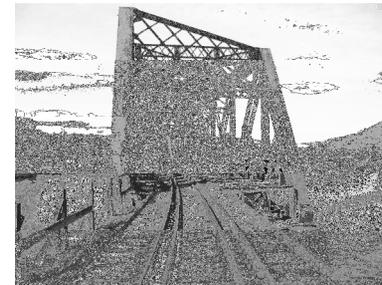


ACTION PLAN 2012-2020



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INTRODUCTION

The Monadnock Region Transportation Management Association (MRTMA) is a diverse coalition of public and private sector stakeholders interested in a better transportation future. We recognize the broad impacts that our transportation system has on us as individuals and communities - everything from our jobs to our cost of living to our health. Given transportation's prominent role in our daily lives, we believe a diverse coalition of government, businesses, non-profits and citizens is essential for addressing these transportation challenges.

In the Monadnock Region, there are many successful examples of individuals and groups working directly or indirectly on transportation-related issues. To improve coordination among these existing efforts and to foster collaboration and enthusiasm for new projects, the MRTMA developed this 8-year Action Plan. The purpose and structure of the Plan reflects the MRTMA's organizational goals, which include:

- Building consensus on transportation needs and solutions;
- Fostering the development of local/regional partnerships on transportation initiatives;
- Providing information on regional/statewide sustainable transportation initiatives;
- Helping individuals/groups locate support for sustainable transportation projects;
- Connecting stakeholders with funding resources and technical assistance services; and,
- Advocating and educating about sustainable transportation benefits.

We encourage you to review the objectives and strategies identified in this Plan and determine if there is a match with your personal or organizational values or goals. In the implementation section of this plan, we point to ways you can join the MRTMA coalition and help us create a better transportation future.

MRTMA MISSION

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

MRTMA VISION

The MRTMA 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.

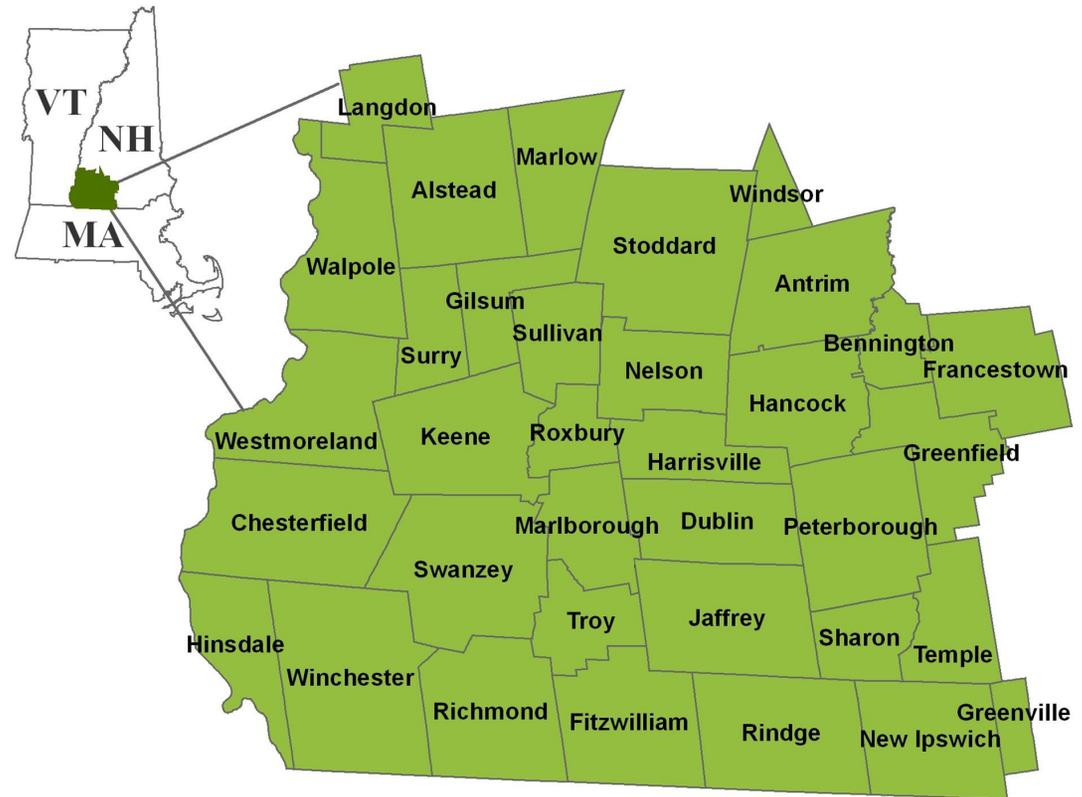
For more information about the MRTMA including a list of our existing partners, visit us at www.monadnockTMA.org

Follow us at www.facebook.com/monadnockTMA

BACKGROUND

Through a public deliberative process involving dozens of stakeholders with diverse backgrounds, the MRTMA identified the need to develop an Action Plan that would achieve two core purposes:

- Proactively address the main tenets identified in the MRTMA Vision - mobility, safety, affordability, accessibility, energy efficiency, environmental and personal health, and community - through measureable transportation goals, objectives and strategies.
- Create a flexible and inclusive roadmap that rallies diverse stakeholders - including individuals, clubs, businesses, municipalities, and nonprofits - to implement together through partnerships and their own independent actions.



The Plan aims to implement its goals, objectives and strategies throughout the Monadnock Region with the cooperation of people living and working in the Monadnock Region. The plan was created with the knowledge and respect that each community and its stakeholders know what is best for their own community. It is clear that some modes of transportation advocated in parts of the Plan are likely to be more successful in some communities and not in others. However, the plan importantly challenges all individuals and groups in the Monadnock Region to reflect on how each of us make transportation decisions and understand that all decisions have tradeoffs. It also challenges individuals and groups to imagine possibilities and opportunities. In the end, hopefully the Plan provides a roadmap for the Monadnock Region to maximize benefits and minimize costs as it continues to develop its transportation system.

GOAL

MRTMA partners recognize that expanding our transportation options where practical is a “win-win” with significant economic, social and environmental benefits. However, the Monadnock Region is challenged with a chicken-egg problem. We live in a region where transportation alternatives are hard to come by and we live in a Region in which people are not accustomed to using alternative forms of transportation. Encouragement, advocacy and education programs are therefore necessary to demonstrate short-term use of new transportation service and infrastructure investments. Therefore, the MRTMA goal and objectives recommend developing transportation options as well as incentivizing people to use those transportation options. Due to the underdeveloped nature of transportation options in our region, MRTMA views increasing options and encouraging shifting travel demand to new options as inseparable.

The MRTMA Action Plan goal is therefore:

To increase use and availability of local and regional transportation options in the Monadnock Region.



OBJECTIVES & STRATEGIES

The MRTMA Action Plan is guided by seven mode-oriented objectives followed by strategies¹:

① Expand Use & Availability of Sidewalks & Walkways

- * STRATEGY 1.1: Encourage communities to adopt and implement Complete Streets policies that promote walkability
- * STRATEGY 1.2: Work with regional schools to implement Safe Routes to School programs
- * STRATEGY 1.3: Encourage and support MRTMA partners to implement advocacy activities that support people walking to and from work and other activities

② Increase Use & Availability of Bicycle Infrastructure

- * STRATEGY 2.1: Encourage communities to adopt and implement Complete Streets policies that promote bikeability
- * STRATEGY 2.2: Develop and implement a sustainable bicycle benefits program
- * STRATEGY 2.3: Site and acquire more bike racks
- * STRATEGY 2.4: Assess feasibility of public shower facility in downtown Keene
- * STRATEGY 2.5: Encourage and support MRTMA partners to implement advocacy activities in support of bike commuting

③ Increase Use & Availability of Public Transportation

- * STRATEGY 3.1: Increase ridership of available public transit services
- * STRATEGY 3.2: Help establish bus service in Hinsdale, Winchester, and Swanzey
- * STRATEGY 3.3: Acquire new bus shelters determining first where they are needed most
- * STRATEGY 3.4: Encourage and support MRTMA partners to implement advocacy activities in support of public transportation

¹ Visit our website at www.monadnockTMA.org for more information about our strategies.

④ Increase Use & Support for Ridesharing & Car Sharing

- * STRATEGY 4.1: Increase availability of public park-and-ride locations in region
- * STRATEGY 4.2: Increase use of carpooling “Rideboard” users
- * STRATEGY 4.3: Conduct assessment of car-sharing feasibility in Keene
- * STRATEGY 4.4: Encourage and support MRTMA partners to implement advocacy activities in support of ridesharing

⑤ Increase Awareness & Support of Intercity Bus Services & Neighboring Rail

- * STRATEGY 5.1: Implement marketing and outreach plan for bus and rail connections
- * STRATEGY 5.2: Complete feasibility study for bus connection to Concord and Manchester
- * STRATEGY 5.3: Encourage and support MRTMA partners to implement advocacy activities in support of intercity bus service

⑥ Implement Non-Transportation Strategies to Replace Vehicle Trips

- * STRATEGY 6.1: Work with pharmacies and grocery stores to increase delivery services
- * STRATEGY 6.2: Provide resources to employers on “work-at-home” best practices and benefits
- * STRATEGY 6.3: Assess feasibility of publicly shared teleconferencing facilities
- * STRATEGY 6.4: Encourage and support MRTMA partners to implement advocacy activities in support of non-transportation travel demand management activities

⑦ Increase Location Efficient Siting of Housing, Shopping, & Work Destinations

- * STRATEGY 7.1: Work with economic development and housing organizations to increase local balance of the housing and job opportunities
- * STRATEGY 7.2: Implement “carrot-mob” and/or other strategies to increase support for location efficient retail businesses
- * STRATEGY 7.3: Implement and support MRTMA partner advocacy activities in support of increased location efficient siting of housing, shopping and work destinations

THE PLAN-VISION CONNECTION

Each Action Plan goal and objective addresses the main tenets of the MRTMA Vision²:

	Increase affordable options	Increase access to destinations	Provide energy efficient options	Minimize impacts to environment	Options that support personal health	Options that support sense of community
GOAL: To Increase Use and Availability of Local and Regional Transportation Options	X	X	X	X	X	X
❶ Expand Use & Availability of Sidewalks & Walkways	X	X	X	X	X	X
❷ Increase Use & Availability of Bicycle Infrastructure	X	X	X	X	X	X
❸ Increase Use & Availability of Public Transportation	X	X	X	X	X	X
❹ Increase Use & Support for Carpooling, Vanpooling & Car Sharing	X	X	X	X	X	X
❺ Increase Awareness & Support of Intercity Bus Services & Neighboring Rail	X	X	X		X	
❻ Implement Non-Transportation Strategies to Replace Vehicle Trips	X	X	X	X		
❼ Increase Location Efficient Siting of Housing, Shopping, & Work Centers	X	X	X	X	X	X

² Visit our website to at www.monadnockTMA.org for more information about how our goal and objectives support the MRTMA Vision.

MEASURING GOAL & OBJECTIVES

Goal and Objectives		Outcome Measures	Region Now*	Region 2020 Target	New Hampshire*	United States*	Data Source
Goal	Increase use and availability of local and regional transportation options in the Monadnock Region.	Average Per Capita Vehicle Miles Traveled	31.3	26.6	26.9	26.6	NH & US based on USDOT HPMS Data; Monadnock Region, based on VMT for available roads
1	Expand use and availability of sidewalks and walkways	% of People that Walk to Work	5.2%	6%	3.20%	2.80%	American Community Survey 2010 Estimate, US Census Bureau
		Sidewalks as Percentage of Local Roads	TBD	TBD	N/A	N/A	SWRPC
2	Increase use and availability of bicycle infrastructure	% of People that Bike to Work	0.5%	1%	0.30%	0.50%	American Community Survey 2010 Estimate, US Census Bureau
		Bikeways as Percentage of Local Roads	TBD	TBD	N/A	N/A	SWRPC
3	Increase use and availability of public transportation	# Annual Public Transportation Trips	54,357	70,000	N/A	N/A	HCS & CRT (52,845 + 1,512)
		Public Transportation Routes as Percentage of All Roads	0.5%	1%	N/A	N/A	SWRPC
4	Increase use and availability of ridesharing and car sharing	% of People that Carpool to Work	8.1%	10%	8.20%	10.40%	American Community Survey 2010 Estimate, US Census Bureau
		# of park and ride lots/spaces	1:35	3:75	N/A	N/A	SWRPC
5	Increase use and availability of intercity bus services	Intercity bus ridership	TBD	TBD	N/A	N/A	Greyhound?
		Intercity bus routes as % of Arterial/Collector roads	35%	60%	N/A	N/A	38 miles of Greyhound Route/110 miles of arterials/collectors
6	Implement non-modal strategies to replace vehicle trips	% People that Work from Home	7.4%	10%	5.10%	4.10%	American Community Survey 2010 Estimate, US Census Bureau
		% of Retail businesses offering delivery services	TBD	TBD	N/A	N/A	Partnership Survey with Chambers of Commerce?
7	Increase location efficient siting of housing, workplaces & shopping	% of People that live less than 15 minutes away from work	38.9%	40%	30.70%	28.6%	American Community Survey 2010 Estimate, US Census Bureau
		Average # in town workers to in town housing units for communities with 5,000+ people	1.35	1 to 1.5	N/A	N/A	American Community Survey 2010 Estimate, US Census Bureau

IMPLEMENTATION

The MRTMA is a volunteer coalition of partners - organizations and individuals - that support the MRTMA mission and vision. Each MRTMA partner is encouraged to assist the coalition in achieving its goal and objectives on their own terms. The partner's contribution might be in the form of providing the coalition time towards managing and implementing the plan, facilitating partnerships, educating the public about MRTMA issues or advocating for MRTMA sponsored initiatives - or it might be in the form of the donation of space, food, funding or other material resources.

MRTMA has two categories of partners: an interested stakeholder and an active stakeholder. Interested stakeholders are partners that know they are supportive of the MRTMA mission, vision and action plan but are unsure on how they might assist the MRTMA coalition. The interested stakeholder status allows partners to be "kept in the loop" and respond or participate in MRTMA activities as they come up. An active stakeholder is a partner that has pledged support for the MRTMA on their own terms. These services can be as specific or flexible as a partner wants and only the partner is their own judge on if they have fulfilled their pledge. Pledge examples might include "to provide 30 hours of volunteer time in 2013", "to serve as an Executive Committee member for 1 year", "to contribute \$30 towards an MRTMA event" or "to arrange and facilitate a meeting with Board of Directors regarding the MRTMA Action Plan" (see our sample partner pledge forms for ideas at the MRTMA website). It's up to you! Are you open to pledge suggestions? Ask our MRTMA Executive Committee about our "help wanted" pledge opportunities.

For some, this kind of implementation framework might seem too unfocused. Management of the Action Plan and stakeholder contributions will be overseen by the MRTMA Executive Committee and its subcommittees. The principal responsibilities of the MRTMA Executive Committee and its subcommittees will be to facilitate coordination of action plan implementation and stakeholder contributions. For more information about the structure and inner workings of the MRTMA Coalition, review the MRTMA Charter which is available at www.monadnockTMA.org.