopted Complete Streets policies: Keene, Swanzey, Troy, and Hinsdale.



Complete Streets vision for Troy, NH.

Safe Routes to School Activities

Safe Routes to School (SRTS) is a national movement to encourage students, including those with disabilities, to safely walk, ride bicycles, or use other forms of active transportation to and from school. SRTS aims to improve safety for children who walk or bike to school, decrease rates of childhood obesity and related diseases, and ease traffic congestion and improve air quality near schools.

SWRPC, with guidance from MAST, is working with schools in Cheshire County to create Safe Routes to School Action plans that outline strategies for increasing the number of students who walk and bike to school.



A crossing guard helps students cross Route 101 in Marlborough, NH.

2016 BIKE TO WORK DAY EVENT

In early 2016, MAST formed a subcommittee that was charged with organizing a “Bike to Work Day” event in Keene. The goal of Bike to Work Day is to showcase the many benefits of bicycling and encourage more people to give biking - and other alternatives to vehicle use - a try. The event was held on Friday, May 20, 2016 from 6:00 a.m. to 12:00 p.m. at Railroad Square in Keene. Activities included:



Commuters enter their names for raffle prizes at the 2016 Bike to Work Day event.

- Free commuter breakfast
- Free giveaways
- “Bike to Work Day” Proclamation issued by City of Keene Mayor Kendall Lane
- Complete Streets information session led by Transport NH and Bike-Walk Alliance of New Hampshire
- Walking and bicycling tours of Keene that highlighted examples of pedestrian and bicycle friendly street design.

MAST plans to organize Bike to Work Day events in May of 2017 to build on the success of the previous event and expand into more communities.

CARSHARING PROJECT (2016-Present)

Carsharing is a transportation option that offers the benefits of having access to a car without the cost or obligations associated with private ownership. It differs from traditional car rentals in several important ways. Carshares usually offer hourly (or less) rates, and the vehicles are often distributed throughout the service area rather than located in one central location. In addition, the vehicles can be accessed 24/7. This model is attractive to people who make only occasional use of a vehicle as well as others who would like occasional access to a vehicle of a different type than they use day-to-day.



Image courtesy of The Carsharing Association, www.carsharing.org.

In 2016, a subcommittee of MAST was formed to oversee the development of a background report about carsharing in the Monadnock Region. MAST enlisted the help of a student from Keene State College, Lisa Donnelly, to conduct research on carsharing. The report that was produced, called *Carsharing: An Alternative to Private Vehicle Ownership* can be accessed online at www.MASTNH.org. MAST plans to continue looking into the feasibility of carsharing in the Monadnock Region in 2017.

CITY EXPRESS ONLINE TRIP PLANNER

More and more people are turning to their computers, mobile devices, and tablets for information related to transportation and wayfinding. To increase the availability of public transportation stop, schedule, and fare information to this audience, SWRPC worked with [City Express](#) to create this information in a digital format used by hundreds of other agencies. Today, riders with internet access can visit www.google.com/maps to quickly plan a trip that includes biking, walking, and City Express.

MAST 2017 Upcoming Projects

The following four project proposals have been selected as key activities MAST will undertake during 2017. The MAST Steering Committee is currently seeking interested individuals to serve on dedicated subcommittees that will implement these projects over the course of 2017. Interested individuals should contact Mari Brunner at mbrunner@swrpc.org or (603) 357-0557.

BICYCLE FRIENDLY COMMUNITY (BFC) PROGRAM

Help communities achieve a "Bicycle Friendly Community" Designation!

The League of American Bicyclists' [Bicycle Friendly Community](#) (BFC) program is a tool for communities to make bicycling a real transportation and recreation option for all people. Communities are assessed through a [voluntary application process](#) and recognized in one of six categories. All applicants receive customized feedback on their application as well as access to technical assistance to help them move to the next level. To learn more, visit www.bikeleague.org/community.

MAST is interested in working with the City of Keene, which was awarded a bronze BFC designation in 2011 and 2015, to increase the City's ranking from Bronze to Silver status. The Bicycle Friendly Community subcommittee will take a lead role in this project and report back to the MAST Steering Committee on a quarterly basis. Potential work tasks include working with City of Keene staff to identify action steps the City and other stakeholders can take to increase the community's ranking. The subcommittee may also assist the City with filling out a new application for BFC status. In future years, the BFC subcommittee may branch out into other communities or into the [Bicycle Friendly University](#) or [Bicycle Friendly Business](#) programs.

The expected time commitment is about three hours per month. This includes one hour per month spent in subcommittee meetings, and 2 hours per month outside of meetings. The project will start in January of 2017 and conclude in October of 2017 (10 months).

BIKE TO WORK WEEK

Promoting Biking and Walking in the Monadnock Region!

National Bike Month (May) and Bike to Work Week (May 15-19) are important opportunities to encourage bicycling and walking as well as other alternatives to vehicle use. A 2016 MAST subcommittee successfully organized a Bike to Work Day event in Keene, which included a proclamation by Keene Mayor Kendall Lane, a Complete Streets Workshop, a free commuter breakfast, as well as a variety of giveaways. Significant effort was required to coordinate all required supplies, donations, and permissions.

In 2017, MAST would like to continue the event in Keene and possibly expand to other communities in the Monadnock Region. The size, number, and complexity would be the responsibility of the subcommittee. Commuter breakfasts, giveaways, coordination with bike shops and businesses, the statewide commuter challenge offered by CommuteSmart NH, and media outreach are just some of the many opportunities to promote biking in southwest New Hampshire. Members of the 2016 subcommittee may be available to support or extend planned efforts.

The expected time commitment is about three hours per month. This includes one hour per month spent in subcommittee meetings, and 2 hours per month outside of meetings. Subcommittee members would be expected to participate in at least one Bike to Work Day event (Friday May 19, 2017). The project will start in January of 2017 and conclude in May of 2017 (5 months). However, there are significant opportunities to continue promoting bicycling through the spring, summer, and fall of 2017. Undertaking additional activities beyond Bike to Work Week would be at the discretion of the subcommittee.

CARSHARING FEASIBILITY PROJECT

Help bring carsharing the Monadnock Region!

Carsharing is a transportation option that offers the benefits of having a car without the cost or hassle of private ownership. Well-known business examples include ZipCar and Enterprise Carshare, however, carshares can also be set up as non-profits or co-operatives. In 2016, MAST released a report titled *Carsharing: An Alternative to Private Vehicle Use*, which includes background information on carsharing, detailed case studies, and recommended next steps for the Monadnock Region.

MAST is interested in working with community partners to determine the feasibility of carsharing in Keene and the Monadnock Region. The Carsharing Subcommittee would take a lead role on this project and report back to the MAST Steering Committee on a quarterly basis. Potential work tasks include conducting a public interest survey, reaching out to potential business or community partners, and researching potential funding sources. There is also the possibility of working with a student intern from an area college or university to help move the project forward.

The expected time commitment is about three hours per month. This includes one hour per month spent in subcommittee meetings, and 2 hours per month outside of meetings. The project will start in January of 2017 and conclude in December of 2017 (12 months).

MUNICIPAL TRANSPORTATION FUND

Flexible and local funding for transportation alternatives!

Alternatives to the passenger car have relatively little support through Federal and State funding sources. New Hampshire communities have the option to charge an additional

fee, up to \$5 per motor vehicle registration, to be used towards a municipal transportation fund (per [NH RSA 261:153](#) VI). The fund may be used to support biking, walking, transit, as well as traditional infrastructure and maintenance. Although cities and towns have had the option to charge the fee since 1997, currently only three communities in the Monadnock Region make use of the fee. [Recent research](#) has demonstrated the value and success of the fee in other areas of the State. However, local barriers, successes, and value have not yet been evaluated.

MAST has expressed an interest in learning about both the successes and challenges of municipal transportation funds in New Hampshire, as well as public opinion. The Municipal Transportation Fund subcommittee will take a lead role in this project and report back to the MAST Steering Committee on a quarterly basis. Potential work tasks could include direct outreach to communities that have adopted or decided against the fund, an assessment of public opinion of the fund in the Monadnock Region, and raising awareness about the fund among municipalities and the general public.

The expected time commitment is about three hours per month. This includes one hour per month spent in subcommittee meetings, and 2 hours per month outside of meetings. The project will start in January of 2017 and conclude in December of 2017 (12 months).

2017 Project Timeline

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Bicycle Friendly Community Program												
Form subcommittee	■											
Create work plan		■										
Work with City of Keene staff to identify action items MAST can take to assist with BFC application			■	■	■							
Implement work plan						■	■	■	■	■	■	■
Update MAST Steering Committee				■			■			■		
Bike to Work Week												
Form subcommittee	■											
Create and implement work plan		■	■	■								
Bike to Work Day event(s)					■							
Update MAST Steering Committee				■								
Carsharing Feasibility Project												
Form subcommittee	■											
Create work plan		■	■									
Conduct market research to determine preferred carshare model				■	■	■	■	■				
Determine potential next steps									■	■	■	■
Update MAST Steering Committee				■			■			■		
Municipal Transportation Fund												
Form subcommittee	■											
Create work plan and conduct background research and design survey tool(s)		■	■	■								
Gather info from communities that have implemented the surcharge				■	■	■						
Summarize findings and create outreach materials/talking points							■	■	■	■		
Identify communities to reach out to										■	■	
Share information with communities about benefits of \$5 registration fee												■
Update MAST Steering Committee				■			■			■		