



Monadnock Region Transportation Management Association Kick-Off Dinner

February 16, 2011

Home Healthcare, Hospice and Community Services' Castle Center

Present:

Susan Ashworth, *Home Healthcare, Hospice and Community Services (HCS)*;
 Erik Breakell, *KSC Campus Ecology**;
 Nancy Brigham, *Transition Keene, Keene Unitarian Church**;
 Harry Costick, *HCS*;
 Dirk Dougherty, *Chesco*;
 Jack Dugan, *Monadnock Economic Development Corporation (MEDC)* ;
 Steven Ellis, *Pathways for Keene, BPPAC*;
 Gary Fox, *Destination Bellows Falls**;
 Peter Hansel, *Filtrine*;
 Rebecca Harris, *Contoocook Valley Transportation Company (CVTC)* ;
 Sam Hawkes, *NH House of Representatives*;
 Patrick Herlihy, *Department of Health and Human Services (DHHS)**;
 Bonnie Hudspeth, *Monadnock Community Market Co-Op**;

Greg Johnson, *Town of Swanzey, SWRPC Commissioner*;
 Alyssa Kassner, *Antioch University**;
 Chip O'Brien, *Thomas Transportation**;
 Denise Pratt, *Keene Housing Authority*;
 Gail Robinson, *CVTC*;
 Linda Rubin, *Cheshire Medical Center's Vision 20/20**;
 Jay Smeltz, *W.S. Badger Co.**;
 Dale Smith, *Stoddard Planning Board*;
 Susy Thielen, *Heading for Home*;
 Ed Thomas, *Thomas Transportation*;
 Pete Throop, *Monadnock Conservancy, Cheshire County Conservation District**;
 Ruth Ward, *Stoddard Planning Board*;
 Johnny Westphal, *KSC Campus Ecology and KSC Green Bikes*

*Individuals/Organizations that have signed Interested Stakeholder Forms

SWRPC staff present were J.B. Mack, Senior Planner and Tara Germond, Planner.

I. Opening Remarks and Introductions

Peter Hansel called the meeting to order at 5:45 p.m. After a brief introduction and opening remarks by Peter Hansel, Tara Germond gave a presentation on the purpose and history of the Monadnock Region Transportation Management Association.

Tara Germond shared a MRTMA Vision developed by the TDM Committee:

“Citizens of our region will move 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.”

J. B. Mack gave an overview of the proposed structure which included the following components:

- Conduct six meetings from March 2011 until October 2011 with a MRTMA Steering Committee
- Steering Committee will be a mixture of TDM Committee and new members
- Steering Committee will:
 - give ongoing guidance on MRTMA website development activities, outreach materials and special events such as Green Commute Week
 - develop work plan focusing on 1) networking and information sharing 2) outreach and education and 3) special demonstration projects.

II. Breakout Group Discussion

J.B. Mack asked those in attendance to participate in breakout groups to discuss the proposed foci of the MRTMA (networking and information sharing, outreach and education and special projects) and the work that these subcommittees would focus on through October 2011. The following information is a compilation of the information discussed and ideas identified by each breakout group.

A. Networking and Information Sharing

Networking is defined as a supportive system of sharing information, services, and resources among individuals and groups having a common interest.

1. Tools and resources for sharing information among MRTMA stakeholders

- Social Media (i.e. Twitter, Facebook, LinkedIn, etc.):
 - Great for certain groups and events but can be time consuming and not always useful
 - Has to be used in the right way
- Social Forums (i.e. Keene Green Drinks, Keene Young Professionals):
 - Chambers of Commerce are also a good resource
 - Vision 20/20 Champions Program
- Email
 - Brief, information laden emails
 - Do not send too many emails too often
 - Build email list
 - Lack of access to broadband might be a challenge
- MRTMA Website
 - Can use website as administrative hub to post information and updates

- Coordinated, Central Calendar
 - Need to have a central place for all regional organizations to post information
 - Organizations must agree and remember to use this resource
- Regional Summits/Symposiums
 - Local Housing Summit in June 2011
 - KSC Solar Fest - place for outreach

2. Types of information to collect/share among stakeholders

- Survey of rural area transportation need
- More information on bicycle and pedestrian groups that exist
- Explore regional rideshare opportunities and viability of regional programs
- Questionnaire/Survey of public to gauge support for transit
- Share outreach strategies

3. Stakeholder expertise/resources to build

- Partner with transportation experts
- Media Expertise
 - People who can network media channels – local tv, radio, newspaper etc
- Film Expert to create short documentaries, PSAs
- Local town resources
 - Knowledge of who in town to involve and what issues are present in town
- Involvement of housing agencies
- Attract and involve younger audience

4. General Comments

- Use systems that already exist - do not reinvent the wheel
- Use a combination of communication channels (email, social media, newsletters, etc)
- Shift message to focus on land use and transportation integration instead of Travel Demand Management to make a clearer connection
- Need to focus on 1-2 things - currently too broad
- Use local radio sources
- Take advantage of advertising opportunities via local radio and media
 - Reps of MRTMA go on talk shows

B. Outreach and Education

Outreach is defined as the act of extending information services to a wider section of the population. Education is defined as the act or process of imparting particular knowledge or skills.

1. Ideas for outreach and education about MRTMA to broader community

- Identify and review stakeholder population and subpopulation
 - Brainstorm tactics to reach each group
- Central dispatch to reach everyone including rural areas
- Multimedia approach for messages, including internet
- Train local officials as champions of transportation options
 - Identify what is in it for them
 - Use existing trainings like the Selectmen's Institute
 - Identify and designate one person in each community as recruiter

- Work with local campus communities
 - All school systems, local community colleges, coordinate with Safe Routes to School
- Go to Towns/Organization/Business, etc.
 - Attend regularly scheduled meetings
 - Find a way to coordinate with related town activities
 - Get a booth at events (ex. old home days)
 - Reach out to businesses, putting up information, lunch and learn events
- Tap into existing networks - civic groups, agencies
- Identify and educate on ‘what is the cost of transportation?’
- Hold special events of “different themes” to pique interest
 - Family events, develop walking courses

C. Special Projects

Special project is defined as a task requiring considerable or concerted effort.

1. Potential Special Projects - *Engineering, Evaluation*

- Help communities adopt complete street policies/regulations
- Encourage Safe Routes to School participation region wide
- Help City of Keene/Pathways for Keene ensure development of pedestrian footbridges over bypass system
- Help communities develop Regional Trail Inventory
- Develop Volunteer Corps to provide signage for trails
- Prioritize pedestrian walkways for snowplowing
- Develop park and ride lots in Keene, Winchester and Fitzwilliam
- Food distribution program for local producers
- Expand and improve green bikes program
- Develop a Bike Co-Op (education, community gatherings)
- Implement public transportation on Route 119 between Winchester and Brattleboro, VT

2. Potential Special Projects - *Education, Encouragement*

- Work with employers to introduce/promote Travel Demand Management
- Create case studies or stories to communicate to stakeholders
- Identify volunteers
- Identify snow barriers to walking
- Provide technical assistance to neighborhood associations - empowerment to change environment
- Nodal Development working group between Keene, Swanzey, Jaffrey, Peterborough, and Rindge
- Develop communication/coordination with satellite transportation providers
- Form bike partnerships
- Clearinghouse for transportation information
 - Build information about intermodal opportunities
 - Awareness of carpooling
- Survey to identify users of website

III. Next Steps

J.B. Mack asked participants to sign an interested stakeholder form. He emphasized that this form is merely a statement of interest and in no way is a form indicating financial or volunteer commitment.

The group agreed that the next meeting of the MRTMA will take place on Wednesday, March 16, 2011 at 7:00 a.m. The location is to be determined.

IV. Adjourn

The meeting adjourned at 7:00 p.m.

Respectfully submitted,

Tara Germond
Planner



STEERING COMMITTEE AGENDA

*Home Healthcare, Hospice and Community Services
312 Marlboro Street
Keene, NH 03431*

*March 16, 2011
7:30 a.m. – 8:30 a.m.*

- I. Welcome, Introductions, Questions and Answers**
- II. MRTMA Coalition Principles**
- III. Action Item: Information Table Development**
- IV. Next Meeting**
- V. Information Sharing**
- VI. Adjourn**

Monadnock Region Transportation Management Association

MINUTES

March 16, 2011

Present: Ellen Avery, *Monadnock United Way*; Susan Ashworth, *Home Healthcare, Hospice and Community Services (HCS)*; Nancy Brigham, *Transition Keene*; Harry Costick, *HCS*; James Duffy, *City of Keene*; Adrianna Elliot, *Hannah Grimes*; Bob Elliot, *Monadnock Economic Development Corporation*; Steve Ellis, *Keene Bicycle/Pedestrian Path Advisory Committee, Pathways for Keene*; Michael Goudzwaard, *Keene State College*; Peter Hansel, *Filtrine Manufacturing*; Dave Krisch, *Town of Swanzey*; Dianne Ouellette, *Southwestern Community Services*; Linda Rubin, *Cheshire Medical Center Vision 20/20*; Gail Robinson, *Contoocook Valley Transportation Company*; Jay Smeltz, *W.S. Badger*; Brian Waterman, *Connecticut River Transit*.

SWRPC staff present were JB Mack, Senior Planner and Tara Germond, Planner.

I. Welcome and Introductions

J.B. Mack called the meeting to order at 7:30 a.m. He gave a brief overview of the structure and goals for each meeting. There will be five meetings of the Monadnock Region Transportation Management Association (MRTMA) Steering Committee from April through October. The goal of these meetings is to develop a long-term work plan and framework for the MRTMA. He added that he hopes each meeting will be fun, engaging and productive. He reviewed the Team Performance Model by Drexler and Sibbet. This Model was presented at the February 16, 2011 MRTMA meeting. J.B. Mack noted that he plans to revisit this Model each meeting.

For this meeting, J.B. Mack explained that he prepared an activity to help everyone get to know each other better. Group members were asked to pull a question from a hat and were then asked to introduce themselves and share an answer to the question selected. Each group member shared his or her name, where they live, what group they represent, and a response to one of the following five questions.

1. How would you get to the hospital if you could not drive a car?
2. Is it safe for middle school children to walk in your community? Why or why not?
3. What does multimodal mean to you?
4. Describe your experience with bus transportation.
5. Are trails part of the transportation system?
6. If you had a crystal ball, what would you say is likely to be the next transformative change to transportation as we know it?

J.B. Mack stated that the purpose of this activity was for people to get to know each other and was not intended to pass judgment on certain actions or support specific transportation policies.

II. MRTMA Coalition Framework

J.B. Mack explained that SWRPC staff identified certain needs and functions important to a coalition. Some of this information was collected from the February MRMTA meeting's various breakout sessions. He asked the group to review and provide comment on this list of characteristics that SWRPC staff identified as important for a sustainable transportation coalition. He also asked group members to share how each function might be relevant to their individual organization or group. This exercise was intended to build consensus on what a coalition framework should and should not be. The coalition functions identified by staff are listed below:

- Build consensus on transportation needs and solutions;
- Foster the development of regional and local partnerships on sustainable transportation initiatives;
- Provide information about sustainable transportation projects and initiatives;
- Connect stakeholders with funding resources and technical assistance services; and,
- Advocate and education the entire Monadnock community about sustainable transportation benefits.

Linda Rubin stated that Cheshire Medical Center's Vision 20/20 campaign could use the MRTMA to connect with organizations in Keene such as the Safe Routes to School Committee, Bicycle and Pedestrian Path Advisory Committee, the City Council, etc. The MRTMA can help Vision 20/20 identify what projects these groups are working on as well as which group(s) would be interested in supporting certain initiatives, such as the development of a Complete Streets Policy for Keene. She added that the MRTMA could be used to help implement certain action items and objectives of the Keene Master Plan.

Jay Smeltz stated that the MRTMA could help provide examples and promotional materials for motivating individuals to commute to and from work. He noted that businesses and employers can promote commuting via alternative modes within the workplace; however, it is helpful to collaborate with a group or coalition that can show what other employers and workplaces in the Region have instituted.

Adrianna Elliot stated that she would like to see the MRTMA help educate the public on the rules of bicycling and walking in Keene and outside of the City. She added that the MRTMA could also share information on the benefits of bicycling and walking as well as on ways for multiple transportation modes to share space, especially in Downtown Keene.

Bob Elliot stated that he is concerned that nonprofits, who receive funding for transportation, are not communicating with each other about how to collaborate and share resources to build a connected transportation system.

Susan Ashworth stated that the Regional Coordinating Councils (RCCs) for Community Transportation in the Region tie very closely with many of the functions listed, particularly with bringing the private and public sectors together. She stated that she hopes the RCCs can connect with the MRTMA to examine innovative ways to fund transportation projects. Dave Krisch commented that he thinks it is critical for the MRTMA to help businesses and organizations find funding resources or provide them with technical assistance. He emphasized that the more time and energy you can save businesses and organizations, the more willing they will be to support and promote sustainable transportation.

J.B. Mack gave an example of the Pathways for Keene's (PFK) and City of Keene partnership which has helped each entity raise awareness and funds for pathways in the City. PFK challenges the City of Keene to match the amount of dollars they are able to raise via fundraising. Together, with the necessary local match raised, PFK and the City can apply for grants for improving the City's bicycle and pedestrian pathways. Michael Goudzwaard gave another example of an interesting partnership. He stated the state purchases vehicles for the Boston Express, which is a privately run company. He thinks the MRTMA can have a role to play for developing intercity bus service. J.B. Mack stated that Greyhound recently applied for federal funding to provide enhanced intercity bus services from Keene to Concord, Manchester, and Portsmouth. While the proposed service would only run one trip each day to and from Keene, it is a potential starting place for increased intercity bus service.

Peter Hansel stated that the MRTMA website is a good tool to educate the larger community on sustainable transportation. He noted that it has a lot of information; however, the group needs to find ways to bring people to the website. Jim Duffy stated that it might be helpful to contact employers and businesses to let employees know about this web resource and about the benefits of promoting sustainable transportation in the workplace.

He stated that he thinks Cheshire TV is a good tool to communicate information to the broader community. Steve Ellis commented that no one from the print media is at the table. He emphasized that it is important to have the media involved. Jay Smeltz stated that he noticed there are many collaborative, umbrella organizations around the table. He commented that these groups should be communicating with each other. Peter Hansel stated that one of the values of the MRTMA is that people will be looking to it for disseminating information on transportation related projects, issues, and initiatives.

Tara Germond asked the group to identify any functions that are not on the list but should be. Linda Rubin noted that policy is missing from the list. She questioned whether the MRTMA should look at advocacy around policy issues. The group agreed that this is an important function. Michael Goudzwaard encouraged the group to look at special projects as a good way to communicate information to the community, have fun as a coalition and produce tangible outcomes. Gail Robinson stated that she believes it is important to identify what the goals of the MRTMA are and how the group can work toward short-term goals in the next year. Nancy Brigham stated that she would like to see the MRTMA develop goals that relate to the Keene Master Plan. Jim Duffy stated that there is a committee working on the implementation of the Master Plan. He suggested that the MRTMA work with this committee. David Krisch stated that, down the road, the MRTMA may want to take on the functions of political advocacy at the state level.

Tara Germond asked the group to share what the MRTMA should not be. Jay Smeltz stated that it should be a true citizen collaboration and not an initiative guided solely by SWRPC. Linda Rubin cautioned that the group should have targeted goals and objectives in order to drive specific outcomes. She stated that there should be measures or indicators of transportation that the group uses to drive its work. Peter Hansel stated that a coalition model makes sense for the MRTMA and that should develop to be self-sustaining.

III. Action Items

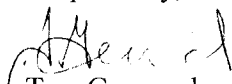
Tara Germond listed upcoming events and activities for which MRTMA stakeholders could volunteer. The MRTMA will have a table at the City of Keene's Earth Day Celebration in Ashuelot Park on April 23, 2011. The group needs volunteers to help staff a table as well as volunteers to help develop an exhibit and informational table display for the MRTMA to bring to events. Peter Hansel and Nancy Brigham expressed interest in volunteering at Earth Day and potentially helping design an informational display.

Linda Rubin stated that Vision 2020 is bringing Mark Fenton, an expert in improving the built environment, back to Keene in May. He will host five different workshops and one will be targeted for the business community. She will pass information on these workshops to Tara Germond to send out to the rest of the group.

IV. Next Meeting

Tara Germond stated that SWRPC staff would send out a doodle poll to determine the best dates and times for the next five meetings of the MRTMA.

Respectfully,


Tara Germond
Planner



STEERING COMMITTEE AGENDA

*Home Healthcare, Hospice and Community Services
312 Marlboro Street
Keene, NH 03431*

*April 19, 2011
7:30 a.m. - 9:00 a.m.*

- I. Welcome, Introductions, Review**
- II. MRTMA Operating Principles Discussion**
- III. Complete Streets Discussion**
- IV. Action Item: Commute Green**
- V. Information Sharing**
- VI. Adjourn**

**Monadnock Region Transportation Management Association
Steering Committee**

MINUTES

April 19, 2010

Present: Susan Ashworth, *Home Healthcare, Hospice and Community Services (HCS)*; Nancy Brigham, *Transition Keene*; Harry Costick, *HCS*; Steve Ellis, *Keene Bicycle/Pedestrian Path Advisory Committee, Pathways for Keene*; Gary Fox; Peter Hansel, *Filtrine Manufacturing*; Alyssa Kassner, *Antioch University New England Institute*; Dave Krisch, *Town of Swanzey*; Dianne Ouellette, *Southwestern Community Services*; Linda Rubin, *Cheshire Medical Center Vision 20/20*; Rebecca Harris, *Contoocook Valley Transportation Company*.

SWRPC staff present were J.B. Mack, Senior Planner and Tara Germond, Planner.

I. Welcome, Introductions, Review

J.B. Mack called the meeting to order at 7:33 a.m. and introductions were made. J.B. Mack briefly reviewed topics discussed at the March meeting. He noted that the group agreed policy should be a function of the MRTMA. The group will be discussing a topic relative to policy later on in this meeting.

J.B. Mack asked the group to recall the Team Performance Model, which was presented at the last meeting. He stated that the MRTMA steering committee will be moving through the first three phases of the model: orientation, trust building, and goal clarification throughout the next four meetings. The launch of the MRTMA, will be achieved through phase 4, commitment.

II. Minutes of March 16, 2011

The group unanimously approved the minutes of March 16, 2011

III. MRTMA Operating Principles Discussion

J.B. Mack stated that in order to advance through the phases of the Team Performance Model, it is important to discuss ground rules. Tara Germond composed a draft document that listed ideas for operating principles. J.B. Mack reviewed each category of operating principles and asked the group to review and consider these principles and to share any thoughts or questions about them.

Regarding transparency, Peter Hansel stated that it would be helpful to post meeting minutes online. Rebecca Harris noted that individual's should make clear to the group their affiliation with the MRTMA. J.B. Mack noted that stakeholders are often representing different entities either personal or professional. Rebecca Harris suggested that each MRTMA member create a short biography that can be posted on the website. Nancy Brigham suggested having a list of MRTMA member contact information available to improve internal communication.

Regarding collaboration, J.B. Mack explained that the former Travel Demand Management group will be working with the MRTMA steering committee to share lessons learned and experiences from the past 6 years. J.B. Mack also stated that it is important for the MRTMA to avoid duplication and support existing efforts. Peter Hansel added that it is important to have a balanced membership that represents as many

sectors of the community as possible. Steven Ellis noted that the group should define its criteria for membership and for bringing on new members. Dave Krisch stated that there could be two types of members, 'friends of' the MRTMA and permanent members. Steven Ellis stated that it is also helpful to have a group affiliated with the MRTMA to help disseminate information and volunteer for projects. Rebecca Harris explained that current research shows volunteers prefer to be involved with a program or project for a brief period of time and then move on to a new task. She suggested that the MRTMA use social media to connect people interested in the MRTMA and solicit interested volunteers when there is a task that involves more help than the core members of the MRTMA can provide. J.B. Mack stated that while it is important for members to attend meetings, the MRTMA should devise tools for collaboration and participation in addition to meeting attendance.

Steven Ellis noted that there is no way to ensure reciprocity among group members. He suggested that the operating principle be reworded to say the MRTMA will make it as easy as possible and as inviting as possible to be part of the group.

Rebecca Harris stated that the group should better address division of labor. She suggested creating a work committee to share resources and ideas. She also noted that it would be helpful to share information both internally as group members and externally with the public. Tara Germond stated that the new MRTMA website would allow for both internal and external information sharing.

Regarding respect, J.B. Mack noted that it is important to understand and respect the positions taken by group members. Peter Hansel stated that this might become a more difficult issue if the group moves into the role of lobbying or advocating for positions that the whole group may not agree with.

Linda Rubin stated that many of the principles discussed can be addressed by creating bylaws. Dave Krisch stated that the NH Association of Regional Planning Commissions agreed upon seven planning principles by which the group would abide. He noted that the process for establishing operating principles is a helpful step for any coalition.

J.B. Mack asked the group if they accept and agree with these operating principles. There was consensus among group members that the principles can be useful for the group to help develop the MRTMA.

Gary Fox stated that it would be helpful to include the mission and vision of the MRTMA on the agenda and meeting materials. J.B. Mack stated that he would like to review the existing mission and vision at the next meeting.

IV. Complete Streets

J.B. Mack distributed a resolution that was developed by the Keene Young Professionals Network regarding complete streets. He explained that the concept of complete streets is to have a street designed to accommodate as many modes as possible. A complete street can include having bicycle lanes on roads, adding sidewalks to roads, having a trail system that is integrated into the street system, etc.

Linda Rubin stated that Vision 2020 embraced the idea of developing a complete streets policy following Mark Fenton's visit in May of 2010. Mark Fenton emphasized the importance of building an infrastructure that accommodates healthy and active behavior. He shared research that showed that no more than 20-25% of the population would ever be involved in organized activity; however, people will naturally increase their physical activity levels if the built environment supports it. She noted that the City of Keene embraced the concept of complete streets and included it into the City's Master Plan.

Linda Rubin stated that she connected with the Keene Young Professionals Network, who was interested in taking on a project to support Vision 2020, to develop a complete streets resolution. She noted that there are plans to form a complete streets committee that can help pass the resolution. She asked the group their thoughts on the resolution and if the MRTMA can help identify a group that might be willing to oversee the resolution. J.B. Mack stated that he was contacted by Jen Risley of the Keene Young Professionals Network to see if the MRTMA would support the resolution. He hoped to have a discussion as a group about the resolution to determine whether the MRTMA would support it.

Steven Ellis asked whether it would cost a town or city more to have complete streets than conventional streets. He also questioned whether the City would choose to implement complete streets if it threatened the availability or location of parking. Nancy Brigham agreed that support for parking in downtown Keene might be greater than support for complete streets. She added that it would be important for a group to form that can advocate for complete streets the next time the City addresses the issue of parking. J.B. Mack commented that he sees the MRTMA as a vehicle to help build support for a complete streets policy, if it were to pass, the next time parking complaints happen. Linda Rubin responded that she does not think it will be difficult to sell this resolution to the community. She noted that the Keene Young Professionals Network is in the process of collecting hundreds of signatures in support of the resolution and that the City Councilors have been informed of its development. Gary Fox asked if the resolution extended to areas surrounding Keene. Linda Rubin responded that the resolution is only focused on Keene.

Peter Hansel asked if it would be possible to have a representative of the Keene Young Professionals Network present at the next meeting to discuss the resolution. J.B. Mack stated that he would contact Jen Risley to see if this would be possible. Peter Hansel stated the he feels the group owes it to the importance of this topic to analyze it in more detail and to identify the pros and cons. Linda Rubin stated that she will ask the Keene Young Professionals Networks to create a FAQ sheet about complete streets and the resolution.

J.B. Mack stated that it is important for the resolution to fit Keene. The groups involved in developing and supporting the resolution have to be strategic about what it targets and affects. The City may have already placed a priority on developing bicycle and pedestrian pathways. The group would want to be sure that they are not competing against this existing priority. He views this as an opportunity to meld peoples and organizations concerns and issues.

Peter Hansel asked what the time frame is for passing the resolution. Linda Rubin responded that there is no timeframe. She acknowledged that the development of this resolution has been grassroots in nature and that a group needs to be identified to guide the adoption of the resolution. Once the resolution is adopted, the City will be responsible for determining the next steps.

Peter Hansel stated that he feels this is an important topic for the MRTMA to take on but suggested that we discuss it further at the next meeting.

Linda Rubin stated that Mark Fenton will be talking about complete streets on May 4th at Antioch University. The workshop is free to attend; however, participants must RSVP.

Dianne Ouelette stated that she could get someone from the Keene Young Professionals Network to attend the next meeting. J.B. Mack stated that he would try to invite a representative from the City of Keene to attend the next meeting as well. Steven Ellis suggested contacting Jim Duffy to see who the most appropriate person from the City would be to attend.

V. Action Item: Commute Green

Tara Germond stated that the MRTMA will have a table at the Monadnock Earth Day festival at Ashuelot Park in Keene. Tara Germond will contact Anna Harris, the event organizer, to see if the transportation related group could be located near each other at the event.

Tara Germond gave a brief overview of the Commute Green NH challenge and celebration. She noted that this year's Commute Green promotion runs from May 16th - 20th. Traditionally, the region has held a breakfast in Railroad Square to celebrate green commuters and national bike walk to work day. However, this event typically draws in around 50 or fewer participants from the public. She asked the group to share their thoughts on whether it is worthwhile organizing the event this year.

Rebecca Harris stated that CVTC has 16 people sign up for the rideboard at last year's breakfast. Susan Ashworth stated that she thinks it is a good event but wonders whether a better time to hold it would be during the lunch hour. Peter Hansel agreed that the lunch hour might be a better time to hold the event. He feels that food should still be offered; however, it does not have to be a full meal.

J.B. Mack noted that he is hoping to hold an informal summit of bike groups and enthusiasts during this Commute Green week. The summit would be a time for the various bike and pedestrian groups to talk about what they are doing and see if there are certain things they can do to help each other. Part of the discussion can be about complete streets. Steven Ellis stated that he has spoken with the owner of Armadillo's Burritos about holding the summit in the restaurant during the lunch hour. He stated that the owner is willing to share his space for the summit. Rebecca Harris and Susan Ashworth both encouraged that other modes such as rideshare and transit be invited as these modes are often natural partners. Steven Ellis stated that Armadillo's fits about 35 people comfortably.

Tara Germond gave a brief overview of the statewide Commute Green NH challenge. To encourage Municipalities, Schools, and Employers to reduce 50,000 vehicle miles throughout Commute Green week the Commute Green planning committee created a statewide contest that would reward the employer or municipality and school that has the highest participation in commute green and logs the most miles traveled by green commuting. More information about the challenge is available on the Commute Green website, at www.commutegreennh.org.

VI. Information Sharing

A group member asked if the MRMTA has been involved with the proposal to expand intercity bus service from Keene to Boston submitted by Greyhound to the NH Department of Transportation (DOT). J.B. Mack stated that SWRPC has spoken to Greyhound about the proposal. It has not been formally approved by DOT.

Harry Costick stated that the new City Express buses are on the road and that the City Express Trolley has been officially retired. The new buses have green frogs on the sides and are more easy for people to identify.

Gary Fox stated that plans for the rail transportation museum at the Bellows Falls Amtrak Station will begin in June.

VII. Next Meeting

The next meeting will take place on May 17, 2011 at HCS at 7:30 a.m.

VIII. Adjourn

The meeting adjourned at 9:05 a.m.

Respectfully submitted,

Tara Germond
Planner



STEERING COMMITTEE AGENDA

*Home Healthcare, Hospice and Community Services
312 Marlboro Street
Keene, NH 03431*

*June 21, 2011
7:30 a.m. - 9:00 a.m.*

- I. Welcome, Introductions, Progress Review**
- II. Minutes of May 17, 2011**
- III. MRTMA Goal Development**
- IV. Information Sharing**
- V. Adjourn**

Monadnock Region Transportation Management Association
c/o Southwest Region Planning Commission
20 Central Square, 2nd Floor
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

May 17, 2011

Present: Susan Ashworth, *Home Healthcare Hospice and Community Services (HCS)*; Harry Costick, *HCS*; Michael Goudzwaard, *Keene State College*; Peter Hansel, *Filtrine Manufacturing*; David Krisch, *Town of Swanzey*; Jen Risely, *Hannah Grimes Marketplace and Keene Young Professional Network*; Gail Robinson, *Contoocook Valley Transportation Company (CVTC)*; Linda Rubin, *Cheshire Medical Center Vision 20/20*; Jessica Snelling, *HCS and Keene Young Professionals Network*.

SWRPC staff present were J.B. Mack, Senior Planner and Tara Germond, Planner.

I. Welcome, Introductions, Progress Review

J.B. Mack called the meeting to order at 7:35 a.m. and introductions were made. He provided a brief overview of the MRTMA's progress with the Drexler/Sibbet Team Performance Model. He noted that events like the TranSymposium, the MRTMA kick-off meeting and second meeting have helped the group move through step one of the Model, orientation. These events and the work of the Travel Demand Management Committee for Keene and Beyond have helped the MRTMA to define its purpose, identity, membership, and function. Through the development and review of coalition principles and ground rules at the April meeting, the group has worked to establish a foundation of trust among members. Trust building is the second step of the Team Performance Model. J.B. Mack explained that the group is currently working on step three of the model, goal clarification. He noted that the ultimate goal of the first five MRTMA meetings is the development of a work plan. In addition, he hopes to reach step four of the model, which is commitment, by the fall of 2011.

II. Minutes of April 19, 2011

The minutes of April 19, 2011 were approved by unanimous vote.

III. MRTMA and Complete Streets Initiative

J.B. Mack noted that Linda Rubin had given an overview of the Keene Complete Streets initiative at the last meeting. At this meeting, the group decided that it would be helpful to have a representative from the Keene Young Professionals Network, who has authored a draft Complete Streets resolution for Keene, present to speak more about this initiative. He stated that the purpose of today's meeting is to decide on whether the MRTMA should be involved with this initiative and to review what the MRTMA can do to help with it.

J.B. Mack gave a brief presentation that explained the concept of Complete Streets in more detail. He defined Complete Streets as streets that are safe, comfortable, and convenient to travel for everyone regardless of age or ability. J.B. Mack noted that there is not a distinct design prescription for Complete Streets. A Complete Street in a rural area may look entirely different from an urban area; however, both should balance safety and convenience for everyone using the roadway.

As part of his presentation, J.B. Mack displayed pictures of different types of roads and intersections. He asked the group to identify the elements of each road that make it a Complete Street. He explained that these elements might be simple measures, such as a wide shoulder. Another element is the separation of sidewalks from the road by landscaping or by on-street parking, which can serve as a barrier between pedestrians and traffic. Group members commented on each photo and shared their thoughts on what made the roads in each picture a Complete Street.

Dave Krisch noted that it is important to repaint crosswalks in order to sustain the element of walkability they provide overtime. Michael Goudzwaard noted that one of the photos in the presentation showed a street where the drainage grate was located outside of the bike lane. He stated that minor grade changes can become an obstacle for bicyclists and that moving the drain out of the bike lane makes it a safer environment for both bicyclists and automobiles.

J.B. Mack emphasized that Complete Streets are also about accommodating transit. Harry Costick stated that HCS has put out an RFP for covered bus/bike shelters. HCS will be distributing these shelters throughout the City of Keene following the necessary approval process. J.B. Mack also highlighted the importance of considering people of varying physical abilities.

J.B. Mack asked Linda Rubin to provide an update on the Keene Complete Streets initiative. Linda Rubin stated that the Keene Young Professional's Network (KYPN) has developed a Complete Streets Resolution for the City of Keene and has been gathering signatures in support of the Resolution. They plan to submit the Resolution to the City to be voted on for adoption by the City Council. Linda Rubin stated that it is likely the Resolution will be sent to a Committee for review prior to going to the full Council for vote. She noted that City staff estimated that the KYPN would need a couple hundred signatures to show significant public support for the resolution. To date, they have received pages of signatures but there has yet to be a final count.

Jen Risely spoke on behalf of the KYPN about the group's interest in Complete Streets. She noted that the KYPN community committee identified four or five projects in the Keene Master Plan that they thought would serve as a worthwhile project for the group to sponsor. They consulted with the City and with Vision 2020, who identified the need for a Complete Streets Resolution. To date, the KYPN has drafted the Resolution, developed outreach materials, written letters to the editors, shared blog articles, and spread the word about Complete Streets at community events such as Earth Festival in Ashuelot Park. KYPN hopes to connect with other groups that can take the initiative to the next level. The KYPN has identified the MRTMA as a logical entity to be involved with and potentially carry the lead on this project.

Michael Goudzwaard asked what the next steps are for the initiative beyond the City's adoption of the Resolution. Linda Rubin stated that the Complete Streets policy would most likely address updates to the City's Zoning Ordinance. Dave Krisch stated that it is important to identify the costs associated with adopting a Complete Streets policy. He asked if there is information available on the costs needed to create Complete Streets. He suggested that the MRTMA might be able to research costs by contacting other towns that have supported Complete Streets. J.B. Mack stated that there are cost benefit tools available that might apply to Complete Streets. He added that there is research to support the claim that it would be more expensive to retrofit a street to be a Complete Street than if a community accommodated Complete Street principles in the initial design and construction of a roadway.

Michael Goudzwaard stated that he thinks this would be a good initiative for the MRTMA to be involved with but wonders how the group might be able to help. He suggested that the MRTMA might be able to garner support from smaller towns surrounding Keene to adopt similar resolutions. He added that it is important to show examples of Complete Streets when explaining the initiative. Peter Hansel stated that

he thinks the initiative meets the objectives of the MRTMA. He added that there are great examples of Complete Streets in Keene. He noted that Winchester Street, near Keene State College, was designed around Complete Street principles. David Krisch noted that smaller towns have also taken on Complete Street projects such as the Safe Routes to School project in Dublin. J.B. Mack stated that there is a national database for examples of Complete Streets; however, it is helpful to use regional and local examples.

Michael Goudzwaard added that he sees this initiative as a good opportunity for an internship. An intern could develop an inventory tool for communities to audit and score local roads along a Complete Street continuum. Other group members discussed the idea of presenting on Complete Streets to local planning boards or holding regional forums on the topic. Peter Hansel asked if there are any neighborhood groups in Keene that might get involved with this initiative and with the MRTMA. J.B. Mack noted that there is one for the Eastern Avenue and Elm Street areas. Peter Hansel added that Keene State College is another neighborhood to involve.

Linda Rubin stated that it is important to gain support from City Councilors in advance of their meeting on the Resolution. The MRTMA could help with contacting City Council members that serve on the committee that will review the Resolution and provide them with more information about Complete Streets as well as answer any questions they may have on the concept and/or Resolution. She added that it would be helpful if MRTMA members would attend the City Council meeting at which the Resolution will be voted on to provide support for the Resolution.

Peter Hansel stated that the group should make it as easy as possible for the Councilors to support the Resolution by providing them with enough information in advance and showing that the community is supportive of the initiative. In addition, the MRTMA might be able to help provide information on questions the Councilors may have on the Resolution such as how much it will cost the community. The MRTMA can help spread the word to other groups and organizations in Keene about the Resolution and provide information on the meeting date for when the City Council votes on it.

Jen Risely asked if the MRTMA could include information about the initiative and post an electronic version of the Resolution on the MRTMA website. Tara Germond explained that SWRPC does not currently have the ability to update the website with new information; however, it is building a new website that will allow them to update information on a regular basis. Peter Hansel stated that one objective of the MRTMA is to be a repository of information on transportation issues in the community. He emphasized the importance of having an active and timely website in order to advance the MRTMA's efforts.

Susan Ashworth asked the group whether it needs further resolution before making a decision on whether the MRTMA will play a role on the Complete Streets project.

Motion: The MRTMA endorses the Complete Streets Resolution for the City of Keene.

Motion made by Peter Hansel, seconded by David Krisch.

J.B. Mack stated that the question for the group is whether the MRTMA actively supports this initiative or intends to take the lead on it. He asked the group to share their thoughts on this question. Linda Rubin stated that there is not an active leader on this initiative and that she feels the MRTMA is the organization most suited to take on this role. Peter Hansel stated that he is hesitant for the MRTMA to carry the initiative without knowing what other projects the MRTMA plans to undertake. Dave Krisch agreed with Peter Hansel and stated that he sees the MRTMA actively supporting the initiative for the present moment; however, he feels the MRTMA may take a leadership role in the future.

J.B. Mack noted that he feels it would be helpful for a variety of interest groups to become involved with this initiative, as the Complete Streets initiative is a holistic approach to street design. He added that other interest groups like HCS might become involved through the avenue of the MRTMA.

Michael Goudzwaard stated that he would like to amend the motion to include language on the role of the MRTMA with the Complete Streets initiative and on the MRTMA's support in providing web presence to this initiative.

Amended Motion: The MRTMA actively supports the Complete Streets Resolution for the City of Keene and will utilize the MRTMA website to share information on this initiative.

Amended Motion made by Peter Hansel, seconded by David Krisch.

The group approved the motion as amended by unanimous vote.

Jen Risely stated that she would add the MRTMA logo to the Resolution. Tara Germond and J.B. Mack will create a to-do list for moving the resolution forward with the City of Keene. Linda Rubin stated that some of the next steps for the MRTMA are to identify the committee that will review the Resolution and contact councilors that sit on this committee.

Michael Goudzwaard asked if there is existing support for Complete Streets from the City of Keene. Jen Risely stated that Kurt Bloomquist has reviewed and revised the Resolution. She noted that City Planning staff are also supportive of it. J.B. Mack asked whether it makes sense to contact the City Fire Chief to identify any questions or concerns he might have with the Resolution. Jen Risely stated that it would be helpful to have the fire and police departments on board with the Resolution as well.

David Krisch stated the Resolution includes language on other cities. He noted that there is only one city in the Monadnock Region. J.B. Mack noted that it might be worthwhile to create a region wide resolution that is separate from the City of Keene Resolution.

IV. MRTMA Goal Development

J.B. Mack stated that he was hoping to dedicate more time to this topic and that he would like more of the newer members to take the lead on this action item. He stated that the group will work on this item at the next meeting. He and Tara Germond will contact more of the newer members to see if they can be present for this meeting.

V. Information Sharing

Michael Goudzwaard stated that there will be a Bike Summit at Armadillo's Burritos in Keene on May 19, 2011. The purpose of this Summit is for area bicycle organizations and enthusiasts to share information and identify opportunities for collaboration.

Tara Germond stated that there will be a Commute Green Celebration in Railroad Square in Keene on May 20th, which is the same day as National Bike Walk to Work Day. This celebration will be an opportunity for local organizations to share information on green commuting and to reward green commuters with giveaway items and food.

VI. Adjourn

J.B. Mack stated that there will be one more meeting in June before taking a break for July and August. This meeting will be dedicated to goal development.

The meeting adjourned at 9:00 a.m.

Respectfully submitted,

Tara Germond
Planner



STEERING COMMITTEE AGENDA

*Home Healthcare, Hospice and Community Services
312 Marlboro Street
Keene, NH 03431*

*June 21, 2011
7:30 a.m. - 9:00 a.m.*

- I. Welcome**
- II. Minutes of May 17, 2011**
- III. MRTMA Goal Development**
- IV. Information Sharing**
- V. Adjourn**

Monadnock Region Transportation Management Association
c/o Southwest Region Planning Commission
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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

MINUTES

June 21, 2011

Present: Susan Ashworth, *Home Healthcare, Hospice and Community Services (HCS)*; Nancy Brigham, *Transition Keene*; Harry Costick, *HCS*; Bob Elliot, *Monadnock Economic Development Corporation (MEDC)*; Michael Goudzwaard, *Keene State College*; Peter Hansel, *Filtrine Manufacturing*; Laura Keith King, *Greater Keene Chamber of Commerce*; David Krisch, *Town of Swanzey*; Denise Pratt, *Keene Housing Authority*; Gail Robinson, *Contoocook Valley Transportation Company (CVTC)*; Linda Rubin, *Cheshire Medical Center Vision 2020 Campaign*.

SWRPC staff present were J.B. Mack, Senior Planner; Tara Germond, Planner.

I. Welcome, Introductions, Progress Review

J.B. Mack called the meeting to order at 7:30 a.m. and introductions were made.

II. Minutes of May 17, 2011

The minutes of May 17, 2011 were approved as submitted by unanimous vote.

III. MRTMA Goal Development

J.B. Mack gave an overview of the MRTMA's progress to date. He noted that the purpose of this meeting is to develop goals and measurable objectives for the MRTMA. It is his intention that these goals, once complete, will form the structure for a three-year action plan. This plan will serve as a guide for the MRTMA and its work in the Monadnock Region. He clarified that the Monadnock Region includes all of Cheshire County, 11 towns in Hillsborough County, and the Town of Langdon in Sullivan County.

To start the conversation, J.B. Mack distributed a document outlining draft goals and metrics that he developed for the group to review and discuss. He noted that SWRPC staff identified these goals as being most important to the Region and that staff will work to gather baseline data for each goal. This data will help the group establish metrics and track progress over time. Michael Goudzwaard inquired about the process for creating and adopting goals. He wondered whether the MRTMA should first discuss low-hanging fruit and then focus on long-term goals, which may take three years to accomplish or more. J.B. Mack explained that he saw members of the MRTMA working with partner organizations and individuals to tackle different goals. He added that he saw the MRTMA as a facilitator to help identify the appropriate groups and/or resources needed to take on different elements of an action plan.

J.B. Mack reviewed the three primary goals identified by SWRPC staff. Goal 1 is to increase transportation options in the Region. Goal 2 is increased integration of transportation considerations of institutional (school/business/government/healthcare facilities) decision making. Finally, Goal 3 is to increase awareness and support for sustainable transportation development in the Monadnock Region. Group members shared their observations and opinions about each of these goals. Peter Hansel summarized these goals as being either projects the MRTMA can undertake to expand transportation options in the region, government oriented goals, or education. Linda Rubin explained that she thinks

Goal 2, which is sector oriented, could serve as the MRTMA's primary goal and the Goal 1 metrics could serve as action items for each of the sectors identified in Goal 2. She noted that although education and awareness are important, they might not need to be included as a separate goal. Additionally, she thought that community was missing as a sector and should be added to Goal 2. J.B. Mack stated that he struggles with sector-based goal development. He explained that he views Goal 1 as developing options and influencing travel behavior. He added that he views the purpose of the MRTMA as being cross sector. Peter Hansel stated that he thinks cross sector collaboration should be a goal of its own. He agreed with Linda Rubin that community should be added as a sector under Goal 2.

J.B. Mack provided more information on the objectives listed under Goal 1. He shared that there are many efforts underway that will help the MRTMA achieve some of the identified metrics. For instance, SWRPC has received funding from the NH Department of Transportation to work with two other regional planning commissions to develop a guide for forming Park and Ride lots. SWRPC also received funding to conduct an implementation project of a potential transit service along Route 119 in Winchester and Hinsdale. Other potential projects in the Region include working with the local colleges to attract a car sharing service to the region such as Zip Car and to expand the Green Bikes program.

Laura Keith King stated that the diverse partnerships the MRTMA has built will help it accomplish its identified goals; however, she emphasized that the group should focus on Goal 3. She stated that spreading awareness about the group and its mission is necessary to successfully achieve the other goals. A helpful suggestion shared by Laura Keith King is for the MRTMA to publicize its successes with its many partner organizations. The more people and groups the MRTMA can pull into its effort, the more things can be done. Peter Hansel stated that the problem the MRTMA has faced over the years has been sustaining diverse representation, especially from the business sector. Many individuals attend meetings but it has been difficult getting these representatives to commit to the process. Laura Keith King asked Peter Hansel what he thought the MRTMA could do to make these representatives stay at the table. Peter Hansel replied that he thought the MRTMA could help these representatives accomplish some of their individual goals. Linda Rubin stated that a Memorandum of Understanding can be a great way to get organizations and individuals to commit to the process.

Michael Goudzwaard suggested adding annual events, such as the TranSymposium, to Goal 3. He also encouraged explicitly listing projects like the adoption of a complete streets policy under Goal 2. He reflected on a point made by Mark Fenton that the Region has many projects but not necessarily a system. Michael Goudzwaard added that an increase in paths might not be substantial unless those paths connect to something else. J.B. Mack stated that some of the metrics under Goal 1 try to address this issue of 'connectivity' and that the group should consider this issue when it develops an action plan.

J.B. Mack stated that SWRPC staff will work to gather existing baseline data over the summer. This data will help the group refine the metrics established for each goal and objective. Staff will reach out to partner organizations to collect data where it is missing. Dave Krisch stated that the metrics do not necessarily have to be percentages. He noted that the group could measure progress by significant increases or improvements versus a 10% increase overall. Gail Robinson stated that each sector will have different goals and it will be important for the group to identify feasible metrics. J.B. Mack noted that the overarching goal for Goal 2 is to get the identified sectors to be part of transportation decision making. Linda Rubin stated that it would be important to collect data sets specific to the Monadnock Region boundaries. J.B. Mack stated that he feels data is available for the Monadnock Region and that he was hoping to collect information from the MRTMA's partners on their organization's goals. Linda Rubin suggested that the MRTMA look at Vision 2020 indicators and see which ones might best apply to the group's goals.

J.B. Mack spoke about the idea of community-based mapping of transportation resources and infrastructure. Tara Germond explained that she thought Google Maps could be used as a tool for communities to share data and information about the condition of local transportation infrastructure and facilities. Volunteers can go out into their community to conduct a Complete Streets audit of identified roadways. They can then map their routes and information collected from the audits on a Google map that is shared with the public and made available on the MRTMA website. This idea could be a project that the MRTMA takes on to understand baseline conditions and to engage communities outside of Keene in the work of the MRTMA.

Laura Keith King suggested that the MRTMA should publicize its goals and objectives in the Sentinel and should encourage organizations to communicate when they have reached their goals. Peter Hansel agreed that it is important to take advantage of the public relations capabilities of all partners. Laura Keith King suggested posting the list of goals and objectives on the MRTMA website. Peter Hansel stated that it might be worthwhile to send a letter outlining the group's goals and objectives to various partners and stakeholders involved in the MRTMA. Susan Ashworth stated that the Sentinel has an interest in transportation and it might be helpful to send a press release announcing the MRTMA's action plan to the newspaper.

Peter Hansel stated that he likes how the goals are organized. Goal 1 serves as a guide for MRTMA members to approach its partners and others in the region about taking on projects or building support for existing projects that improve the transportation network. It provides a framework for working with organizations. Bob Elliot stated that he thinks Monadnock Economic Development Corporation could use help from the MRTMA to think about ways to promote and improve transportation. Laura Keith King stated that it might be helpful to recruit an intern to assist the MRTMA with some of its endeavors. Linda Rubin stated that Vision 2020 is planning an event for the fall and would like community partners such as the MRTMA to highlight what they will be doing to achieve Vision 2020 priorities at this event.

Susan Ashworth stated that she likes the clarity that Goal 1 puts forth. J.B. Mack stated that he views Goal 1 as being about expanding the transportation system, Goal 2 as focused on taking action and Goal 3 about measuring how the MRTMA promotes its message. Laura Keith King stated that Goal 3 could help the MRTMA achieve its other goals. She believes that Goal 3 needs to be continually energized. Denise Pratt suggested tying the different sectors outlined in Goal 2 under Goal 1. Gail Robinson stated that she feels the current list of goals is goal heavy. She views Goal 1 as the primary goals, 'the What,' Goal 2 is the people who will accomplish these goals, 'the Who,' and Goal 3 is the promotion and marketing of the goals and the MRTMA, 'the How.' The mission of the MRTMA is to expand transportation options for the Region. The action plan should identify who is going to do this and how. Goal 3 should be reframed to be the mechanisms for how each sector will accomplish the goals outlined in Goal 1. Denise Pratt asked if the sustainability of the MRTMA should be integrated as a goal.

Linda Rubin stated that she thinks having baseline data is important so people know what the group is trying to do. Laura Keith King stated that the group will need concrete results, tangible examples for the public to see such as a bike rack, park and ride, bus shelter, etc. She believes one anecdotal story is worth a thousand numbers. J.B. Mack thanked group members for their participation and comments. He stated that staff will take the feedback from the group and will work to collect baseline data for review at the next MRTMA meeting in September.

IV. Information Sharing

Laura Keith King stated that the Keene Chamber of Commerce is having a golf tournament on July 27. The Chamber is revamping its monthly newsletter and intends for it to come out before July 1. This newsletter in its new format will serve as a forum for all organizations to communicate news and updates

with the rest of the business and nonprofit community. She encourages submittals from all organizations, including the MRTMA.

Bob Elliot stated that MEDC is working on NH FastRoads, which is a project to install fiber optic cable from Rindge to Enfield, NH. This project will install fiber to the home and will help facilitate an increase in the ability of people to work from home and will connect community anchors institutions. In addition, MEDC is building 16 apartment units in downtown Keene. Half of the units are fully accessible units. Peter Hansel asked Bob Elliot to share more information about any public hearings regarding these units so that stakeholders and community members can attend in support.

Denise Pratt stated that Keene Housing Authority is currently renovating the Cheshire Homes development on Key Road. She hopes that KHA can integrate some of the goals of the MRTMA into the redesign of the development. KHA is concerned about the safety of children and the need for a visible bus stop. Parking is a particular problem for this development.

Linda Rubin stated that Jim Duffy has received the City of Keene Complete Streets resolution and has been asked to submit it to City Council. Once she hears back from Jim Duffy, Linda will inform the MRTMA. Nancy Brigham asked if the group still needs signatures for the resolution. Linda Rubin said that they are still collecting signatures, though they currently have about 250, which should be sufficient for the City Council. Linda Rubin also stated that the City of Keene has discussed developing a district wide Safe Routes to School Plan. Vision 2020 will be present at an upcoming Swampbats game to promote physical activity. If you sign up to be a Vision 2020 champion at the game, you will receive a free veggie burger and piece of fruit at the food stand.

Peter Hansel stated that he is a member of Keene's Friends of Open Space. The group is taking on a project to develop a way of showing available trail maps and how up to date they are.

Susan Ashworth stated that the City Express will kick off its annual summer fun pass for kids to ride the City Express on July 1. She commented that about half of City Express ridership is under the age of 60 and that they are trying to encourage more youth to ride the bus. They have been marketing the bus as a safe way to travel around the City in the summer. HCS will be installing covered bus and bike shelters in the downtown. They hope to have these shelters in place by the end of August. HCS is still awaiting the arrival of the new Sprinter vehicle, which will be used for a new route from Keene to White River Junction one day a week.

Nancy Brigham stated that Transition Keene is planning fall programs. She will provide more information on these activities at a future meeting.

Gail Robinson is preparing a block party for employers and employees along Optical Avenue in Keene to celebrate rideshare. CVTC has received funding and support from many local businesses for this event. They are looking to hold it at the end of July or August.

V. Adjourn

The meeting adjourned at 9:01 a.m.

Respectfully submitted,

Tara Germond
Planner



STEERING COMMITTEE AGENDA

*Home Healthcare, Hospice and Community Services
312 Marlboro Street
Keene, NH 03431*

*September 20, 2011
7:30 a.m. - 9:00 a.m.*

- I. Welcome**
- II. Minutes of June 21, 2011**
- III. MRTMA Goal Development**
 - a) Report on Metric Development**
 - b) Thoughts on Implementation Strategies**
- IV. Information Sharing**
- V. Adjourn**

Monadnock Region Transportation Management Association
c/o Southwest Region Planning Commission
20 Central Square, 2nd Floor
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:

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- 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 (MRTMA)

MINUTES

September 20, 2011

Present: Abigail Abrash Walton, *Antioch University New England Institute*; Susan Ashworth, *Home Healthcare Hospice and Community Services (HCS)*; Nancy Brigham, *Transition Keene*; Harry Costick, *HCS*; Jim Duffy, *City of Keene and Pathways For Keene*; Peter Hansel, *Filtrine Manufacturing*; Michael Goudzwaard, *Keene State College*; Dave Krisch, *Town of Swanzey*; Jen Risley, *Hannah Grimes*; Linda Rubin, *Cheshire Medical Center Vision 20/20*; Samantha Wilhelm, *Monadnock Economic Development Corporation*.

SWRPC staff present were J.B. Mack, Senior Planner and Tara Germond, Planner.

I. Welcome and Introductions

J.B. Mack called the meeting to order at 7:30 a.m. and introductions were made.

II. Minutes of May 17, 2011

The minutes of May 17, 2011 were approved by unanimous vote pending an amendment to add Linda Rubin the roster of those present.

III. Updates

J.B. Mack provided an overview of the NH Department of Transportation (NH DOT) draft Ten Year Plan for 2013 to 2022. The purpose of the Ten Year Plan is to develop and implement a plan allowing the State to fully participate in federally funded transportation improvement projects as well as to outline projects and programs supported with State transportation dollars. This document is updated every two years. J.B. Mack noted that the draft Plan proposes reducing “mandatory” federal programs by 50% in order to fill the gap made by state revenue shortfalls. These mandatory programs, which include Congestion Mitigation Air Quality (CMAQ), Transportation Enhancement (TE), Safe Routes to School (SRTS), and, Highway Safety Improvement Program (HSIP), have provided funding for multimodal infrastructure projects in the Region. Michael Goudzwaard asked if President Obama’s proposed Jobs Bill would have any impact on this funding scenario. J.B. Mack responded that he believed it would if it passes.

J.B. Mack mentioned that the South Bridge project, which is a pedestrian bridge over Route 101 and 12 in Keene and is listed in the current Ten Year Plan, has been deferred to 2021 in the draft plan. Jim Duffy stated that the City of Keene did send a letter to NH DOT about keeping the South Bridge a priority.

J.B. Mack stated that the Governor’s Advisory Commission on Intermodal Transportation (GACIT) would be holding two public hearings in the Southwest Region in October. These hearings are a time for the public to learn more about the draft Ten Year Plan and offer comments, feedback and testimony. In the region, a GACIT hearing is planned in Peterborough at the Town Hall at 7:00 p.m. on October 6th. An additional GACIT hearing is planned in the Keene Recreation Center at 7:00 p.m. on October 20th.

IV. MRTMA Goal Development

At the June meeting, the group reviewed a list of goals, objectives and metrics developed by SWRPC staff to frame a three-year action plan for the MRTMA. Since this meeting, J.B. Mack explained, SWRPC staff

have collected and analyzed existing data in an effort to establish baselines for measuring the identified objectives. In addition, staff identified what data is missing, potential sources for obtaining this data and strategies for meeting each objective.

J.B. Mack and Tara Germond delivered a presentation on information collected for the ten mode-based objectives for Goal 1 which is to increase transportation options in the Region. J.B. Mack stated that he hoped individuals could review the objectives more closely and return to the next meeting with more focused recommendations for strategies. SWRPC staff proceeded with a discussion about the ten objectives for Goal 1.

Draft Objective 1: To expand sidewalk infrastructure and local sidewalk networks.

Tara Germond gave an overview of data collected on sidewalks. Jen Risley suggested that instead of mapping all the sidewalks in the Region, staff should measure and map sidewalks within a one-mile or two-mile radius of downtowns or village centers. Samantha Wilhelm asked why the MRTMA is interested in expanding sidewalk infrastructure. She questioned whether it would be for health benefits or accessibility. J.B. Mack responded that the MRTMA is interested in all the benefits of sidewalk including accessibility, health and environmental benefits. Peter Hansel asked if there is an official definition of a sidewalk. J.B. Mack responded that he hoped the group could create their own definition and that a sidewalk does not have to have a curb. Michael Goudzwaard stated that Complete Streets allow for different solutions for different areas. Abigail Abrash Walton stated that she likes Jen Risley's suggestion about narrowing the scope and wonders whether the group should establish priorities for areas where a sidewalk might be more useful than others such as schools or assisted housing developments. Jim Duffy suggested focusing on one or two towns first. He stated that at the very least the committee will learn how entrenched barriers may or may not be. He stated that towns like Hinsdale and Winchester might be a good starting place. Abigail Abrash Walton asked if the group has representation from outside of Keene. J.B. Mack stated that Dave Krisch represents Swanzey and he hopes there will be greater participation from different parts of the Region once a plan is in place.

Draft Objective 2: To improve existing trail and pathway conditions and connectivity. To increase the total miles of connected trails and pathways.

Tara Germond presented an overview of information collected on the trails, pathways and bicycle facilities in the area. Samantha Wilhelm noted that the snowmobile clubs have considerable information on the location of trails and are actively involved with trail maintenance. She suggested contacting these clubs for more information. Abigail Abrash Walton asked if there are any bike shelters in the Region. Susan Ashworth stated that HCS is putting out four bus/bike shelters. However, other than the HCS shelter, she has no knowledge of any bike shelters. Peter Hansel stated that SWRPC staff might consider contacting or working with Friends of Open Space in Keene to collect more information on trails. The group has been trying to create one comprehensive trail map for the City. J.B. Mack stated that he feels it is important for the group to define what types of trails they want to measure. For instance, many trails are primarily for recreational purposes. Should the group focus on the trails that can be used as part of the Region's transportation network and are practical for most users? Peter Hansel agreed that the group should focus on trails that are not solely for recreational use. He added that there are many groups already working to map and expand recreational trails. Linda Rubin stated that the percent of bike paths as compared to the percent of roads is an indicator of the Vision 2020 Campaign.

Draft Objective 3: To increase the geographic availability of public transportation in the Region and on nights and weekends.

J.B. Mack gave an overview of public transportation metrics. He stated that the Regional Coordinating Councils have developed a Community Transportation Directory of all available transportation services in the Region. For the purpose of the MRTMA, staff examined the public transportation providers servicing the Region only and only the services that are available to the general population. J.B. Mack asked the group if a 10% increase in new service over a three year period is a reasonable metric. Susan Ashworth stated that she views ridership as a more important metric. J.B. Mack pointed out that the overall first goal for the MRTMA is about increasing transportation options. Samantha Wilhelm asked Susan Ashworth what type of population uses the City Express. Susan Ashworth explained that over 60% of the riders are under the age of 60. She noted that there are a lot of families with young children and more people riding to get to work. Samantha Wilhelm asked if fares offset the costs and if there is a mandatory fare. Susan Ashworth stated that there is a mandatory fare and the HCS offers deals to make ridership more affordable. There were 42,000 trips provided by the City Express last year and they are ahead of pace this year.

Jen Risley asked if HCS has ever held a fundraiser asking individuals, even those that do not use the service, to purchase a bus pass for others who rely on the service but have difficulty affording it. Samantha Wilhelm asked if HCS has corporate donors; and, if so, have any contributed in return for bus passes for employees. Susan Ashworth stated that HCS has advertising space on the bus, it provides campus shuttle service to Keene State College, and receives funding from Cheshire Medical Center. She noted that a number of social service agencies and homeless shelters receive free bus passes to distribute.

Draft Objective 4: To increase the number of individuals who carpool, vanpool, etc. to work, school, and other destinations.

J.B. Mack reviewed the metrics proposed for rideshare options in the Region. He stated that staff spoke to CVTC about data collected by Monadnock Rideshare to understand what information they are gathering and analyzing. He asked the group if the focus should be on the data provided by CVTC or if staff should look into other datasets that might be available from the state rideshare program. The group agreed that the focus should be on the CVTC data.

Draft Objective 5: To expand ridesharing and intermodal connection opportunities and support existing rideshare programming through the development of park and ride lot infrastructure.

J.B. Mack stated that there is only one park and ride facility in the Region in Chesterfield at the Chesterfield Gorge. Peter Hansel asked how effective park and ride lots are in NH. J.B. Mack stated that the park and ride lot in Chesterfield is poorly located and not used heavily. However, in other parts of the State park and ride lots are at capacity. Regional planning commissions collect data on use of these facilities on a regular basis. J.B. Mack added that park and rides are most effective near interstate highways or interchanges of arterial roads. He feels that ideal locations for a park and ride in the Region might be in Keene on the bypass system off Routes 9, 10 and 12 or Peterborough near the intersection of Routes 101 and 202. He explained that SWRPC, along with Central NH and Strafford Regional Planning Commissions, will be undertaking a joint study to evaluate best practices for locating and developing park and ride lots in the State. This study includes looking at the feasibility of a lot in our Region, which will help move this objective forward.

Draft Objective 6: To expand intercity bus service with special attention to making important intermodal connections in Brattleboro, Manchester, Concord and Boston.

J.B. Mack explained that the only intercity bus service in the Region is Greyhound, which visits Keene two times a day. Greyhound connects Keene to Brattleboro, Springfield and Bellows Falls. He noted that Greyhound has expressed interest in making a connection from Keene to Boston via Concord, Manchester and Hampton Beach. NH DOT has asked the regional planning commissions to collect more information on the demand for this type of service in the areas this expanded service would connect. J. B. Mack noted that SWRPC is working with Southern New Hampshire Regional Planning Commission to better understand the potential for intercity bus demand out of Keene and connecting to Manchester including the airport. Michael Goudzwaard stated that the Concord Coach makes daily trips up to the North Country from Boston. He asked if anyone knew if this was a public/private partnership. J. B. Mack said he could check in with NH DOT.

Draft Objective 7: To increase affordable direct public access to rail facilities neighboring the Monadnock Region including facilities in Bellows Falls, Brattleboro, Fitchburg and Amherst.

J.B. Mack reviewed the metric to increase connections to existing rail. He stated that SWRPC staff need help with developing strategies to increase connections to Springfield, Brattleboro, Bellows Falls, and Fitchburg. Nancy Brigham suggested that Amherst did not need to be included in the objective since the train has closer stops in Bellows Falls and Brattleboro. She asked if there is public parking in Brattleboro near the train station. J.B. Mack stated that he believes there is a lot in the downtown located fairly close to the station.

Draft Objective 8: To develop carsharing in the Region. To ensure the Region is prepared to meet demands of growing biodiesel, electrical or other alternative fuels for transportation.

J.B. Mack stated that there are no car-sharing businesses in the Region nor are there any electric car charging stations. He has been speaking with the colleges and universities in the area as well as the Monadnock Community Market about their interest in car sharing. J.B. Mack explained that car sharing is a model of car rental where people rent cars for short periods of time, often by the hour. Zip car is a well-known car-sharing business. J.B. Mack has developed a set of survey questions to use when speaking with car sharing organizations. He hopes to collect more information on what these organizations do to understand the market for car sharing in a particular area. One such organization, Relay Rides, stated that they would need to have at least fifty people interested in three cars. The cars shared in Relay Rides belong to other individuals, who sell use of their cars for an established period.

Draft Objective 9: To encourage the development of grocery, farm and pharmaceutical delivery services.

J.B. Mack noted that the objective to expand delivery services for goods and services, such as prescription drugs and groceries, arose from the idea that the general population's access to food and medicine could be enhanced and the demand for transportation might decrease if more shops and services offered the option of home delivery. Jen Risley stated that Tracie Smith's farm does delivery service for members of her Community Supported Agriculture program. J.B. Mack stated that he is aware of some stores that offer delivery service; however, he thinks the Chambers of Commerce might help identify other businesses that deliver. Samantha Wilhelm stated that the Public Market in Brattleboro, VT has a delivery service.

Draft Objective 10: To increase availability to affordable and quality broadband service for all residents in the Region.

Tara Germond provided an overview on the data collected on broadband access and the programs currently in place in NH to plan for improved service. She explained that access to affordable and high quality broadband service is limited in the Southwest Region. By expanding and improving broadband access, travel demand management strategies such as telecommuting can become a reality in some areas of the Region that presently only have access to dial up or satellite internet.

J.B. Mack stated that the remaining goals and metrics can be revisited at the next meeting. Peter Hansel stated that he thinks the group should prioritize the list that has been created. There is an overwhelming amount of data and action items to consider with the current list.

V. Other Items

Jen Risley stated that Hannah Grimes would be holding its annual Connect event on October 12, 2011 at Alyson's Orchards in Walpole, NH. Michael Schuman is the keynote speaker. Jen Risley also noted that the City of Keene has passed the Complete Streets Resolution. The next step is to create a Complete Streets policy for the City.

Linda Rubin stated that Vision 2020 is having its second annual Champions Celebration on October 13, 2011 at Keene High School. At this gathering, it will be rolling out its Work Site and School Champions programs. The second Healthy Communities Summit will take place on November 10, 2011 from 8:00 a.m. to 2:00 p.m. at the Monadnock Covenant Church in Keene. Dennis Embry will be the keynote speaker for this event.

J.B. Mack stated that Antioch University New England Institute is planning to have an event for the Moving Planet Day of Action on September 24, 2011. This free event will be a film screening of a film focused on climate change topics. They have asked if the MRTMA is interested in sponsoring this event.

Motion: That the MRMTA will co-sponsor Antioch University New England Institute's Moving Planet Day of Action film screening on September 24, 2011.

Motion by Jim Duffy, seconded by Peter Hansel. The motion was approved by unanimous vote.

VI. Next Meeting

The next MRTMA meeting will take place on October 18, 2011 at 7:30 a.m. at HCS in Keene.

VII. Adjourn

The meeting adjourned at 9:00 a.m.

Respectfully submitted,

Tara Germond
Planner



STEERING COMMITTEE AGENDA

*Home Healthcare, Hospice and Community Services
312 Marlboro Street
Keene, NH 03431*

*October 18, 2011
7:30 a.m. - 9:00 a.m.*

- I. Welcome**
- II. Minutes of September 20, 2011**
- III. MRTMA Testimony at Keene GACIT Hearing on October 20, 2011**
- IV. Review of Committee Work on Objectives for Goal I**
- V. Goal II Discussion**
- VI. Information Sharing**
- VII. Adjourn**

Monadnock Region Transportation Management Association
c/o Southwest Region Planning Commission
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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

October 18, 2011

Present: Susan Ashworth, *Home Healthcare Hospice and Community Services (HCS)*; Nancy Brigham, *Transition Keene*; Harry Costick, *HCS*; Jim Duffy, *Keene City Councilor, Pathways for Keene*; Bob Elliot, *Monadnock Economic Development Corporation*; Gary Fox; Peter Hansel, *Filtrine Manufacturing*; Rebecca Harris, *Contoocook Valley Transportation Company*; Jen Risley, *Hannah Grimes*; Linda Rubin, *Cheshire Medical Center Vision 2020 Campaign*

SWPRC staff present were J.B. Mack, *Principal Planner* and Tara Germond, *Regional Planner*.

J.B. Mack called the meeting to order at 7:31 a.m. and introductions were made.

I. Minutes of September 20, 2011

The minutes of September 20, 2011 were approved by unanimous vote.

II. MRTMA Testimony at Keene GACIT Hearing on October 20, 2011

J.B. Mack stated that the Governor's Advisory Council on Intermodal Transportation (GACIT) will be holding a public hearing in Keene on October 20th at the Keene Recreation Department to review public comments/testimony on the projects and materials included in the draft 2013-2022 Ten-Year Transportation Improvement Plan as recommended by the NH Department of Transportation (NHDOT). J.B. Mack explained that this Hearing is an opportunity for the MRTMA as well as the public to address concerns about funding for transportation infrastructure and programs.

J.B. Mack reviewed some of the challenges faced by the Southwest Region with the current draft of the NHDOT Ten Year Transportation Improvement Plan. He noted that the State does not intend to match future federal transportation aid with its own cash match as it has in the past. Instead, match for federal funds will be provided in the form of toll credits. The use of toll credits in place of cash match significantly decreases the amount of total funding available for projects and programs. He added that the State needs to consider adding new sources of revenue if it intends to maintain and preserve its existing infrastructure. Current revenue streams, including the gas tax, which has been \$0.08 per gallon since the 1980s, are not enough to meet current needs.

J.B. Mack stated that the Plan proposes transferring up to 50% of federal funds out of the Transportation Enhancement (TE), Congestion Mitigation Air Quality (CMAQ), and Highway Safety Improvement (HSIP) programs towards other needs in order to make up for the State's revenue shortfalls. He explained that communities have relied on these programs as tools to address safety, accessibility, health, air quality, affordability and other community benefits that are often overlooked in a cost-benefit evaluation of a typical transportation project. He noted that the roundabout in Keene on Maple Avenue and the proposed roundabout in Swanzey are HSIP projects. Jen Risley asked what impact this funding would have on the State's revenue shortfalls. Bob Elliot stated that the total State budget for Federally Mandated Programs such as HSIP, TE, and CMAQ is six million dollars. A transfer of up to 50% of

funding from these programs to other transportation needs will amount to, at most, three million dollars of additional funding.

J.B. Mack stated that SWRPC staff has drafted a letter on behalf of the MRTMA to present at the GACIT Hearing in Keene. He distributed a copy of this letter for the group to review. He stated that he hopes the MRTMA Steering Committee members will each sign the letter, which will be submitted as written testimony at the Hearing.

Jim Duffy mentioned that the City of Keene's Bicycle Path and Pedestrian Advisory Committee will be attending the Hearing to speak on behalf of the Multi-Use Trail Bridge over NH 12/101 in Keene (aka 'South Bridge'). The construction for this project has been deferred from FY 2013 in the existing Plan to FY 2021 in the draft Plan. J.B. Mack asked the group if it would like to mention this project in its letter. Jim Duffy mentioned that he is willing to sign and endorse a letter on behalf of the MRMTA. Others in the group also agreed that they would be willing to sign the letter. J.B. Mack stated that he would have the letter available at the SWRPC office in Keene for individuals to sign.

Rebecca Harris stated that she spoke at the GACIT Hearing in Peterborough on October 6th to encourage GACIT to continue to flex federal surface transportation funds to 5310 Purchase of Service funding for the elderly and disabled. The draft Plan discontinues the flexing of these funds, which will fund over 10,000 new rides for the elderly and disabled in the Southwest Region between this year and the next. Ellen Avery and Tara Germond also spoke at this Hearing in support of the 5310 funding. Susan Ashworth asked if there is a reason the MRTMA letter does not mention this flex funding. J.B. Mack responded that he knew other groups would be including this issue in letters. He asked the group if they would like to add this topic to the letter. The group agreed that it should be added to the letter.

J.B. Mack stated that he would revise the letter and have it available for individuals to sign. Linda Rubin suggested that the requests and concerns addressed in the letter be bulleted. She added that a bulleted list could also serve as talking points for individuals who plan to speak at the Hearing. Linda Rubin and Nancy Bringham both stated they plan to attend the Hearing in Keene.

III. Review of Committee Work on Objectives for Goal I

J.B. Mack distributed an outline of the objectives and metrics proposed under Goal 1: *Increase Transportation Options in the Monadnock Region* of the draft MRTMA Three Year Action Plan. He explained that Goal 1 is about encouraging momentum to improve regional transportation options and seeking out partners that can help achieve some of the proposed objectives. Since the last MRTMA meeting, J.B. Mack assigned individuals to groups addressing a specific objective. He asked each group to devise a list of strategies and metrics for their objective. A representative from each group was asked to share the strategies they developed.

Linda Rubin stated that she worked on the objective 'to expand sidewalk infrastructure and local sidewalk networks.' She stated that the definition of sidewalks should be expanded to include paved paths. Strategies proposed for the expansion of new sidewalk infrastructure include inventorying the location and mileage of sidewalks in Keene and in 1-2 outlying towns; and, identify gaps in sidewalk connectivity in Keene and in 1-2 outlying towns. Linda Rubin suggested adding colleges and neighborhood groups to the list of responsible parties. Additionally, she suggested changing the proposed metric of 'increasing sidewalk mileage by 10%' to '10 miles of new sidewalk' and that priority should be placed on connectivity and expansion projects. However, she noted that advocating for any change would be difficult if there is no baseline measurement.

Peter Hansel asked if sidewalks are included in the site plan for the new YMCA. J.B. Mack stated that the YMCA plans to build sidewalks. He added that the MRTMA does not need to take on the work of building sidewalks but it can provide assistance to some communities with inventorying existing miles of sidewalk and identifying gaps in connectivity. Susan Ashworth stated that it would be helpful to identify where bus stops are or are not connected to sidewalks in Keene. Linda Rubin asked the group if we should expand our strategies to include walkability assessments in conjunction with the inventories. J.B. Mack stated that the group could speak with Rhett Lamb and Michelle Chalice Throop about the walkability assessments that the Keene Safe Routes to School completed.

J.B. Mack noted that no members of the Trails and Pathways group were present to provide a report. Jim Duffy asked the group if it would like to submit a letter to the Keene City Council in support of a bike lane on Marlboro Street. If the group is interested in providing a letter, Jim Duffy will need it by next Monday. Rebecca Harris asked whether the metric for one new dedicated bike lane would include the extension of old bike lanes. J.B. Mack stated that there were no existing bike lanes when the metrics for this objective was drafted. However, there is now a bike lane on Washington Street in Keene. Tara Germond stated that it will be important to account for increases in bike lane mileage and expansions of existing bike lanes in the future. Harry Costick asked whether the addition of four new HCS bike/bus shelters could be used to achieve the metric for adding three new bike racks in village centers. J.B. Mack responded that they could be used; however, he originally thought it would apply to village centers in locations outside of Keene.

Linda Rubin asked how individuals at the town level would know about this Plan. J.B. Mack explained that the Steering Committee must first complete the proposed Plan. He envisioned the Steering Committee sharing the goals presented in the Plan at an event similar to the Tran Symposium.

Susan Ashworth spoke on behalf of the objective to ‘increase the geographic availability of public transportation in the region on nights and weekends.’ She explained that a continuing challenge for HCS is finding funding to operate its vehicles. Instead of expanding fixed route mileage, she offered that a more realistic goal for public transit providers is to increase ridership. She stated that an expansion in the number of hours of service is a better metric than adding night and weekend transportation, which can be problematic for the transit provider. Susan Ashworth stated that the 5310 funding has increased the hours and miles of demand response service HCS offers; however, this funding will end in 2013 if NH DOT does not continue to flex surface transportation funds.

Susan Ashworth stated that another goal for public transit is to increase public awareness. She noted that there is an opportunity to increase awareness among businesses, legislators, communities, etc. to support ridership and increase sponsorship. Providers can use the funding received from advertisements on the sides of buses for sustaining and improving service. She stated that more schools are using public transit for field trips, community programs have increased need for transit options, and that Keene State College employees are using the service more as parking is becoming more limited. There are multiple opportunities to expand ridership, which can help towards increasing funding and expanding service. Some partners she identified are employers and sponsors as well as community groups and organizations.

Jim Duffy asked what challenges exist if a business donated a vehicle or van to a public transportation provider. He asked if it would be possible for a volunteer driver to operate the vehicle. Rebecca Harris responded that this could be quite challenging. It would be easier for individuals to use ride boards like monadnockrideshare.org to find carpool partners or arrange for shared rides.

Rebecca Harris reviewed the strategies developed for the objective to ‘increase the number of individuals who carpool, vanpool, etc. to work, school, and other destinations.’ She noted that CVTC had a block party on Optical Avenue in Keene where 86 new people signed up for the CVTC Ride board in two hours.

Based on the success of this event, which she plans to repeat in multiple locations, she feels a 20% increase in ride board users is realistic. J.B. Mack asked if she thought an increase in ride board users of 100% in 3 years was possible. Rebecca Harris responded that she believes it is. She explained that it is more difficult to track the number of individuals ridesharing in the Region, as you have to rely on people to self-report. CVTC has monthly contests encouraging people to report the number of times they carpooled that month on the CVTC Rideshare calendar. The highest number of people that reported their carpool trips in one month was 21. She stated that it is important to find ways to make it easier for individuals to report miles. CVTC has developed a ten-year vision for making carpooling a social norm. CVTC is starting to work with arts organizations to make it easier for individuals to carpool to social and cultural events.

To help expand ridesharing, Rebecca Harris stated that it would be helpful to have someone that can track and measure progress. Potential partners include Keene State College, Antioch University New England, Filtrine, and the companies on Optical Avenue. J.B. Mack asked if she has contacted Cheshire Medical Center yet. Rebecca Harris stated that she has but is reworking CVTC's business model, which does not work well for all companies. She stated that instead of an organization paying a monthly fee to host the ride board, CVTC is asking organizations to sponsor a block party or similar event.

J.B. Mack reviewed the objective to 'expand ridesharing and intermodal connection opportunities and support existing rideshare programming through the development of park and ride lot infrastructure.' He noted that SWRPC has received funding to develop a park and ride lot in the Region and has been speaking with the City of Keene and Peterborough about potential locations. J.B. Mack stated that the Marlboro Street Complex for the City is a potential location. A van that takes people to events in White River Junction is parked at this lot. Jim Duffy noted that the parking lot in front of Gamarlo's Market in Swanzey might be a good location for a park and ride lot. J.B. Mack recommended finding locations near interstate exchanges, as the people most likely to use a park and ride lot are traveling long distances. He mentioned that he has spoken to NH DOT about a parcel at the corner of West Street and Routes 9/10/12, the site of a former auto body glass shop. He noted that this parcel abuts the bike path and might be a good bike/pedestrian connection for the new North Bridge over Routes 9/10/12.

Gary Fox reviewed the objective to 'expand intercity bus service with special attention to making important intermodal connections in Brattleboro, Manchester, Concord and Boston.' He spoke with a representative from Greyhound, who noted that they have the equipment in Springfield to add more service to the area but need increased ridership to justify this expansion. Gary Fox stated that it would be helpful to develop a metric that addresses increases in ridership. J.B. Mack stated that existing Greyhound service in Keene could be marketed better. Gary Fox explained that ticket outlets such as the Corner News in Keene receive 8% of ticket sales. He added that it would be in their best interest to improve marketing of the bus service. Rebecca Harris suggested creating a brochure to promote the service and its schedule. Gary Fox suggested working with the owners of the ticket outlets to discuss ways they can increase ridership. A group member suggested adding the bus schedule to the MRTMA website in addition to promoting the service better at the ticket outlet. Gary Fox stated that Greyhound would be sending him existing ridership data, which could be used as a baseline for increasing ridership over time. J.B. Mack stated that SWRPC would be working with two other regional planning commissions to conduct a study on the demand for intercity bus service along the Route 101 corridor. The NH Department of Transportation will use the information collected from this study to determine whether there is enough need to increase investment in public transit for intercity bus. Gary Fox noted that there are other private companies in the Region that do chartered bus service for events and trips.

Peter Hansel reviewed the objective to 'increase affordable, direct public access to rail facilities neighboring the Monadnock Region including facilities in Bellows Falls, Brattleboro and Fitchburg.' He stated that this group decided to include Springfield as another node to examine. He explained that the

only public access to these rail facilities is Greyhound, which travels through Keene once a day in time to make a rail connection in Brattleboro. However, Greyhound does not drop passengers off at the train station. An individual must take a public bus from the Greyhound stop in Brattleboro to the train station, which is ~40 minutes away by bus. There is a long-term, overnight parking lot nearby the train station for private vehicles. Nancy Brigham stated that she visited the parking lot recently and thinks it works well. She noted that the Brattleboro train station does not have an adequately sized waiting room. She offered to write about her experience at the Brattleboro station for the MRTMA website. Peter Hansel stated that rideshare is another way to access rail. Rebecca Harris stated that she is working with other rideshare programs in the state to market rideshare statewide. The state rideshare program, which was defunded this year, no longer has staff to update the ride board.

The group will discuss the remaining objectives under Goal 1 and Goal 2 at the next meeting.

IV. Information Sharing

Linda Rubin stated that the Vision 2020 Healthy Communities Summit will take place at the Monadnock Covenant Church on November 10th from 8:00 a.m. to 2:00 p.m. Dennis Embory will be the keynote speaker.

Bob Elliot stated that Monadnock Economic Development Corporation (MEDC) has a paid subscription to Base Camp, which is a software program for project coordination and collaboration. MEDC is offering groups the ability to use Base Camp free of cost. He is glad to offer instruction on how to use the software, which allows group members to post files, update calendars, send messages, etc.

Harry Costick stated that children up to 12 years old could now ride the City Express free as long as an adult accompanies them.

V. Next Meeting

The next meeting is tentatively scheduled to take place on November 15, 2011 at 7:30 a.m. at HCS in Keene.

VI. Adjourn

The meeting adjourned at 9:00 a.m.

Respectfully submitted,

Tara Germond, Regional Planner



STEERING COMMITTEE AGENDA

*Home Healthcare, Hospice and Community Services
312 Marlboro Street
Keene, NH 03431*

*December 20, 2011
7:30 a.m. - 9:00 a.m.*

- I. Welcome**
- II. Minutes of October 18, 2011**
- III. Updates**
- IV. MRTMA Action Plan**
- V. Information Sharing**
- VI. Adjourn**

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Monadnock Region Transportation Management Association Steering Committee

MINUTES

December 20, 2011

Present: Susan Ashworth, *Home Health Care, Hospice, and Community Services (HCS)*; Nancy Brigham, *Transition Keene*; Harry Costick, *HCS*; Clark Dexter, *Pathways for Keene, City of Keene Bicycle and Pedestrian Pathways Advisory Committee*; Michael Goudzwaard, *NH Voices for Health, Keene State College*; Rebecca Harris, *Contoocook Valley Transportation Company (CVTC)*; Peter Hansel, *Filtrine Manufacturing*; Jennifer Risley, *Hannah Grimes*; Linda Rubin, *Cheshire Medical Center Vision 2020 Campaign*.

SWRPC staff present were J.B. Mack, *Principal Planner* and Tara Germond, *Regional Planner*.

I. Welcome and Introductions

J.B. Mack called the meeting to order at 9:10 a.m. and introductions were made.

II. Minutes of October 18, 2011

The minutes of October 18, 2011 were approved as submitted by unanimous vote.

III. MRTMA Action Plan

J.B. Mack commenced the discussion by revisiting the Team Performance Model, which was first introduced at the March 2011 Steering Committee meeting. He noted that the Steering Committee has moved through the first three stages of this model (Orientation, Trust Building, and Goal Clarification) and is now at stage four, Commitment. He stated that he hoped to use this meeting to establish an action plan for the MRTMA. He noted that a draft action plan was distributed to Steering Committee members in advance of the meeting. Linda Rubin provided helpful suggestions for improving the document and met with J.B. Mack and Tara Germond to review her comments and ideas.

One suggestion shared by Linda Rubin is to add outcome measures to the plan. Outcome measures are indicators established to assess the success of the MRTMA at meeting its mission, goals, and objectives. These measures would be based on data sets that are easily accessible and have been collected for a significant period of time and by a reliable source, such as the U.S. Census Bureau. For example, a potential outcome measure could be a 5% reduction in vehicle miles traveled in the Region by 2015. This measure could serve as an indicator of whether there are less people driving alone in the Region or of improved air quality as a result of reduced vehicle emissions. Other outcome measures could include the percentage of adults at a healthy weight in the region, the percentage of people that travel to work via bike, carpool, bus, walking, or telecommuting, miles of pathways and sidewalks in the Region, ratio of jobs to houses, etc.

Group members discussed potential outcome measures. Peter Hansel and Nancy Brigham noted that factors external to the work of the MRTMA could influence certain measures. For example, a reduction in vehicle miles traveled could be the result of fluctuations in gas prices versus an increase in carpooling. J.B. Mack responded that it would be important to examine multiple types and sources of data when assessing outcome measures. Michael Goudzwaard asked J.B. Mack to explain the proposed outcome measure of the ratio of jobs to houses. J.B. Mack stated that this ratio would help illustrate whether people live close to where they work. In place of this measure, Jen Risley suggested measuring the percentage of people living and working in the Region. She noted that the group could also measure how far people travel to work. Michael Goudzwaard asked if there is available data that tracks occasional travel to work via alternative modes (i.e. an individual that carpools or telecommutes one or two days a week versus every day). J.B. Mack stated that he is not sure if this information is available at the local level.

J.B. Mack noted that Vision 2020 has been tracking health indicators that could be shared with the MRTMA. These indicators include the percentage of adults at a healthy weight and the level of physical activity for adults. Michael Goudzwaard asked how the percentage of adults at a healthy weight living in Cheshire County compares nationally. Linda Rubin stated that 41% of adults in Cheshire County are at a healthy weight compared to 36% nationally. Jen Risley suggested that the MRTMA look to other plans in the Region, such as the City of Keene Adaptation Plan, for potential indicators and outcome measures. Peter Hansel stated that it is important to use measurements that are currently being tracked. J.B. Mack stated that the number of air quality days in the Region is information currently tracked that the MRTMA might consider using as an outcome measure. However, he noted that air quality issues in the Region are largely attributable to wood stoves not vehicle emissions. Rebecca Harris suggested examining the order of air quality pollutants. She suggested checking to see if anyone has studied the impact of idling cars on air quality near schools. J.B. Mack stated that another potential outcome measure could be petroleum consumption. Nancy Brigham noted that Tim Allen, a professor at Keene State College, has data on this topic.

J.B. Mack stated that the group needs to establish targets for these outcome measures. Initially, he saw the action plan as being a three year plan. He asked the group to share their thoughts on the timeframe for the plan. Linda Rubin stated that she thought three years seemed too short. Peter Hansel stated that while a three-year plan might have value, it would be good to have a longer horizon for outcome measures and to include measuring points along the way. Linda Rubin stated that the targets developed by the group will need to be revisited periodically. Nancy Brigham stated that it might make sense to set targets for the year 2020 as the next decennial Census data would be available then. J.B. Mack stated that the U.S. Census Bureau's American Community Survey produces estimates every three years, so the group would not have to wait ten years for new data to be available. The group agreed to have both a long-term and short-term scope for the Plan.

J.B. Mack stated that the draft Action Plan initially included ten objectives under Goal 1, to increase transportation options in the region. He narrowed these objectives from ten to six and developed strategies to accomplish each objective. In addition, he included metrics for measuring the success of

each strategy. J.B. Mack reviewed each of the following objectives and their corresponding strategies and metrics:

- Expand use and availability of sidewalks and walkways
- Increase use and availability of bicycle infrastructure (trails/pathways/bike lane)
- Increase use and availability of public transportation
- Increase use and support for carpooling, vanpooling and car sharing
- Increase awareness and support of intercity bus services and neighboring rail
- Develop and implement alternative non-transportation travel demand management strategies to replace single occupant vehicle trips.

Rebecca Harris asked if there is a way for the MRTMA to measure the geographic distribution of implemented strategies. She noted that it would be important to ensure that strategies such as developing Safe Routes to School programs or adopting Complete Streets policies are implemented Region-wide and not solely in Keene. J.B. Mack suggested that the MRTMA develop materials such as a model Complete Streets policy for rural areas to help more towns outside of Keene implement some of the Plan's strategies.

Peter Hansel stated that it is important for the MRTMA to track negative activity as well as success stories. He explained that knowledge of the negative or the unsuccessful attempts can be used to help prevent future mistakes or as learning experiences for the future. He shared the example of the Keene Middle School being relocated from the downtown of Keene to Maple Avenue. Linda Rubin stated that a positive result of the Middle School relocation was that it brought attention to the group Advocates for a Healthy Youth, who advocated for keeping the School in the downtown.

J.B. Mack asked the group if they agree with the direction of the Plan. He noted that the Plan still needs a structure for implementation. Group members agreed with the current framework for the Plan. Rebecca Harris asked how implementation would happen. J.B. Mack responded that Tara Germond has put together a public release plan for the Action Plan when it is completed. Some of the mechanisms for releasing the plan include holding a public forum similar to the TranSymposium to launch the Plan, sending out a press release to the media and partner organizations, posting the Plan to the website, mailing the Plan to planning boards, collaborating with the Vision 2020 champions program, and encouraging stakeholders to endorse the Plan.

Nancy Brigham stated that many of the Steering Committee members could bring the Plan back to their affiliated organizations and groups. Peter Hansel stated that other groups and organizations might be interested in taking on a strategy. Jen Risley stated that Keene Young Professionals Network could potentially take on one strategy to fulfill their community service obligation. J.B. Mack asked whether other organizations like the Kiwanis or the Rotary might be interested. Peter Hansel stated that the Rotary is always looking for projects but the Chambers of Commerce might be a better group with which to partner. Rebecca Harris stated that someone from the MRTMA might volunteer to present at a Rotary meeting. Susan Ashworth stated that it is important to find the areas in the Plan where there are not natural groups that might take on certain strategies. For example, the City Express would be likely to take on the bus related strategies and Pathways for Keene might be likely to take on the bicycle strategies; however, which groups would take on strategies oriented around intercity bus service.

IV. Next Steps

J.B. Mack stated that a potential next step would be to identify natural constituencies/liaisons that can help take on strategies included in the Plan. A group member suggested inviting these potential partners to a meeting to discuss how they might be involved in the implementation of the Plan. Nancy Brigham asked whether it would be possible to have the minutes from the meeting and the draft Action Plan available soon in an effort to identify natural constituencies and to get other organizations involved in the Plan. J.B. Mack stated that it might be important to first finish the Plan so that it is consumable for the public and then look for partners to help roll the Plan out.

Linda Rubin asked when the Plan will be rolled out and what needs to be done beforehand. J.B. Mack stated that he saw the Plan being launched in either late February or March of 2012. Before releasing the Plan, the Steering Committee needs to establish targets for the outcome measures and identify natural partners. Susan Ashworth stated that it will also be important to identify potential champions/motivating forces to help launch the Plan and galvanize interest in moving it forward.

Linda Rubin stated that there is a software system called Insight Vision available to make the Plan accessible to potential partners. Jen Risley stated that the Monadnock Community Market Cooperative and Monadnock Buy Local use this software as well.

The group briefly discussed the agenda for the next meeting. Based on group consensus the goal for the next meeting will be to set outcome targets, identify affinity partners, and to plan for the launch of the Plan.

V. Next Meeting

The group decided to meet next on Tuesday, January 17th from 4:00 - 5:30 p.m. at HCS in Keene.

VI. Adjourn

The meeting adjourned at 9:00 a.m.

Respectfully submitted,

Tara Germond
Regional Planner