



STEERING COMMITTEE AGENDA

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

*January 17, 2012
4:00 p.m. - 5:30 p.m.*

- I. Welcome**
- II. Minutes of December 20, 2011**
- III. Updates**
- IV. MRTMA Action Plan**
 - a) Setting outcome targets**
 - b) Identifying partners**
 - c) Launching plan**
- V. Information Sharing**
- VI. 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 Steering Committee

Minutes

January 17, 2012

Present: Susan Ashworth, *Home Healthcare, Hospice, and Community Services (HCS)*; Rachel Brett, *Antioch University New England Institute (ANEI)*; Nancy Brigham, *Transition Keene*; Harry Costick, *HCS*; Clark Dexter, *City of Keene Bicycle Pedestrian Pathways Advisory Committee (BPPAC)*, *Pathways for Keene (PFK)*; Bob Elliot, *Monadnock Economic Development Corporation (MEDC)*; Gary Fox, *Interested Citizen*; Rebecca Harris, *Contoocook Valley Transportation Company (CVTC)*; Linda Rubin, *Cheshire Medical Center Vision 2020 Campaign*; Jen Risley, *Hannah Grimes*; Susy Thielen, *Heading for Home*; Peter Hansel, *Filtrine Manufacturing*; Dave Krisch, *Town of Swanzev*.

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 4:05 p.m.

II. Minutes of December 20, 2011

The minutes of December 20, 2011 were approved as submitted by unanimous vote.

III. MRTMA Action Plan

a. Setting Outcome Targets

J.B. Mack provided an overview of the process developed by the group to draft a three-year Action Plan for the MRTMA. He noted that Planning Commission staff has collected data on the majority of the indicators and outcome measures that were discussed at the December meeting. Staff has tried to match these indicators with the themes of affordability, healthy environment, energy security, accessibility, personal health, and social capital, that are embodied in the MRTMA vision and mission statements.

J.B. Mack reviewed each outcome measure and noted the source of as well as potential concerns with each dataset. The first outcome measure discussed by the group was average daily vehicle miles traveled per capita. J.B. Mack explained how vehicle miles traveled (VMT) is calculated and measured for the Region. He noted that it is not an exact measurement; rather, the Federal Highway Administration bases its calculation on estimates. Linda Rubin asked whether the calculation for VMT includes all categories of vehicles. J.B. Mack noted that the calculation for VMT includes all types of vehicles; however, he explained that the greatest percentage of vehicles on any roadway is passenger vehicles.

J.B. Mack stated that some of the outcome measures identified are directly related to VMT. These measures include average daily cost of driving per capita; annual gallons of gasoline consumed per capita; and, average daily carbon dioxide emissions per capita. He explained that calculation for the average cost of driving per capita factors all costs associated with operating a

vehicle with the exception of car loan payments. This figure is based on the AAA cost of driving for 2010, which was \$0.58 per mile multiplied by average daily VMT per capita.

J.B. Mack stated that measuring the quantity of gasoline consumed annually in the Region can be used as an indicator of energy security in the Region. The Department of Energy collects this information annually at the state and national level. J.B. Mack explained that calculating this figure at the regional level involves multiplying the average miles per gallon of the entire vehicle fleet by the region's VMT. Peter Hansel asked how the vehicle fleet is calculated. J.B. Mack stated that we get that information from NH DES.

J.B. Mack mentioned that he would appreciate input and/or suggestions on how to track green house gas emissions. He noted that the U.S. Environmental Protection Agency (EPA) measures the amount of kilograms of carbon dioxide per gallon of gasoline. Rebecca Harris stated that she thought a gallon of gasoline was equivalent to twenty pounds of carbon dioxide. J.B. Mack stated that he has used a different figure and asked that she share the source of this information with him. J.B. Mack noted that he would confirm whether the EPA measures the amount of carbon or carbon dioxide per gallon of gasoline.

The group discussed outcome measures that are indirect to VMT. J.B. Mack explained that the average commute time for Monadnock Region residents is measured by the Census annually. Rebecca Harris noted that there appears to be a big difference between the average annual per capita VMT for the Region and the average commute time. J.B. Mack stated that average commute time is a figure measured by the Census for commute to work and it is only for Cheshire County. J.B. Mack noted that there is a connection between the average commute time and social capital. The research of Robert Putnam establishes the connection between hours an individual spends in the car commuting versus how much time the same individual could have to volunteer in the community.

J.B. Mack stated that he included the jobs to housing ratio as an outcome measure because it highlights the importance of considering transportation in land use decisions. He noted that the jobs to housing ratio is equivalent to the number of people employed in a town with the number of housing units available. He explained that seasonal housing units can inflate the housing number and that staff might need to examine this figure more carefully. He asked Susy Theilen if she would take the time to meet with him to discuss the data that Heading for Home has available on housing units in the Region. He noted that the average annual number of jobs in the Southwest Region was around 40,000 and the number of housing units available was 46,000 in 2010. This ratio portrays the balance of jobs to housing. If Keene had 1000 jobs in the City, a goal might be to have 1000 housing units available for those 1000 jobs. Rachel Brett stated that it would be important to know whether this statistic includes campus housing. Susy Theilen agreed to meet with J.B. Mack to discuss this outcome measure in more detail.

J.B. Mack reviewed the outcome measures on the percentage of people walking, biking, carpooling and telecommuting to work in the Region. He noted that these measures are estimates provided by the Census. He hoped that the group could establish targets for these measures. Currently, he has only gathered data from 2010. However, he expects that the group would want to track historical trends for this data.

J.B. Mack discussed the outcome measures that would be shared with the Vision 2020 campaign. These outcome measures include the percentage of adults at a healthy weight; the physical activity level of adults eighteen and older; the motor vehicle accident mortality rate per 100,000 persons; good air quality days in Keene and Miller State Park; percentage of broadband internet

access at home; and, bike paths as a percentage of roads. He noted that the problem with this data is that it is only tracked for Cheshire County by Vision 2020. Linda Rubin stated that the group will need to decide if Cheshire County data is representative enough of the entire Monadnock Region.

J.B. Mack stated that these outcome measures are intended to help the group communicate the mission of the MRTMA with a broader population. He asked group members to make sure that these indicators are simple to understand, easy to update, and that the group can accomplish strategies that impact the direction of these indicators. He noted that public transportation is not included as an outcome measure. He is concerned about the accuracy of the Census data on public transportation, especially for smaller towns. Currently, the only public transportation in the Region is in Keene and Walpole. The group agreed to track the locally available data on the number of people that use public transportation in the Region versus the Census statistic of the percentage of people that commute to work via bus.

J.B. Mack stated that the Action Plan was originally intended for three years; however, more time may be needed to have an impact on the identified outcome measures. Group members agreed that 2020 might be a more realistic target date for the Plan. Linda Rubin shared how Vision 2020 established its indicators and the process for developing an action strategy. She was unsure of why the year 2020 was selected for the campaign. Peter Hansel stated that it seems to make sense to have either a five or ten year action plan. He likes the idea of having a longer timeframe for achieving established target measures and a shorter period for achieving the plan's strategies and proposed actions. Linda Rubin stated that it is important to revisit the target measures on a periodic basis to gauge whether these measures need to be amended.

The group discussed establishing target measures for each outcome measure. Jen Risley suggested that the Plan incorporate target measures from existing plans or initiatives such as the Keene Adaptation Plan. Nancy Brigham stated that she would check with the targets established by Transition Keene. Rachel Brett will check on the targets established by Antioch University in the campus Climate Action Plan. Susy Theilen stated that it is important to express targets in a way that everyone can understand. Peter Hansel stated that he thinks it is important for the group to be able to relate to the outcome measures and the Plan's objectives. He is unsure of how to accomplish this task. J.B. Mack suggested that the group code the identified strategies to outcome measures. Linda Rubin stated that this is a good idea.

J.B. Mack questioned whether all of the outcome measures are necessary. He noted that many of the outcome measures could be derived from the measurement of VMT per capita. Linda Rubin asked if VMT covers everything. She questioned whether other outcome measures are needed if all the strategies in the Plan affect VMT. She stated that the group may not need twenty outcome measures if ten cover everything in the Plan. Rebecca Harris stated that it is important to explain why reducing VMT is a good thing for the environment, energy security, affordability, etc. Gary Fox asked if these indicators are intended to help the group reach out to the lay person and encourage action around the strategies. If so, it would be important to know how different indicators translate to other measures. For example, the MRTMA should track how reduced VMT translate to economic savings, increased air quality, improved social capital, etc. Rebecca Harris stated that she could envision having other measures as a subset of VMT but VMT would remain the primary outcome the MRTMA is trying to effect. Jen Risley agreed and suggested that the group refrain from setting a target for any measure but VMT. Peter Hansel stated that he feels the group needs to set targets that it can control. He feels that the group can affect VMT; however, it does not have control over the cost of driving even though it is related to VMT.

J.B. Mack stated that the group has discussed in the past tracking data like unemployment and gas prices but has not set targets for this data. Rebecca Harris stated that she likes this idea because the other data would provide context and a broader framework for interpreting the established outcome measures. J.B. Mack asked the group to determine which outcome measures they plan to establish targets for. Peter Hansel suggested that the group focus on VMT, jobs to housing ratio, the percentage of people that use public transit, and the percentage of people that carpool, walk, bike or telecommute to work.

Linda Rubin stated that Vision 2020 works with the UNH Survey Center to conduct an annual random sample survey in Cheshire County to gather information on certain indicators such as the percentage of people that have broadband access at home in the Region. If there is data that the group cannot access, she offered adding up to five questions on the Vision 2020 survey to collect this information. This survey will be finalized over the next month. If the group wants to add questions to the survey, they will need to be sent to Linda Rubin soon. The survey only includes Cheshire County.

The group discussed which outcome measures could be impacted by the strategies in the Action Plan and which are easy to update and interpret. It was determined that access to broadband and good air quality days, although important measures to track, would be difficult to control with the established Plan objectives and strategies. Individuals questioned whether to include air quality days or not. It is unclear whether the statistics on good air quality days can be broken up by source of emissions. J.B. Mack explained that there is a seasonal evidence of excessive particulate matter in the atmosphere in Keene; however, the majority of the pollutants are attributable to wood stoves.

Jen Risley asked if public transit would be included as an outcome measure. Linda Rubin stated that the transit figure is as important as knowing the percentage of people that walk, bike, or carpool. Susan Ashworth stated that she has information on the total users of public transportation for the City Express. Linda Rubin stated that this should be a question that is added to the survey. Susy Theilen asked whether the responses would be accurate as the City Express only operates in Keene and the survey will be for all residents of Cheshire County. Rebecca Harris stated that the survey question could be “would you consider using public transit?”. Gary Fox asked if it would be important to measure intercity bus ridership as a way to measure the strategies around increasing intercity bus connections.

The group decided upon the following outcome measures for establishing targets for the year 2020:

1. Average daily VMT per capita
2. Jobs to housing ratio
3. Percentage of people that use public transportation
4. Percentage of people that commute to work via bike
5. Percentage of people that commute to work via walking
6. Percentage of people that commute to work via carpooling
7. Percentage of people that commute to work via telecommuting
8. Percentage of adults at a healthy weight
9. Bike paths as a percentage of roads
10. Motor vehicle accident mortality rate per 100,000 persons.

Peter Hansel asked Linda Rubin how Vision 2020 established target measures. Linda Rubin stated that Vision 2020 set a high target goal for the outcome measure that had the greatest impact

on other measures. Peter Hansel stated that VMT fits this category for the selected indicators. Rebecca Harris stated that VMT stands out the most to her because it is higher than the state and national averages. Nancy Brigham asked if VMT is higher in the region because the state average is based on the combination of urban and rural areas in NH and the Monadnock Region is less dense than more urban areas. J.B. Mack stated that this observation is correct.

J.B. Mack encouraged group members to think about potential survey questions to include on the Vision 2020 survey and to share ideas with staff. Linda Rubin stated that she would need to have the survey completed by the middle of March.

Peter Hansel offered to assist with establishing targets for the outcome measures identified. He will work with staff to develop these targets. J.B. Mack stated that they would work on establishing the trend of VMT per capita over time.

b. Launching Plan and Identifying Partners

J.B. Mack asked the group to share their thoughts on moving forward with the Action Plan. He stated that a discussion on launching the Plan might be premature. Group members discussed work that could be completed between this meeting and the next to help move the Plan closer to completion.

Linda Rubin suggested that staff connect the broad outcome measures with the strategies and metrics included in the Plan. Peter Hansel stated that this exercise might help the group identify priority strategies and objectives. J.B. Mack stated that staff can begin to gather information on which groups and organizations in the Region might be able to help influence some of the strategies identified in the Plan. He noted that the group can discuss methods for reaching out to these groups at the next meeting.

Nancy Brigham asked that staff share the draft Plan fairly soon after the meeting to help group members think more about the Plan and process. J.B. Mack stated that staff can send out the draft Plan in an email for group members to review and brainstorm groups to partner with to move the Plan forward. Peter Hansel suggested that group members think about how each partner group or organization might fit into each objective. He added that some of the objectives might not have a responsible party or key stakeholder identified.

Linda Rubin asked where the group is in the process of forming a MRTMA coalition. She questioned whether the group is still operating as a steering committee versus a larger coalition and if this transition will be a part of the launch of the Action Plan. J.B. Mack stated that he views the group as a steering committee and that the group might consider using the process for engaging stakeholders in the Action Plan to recruit coalition members.

IV. Information Sharing

Linda Rubin stated that the West Keene Neighborhood Group has sent a letter to Keene City Council asking the Council to study speeding on two streets in West Keene. The Group is using the concept of Complete Streets as a framework for how neighborhoods can become more involved with transportation and accessibility. Their focus has shifted from safety concerns with speeding cars to broader safety issues. Linda Rubin noted that this Group could serve as a pilot for how other community groups can become involved with transportation issues and Complete Streets. The City Council has charged staff with developing recommendations on how to make the streets more “complete” for its February meeting.

Susan Ashworth and Harry Costick stated that the covered bus/bike shelters are positioned in the community. They are located at Keene State College, the Keene Recreation Department, and Harper Acres. HCS will place photos of these new shelters on their web-news.

J.B. Mack stated that the Regional Coordinating Councils for Community Transportation in the Region have developed a transportation directory of community transportation services in the Region. This directory is available online at www.swrpc.org/transportationdirectory.

J.B. Mack noted that the Governor has submitted his Ten Year Transportation Improvement Plan proposal to the Legislature. The South Bridge over Route 101 in Keene continues to be placed in the out years of the Plan. The Governor's Plan continues to flex some funds for the 5310 Purchase of Service transportation for elderly and disabled.

J.B. Mack stated that Connecticut River Transit (CRT), operators of the Current, are interested in providing fixed route public transit service to Hinsdale from Brattleboro. CRT will be submitting an application for Federal Transit Job Access Reverse Commute funds to provide transit service six days a week, four round trips a day from Brattleboro to the village center of Hinsdale. J.B. Mack explained that Hinsdale is an area that the Planning Commission has identified as an area of need for transportation services. He is not sure whether the grant will be accepted; however, CRT plans to leverage Vermont and New Hampshire federal funds with Town funds.

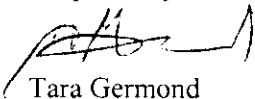
V. Next Meeting

The next meeting is scheduled for February 21, 2012 at 4:00 p.m. at HCS.

VI. Adjourn

The meeting adjourned at 3:30 p.m.

Respectfully submitted,



Tara Germond
Regional Planner



STEERING COMMITTEE AGENDA

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Keene, NH 03431*

*February 21, 2012
4:00 p.m. - 5:30 p.m.*

- I. Welcome**
- II. Minutes of January 17, 2012**
- III. MRTMA Action Plan**
 - a) Review Action Plan Revision**
 - b) Discussion about partners**
- IV. Information Sharing**
- V. Adjourn**

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**Monadnock Region Transportation Management Association
Steering Committee**

MINUTES

February 21, 2012

Present: Susan Ashworth, *Home Healthcare, Hospice and Community Services (HCS)*; Jim Duffy, *City Councilor, City of Keene*; Gary Fox, *Interested Citizen*; Michael Goudzwaard, *NH Voices for Health*; Jen Risley, *Hannah Grimes*; Linda Rubin, *Cheshire Medical Center Vision 2020 Campaign*; Susy Thielen, *Heading For Home*; Libby Weiland, *Hannah Grimes*.

SWRPC Staff present were J.B. Mack, *Principal Planner*; Tara Germond, *Regional Planner*; Joshua Kuhn, *Intern*.

Guest present was James Fauth, *Antioch University New England Institute*.

I. Welcome and Introductions

J.B. Mack called the meeting to order at 4:10 p.m. and introductions were made.

II. Minutes of January 17, 2012

The minutes of January 17, 2012 were approved as submitted by unanimous vote.

II. Action Plan

J.B. Mack explained that staff has made minor modifications to the draft Action Plan since the last Steering Committee meeting. These changes include amendments and additions to the goals, objectives, and outcome measures. In addition, staff has begun to develop a template for the final Plan. All additions to the Plan are colored in red and changes to the existing text are underlined and italicized.

J.B. Mack provided a brief overview of the Plan's primary goal and objectives. He noted that staff added an objective concerning the location-efficient siting of jobs and housing. He stated that he views this objective as an opportunity to encourage stakeholders, such as Monadnock Economic Development Corporation, to address the connection between land use and transportation. He asked group members to share their thoughts on how the Plan can better address the relationship between land use and transportation. Jim Duffy stated that the City of Keene Planning Board is intending to evaluate the compatibility of the City's Land Use Ordinance with the recently updated Master Plan. He noted that there is strong support in the updated Master Plan for improving the connection between the built environment and transportation.

J.B. Mack noted that staff has modified the outcome measures to establish a stronger connection between these measures and the Plan's goals and objectives. In reviewing these measures, staff noted that some outcome measures were not comprehensive enough and some were too broad. J.B. Mack noted that the Committee agreed at the last meeting that vehicle miles traveled per capita (VMT/capita) is a comprehensive outcome measure that can serve as an indicator of individual travel behavior and potentially, the availability of transportation options. J.B. Mack explained that many other factors might influence trends in VMT/capita such as gas prices and the economy. Staff will need to collect data on these factors to understand the context for changes in VMT/capita over time.

J.B. Mack stated that Peter Hansel and Linda Rubin helped staff develop targets for some of these outcome measures. He explained that wherever there is a TBD listed next to an outcome measure, the

Committee and staff would need to determine how to gather information on this outcome measure and to establish a target for 2020. He asked the group to share any comments or thoughts on the overarching goal and outcome measures. Linda Rubin stated that she thinks staff did a good job at taking feedback from the Committee and putting it into a succinct plan. She asked why staff chose to remove the metrics from the strategies section of the Plan. J.B. Mack responded that staff made this decision in an effort to keep the Plan document simple and to focus attention on the individual strategies. Although they are not identified in the Plan, staff will track metrics for each strategy.

Linda Rubin asked James Fauth, Director of the Center for Research on Psychological Practice at Antioch University New England Institute, who is working with Vision 2020 to conduct a household wellness survey among Cheshire County residents, to help review and provide feedback on the MRTMA Steering Committee's goals, objectives, and outcome measures. James Fauth noted that he thinks the Committee has done a good job at pulling together the Plan. He noted that the goal in the Plan appears to be doing two separate things: calling for the increase in transportation options as well as increasing use of transportation options. The group may want to separate these out, or at least make a concerted effort to communicate the differences between increasing options and increasing use with the public. James Fauth also noted that he has concerns about the Committee using VMT/capita as an outcome measure. He stated that the Region's VMT/capita is likely to compare worse to national figures because it is more rural than other parts of the United States. J.B. Mack stated that the target measures that Peter Hansel developed are more similar to the state average than the national average.

J.B. Mack worked with the Committee to review each objective and the corresponding outcome measures. The first objectives reviewed were objective one 'to expand the use and availability of sidewalks and walkways' and objective two 'to increase use and availability of bicycle infrastructure.' At the last meeting, the outcome measures identified for these objectives were the percentage of people that walk to work and the percentage of people that bike to work. The U.S. Census Bureau measures these statistics annually through the American Community Survey. However, staff felt that these indicators were not comprehensive enough because they don't capture non-work trips. In place of these metrics, staff identified three outcome measures to serve as an indicator of each objective. These measures are 'the percentage of people that walk/bike frequently,' 'the percentage of people that walk/bike to work,' and 'sidewalks/bikeways as a percentage of local roads.'

Currently, there is no baseline data collected on the first and third suggested outcome measure for either objective. J.B. Mack stated that he hopes to use the Vision 2020 household wellness survey of Cheshire County residents to measure how many people walk and bike frequently. He shared two potential survey questions to collect this information. These questions are listed below.

How often do you walk more than 10 minutes at a time, excluding recreational walks?

- a) *Frequently (8 or more times per week)*
- b) *Sometimes (3-7 times per week)*
- c) *Rarely (1-2 times per week)*
- d) *Never*

How often do you bike more than 10 minutes at a time, excluding recreational biking trips?

- a) *Frequently (8 or more times per week)*
- b) *Sometimes (3-7 times per week)*
- c) *Rarely (1-2 times per week)*
- d) *Never*

He noted that he has had a hard time defining ‘frequently’ and asked the Committee to share their thoughts on these questions. Linda Rubin stated that she researched other active transportation reports to see if there were similar survey questions that the group could modify and use. Although she did not find example surveys, she shared the following as potential questions: ‘Do you live within a thirty minute or half mile radius between routine destinations?’ and ‘How often do you walk to routine destinations?’ James Fauth noted that an alternative to asking how often someone walks is to ask the number of minutes an individual spends walking. However, he cautioned that data becomes less reliable when more components are added to a survey question. He also noted that the Committee should consider the cost/benefit of creating a more inclusive indicator. Factors to consider about the Vision 2020 survey include that it is not an annual survey, there is no national or statewide comparison data, and adding questions to the survey is costly. He asked the Committee their thoughts on how much the percentage of people walking to work, which is data collected annually at the national, state, and local levels, could serve as an indicator for people walking to other destinations. Linda Rubin stated that although walking and biking data are not currently included in the Vision 2020 survey, active transportation is a major piece of the Campaign.

Michael Goudzwaard noted that it might take more questions with simpler wording to arrive at the data the Committee is seeking on walking and biking habits. James Fauth suggested changing the question to ‘How often do you walk/bike to routine destinations (ex. errands, shopping, a friend’s house etc.)?’ Michael Goudzwaard asked if the question should ask whether people walk from their home to routine destinations or if it should remain open ended. Jim Duffy stated that it should be kept open ended, especially if more components to a question elicits less reliable results. Gary Fox asked if work is included in routine destinations. Linda Rubin stated that she did not think so but that it could be. Michael Goudzwaard asked if the group thinks schools should be added as a routine destination. J.B. Mack responded that he thinks the group can collect this information through the Safe Routes to School program. Linda Rubin suggested adding a demographic question such as ‘How far do you live from routine destinations?’ in addition to a question gauging frequency. Jim Duffy asked if there is data available on how likely people are to walk certain distances. J.B. Mack responded that transportation planners consider distances that are between a fourth and a half of a mile apart to be walkable. Susan Ashworth stated that the availability of sidewalks also factors into a person’s ability to walk.

J.B. Mack stated that he likes the idea of asking individuals if they walk to routine destinations and providing a list of example destinations; however, he still questions whether to measure time or distance. James Fauth stated that he does not think people can accurately report distance. Susy Theilen stated that people are often more aware of time but not distance, for example people are more likely to report how far they live from a destination in minutes or hours. James Fauth responded that time is also difficult to report but is often better to include than distance. He suggested including a fixed-choice response format, such as a Likert scale, as part of the question. Instead of giving the response options of set times or distances, survey respondents would select from a range of responses such as often, sometimes or never. Michael Goudzwaard noted that it might be better to include a range of times per week that someone walks or bikes, depending on the question, as response options. James Fauth cautioned that this format might cause ceiling effects and it is better to have the full range of possibilities. The response options need to include a ceiling that is high enough so that people are not maxed out at a certain level.

James Fauth questioned whether a friend’s house should be included as a routine destination. For many people, a friend’s house could be next door or a few houses down the street. Joshua Kuhn stated that the question could be modified to ask whether individuals are consciously making the decision to walk or bike over driving an automobile. Linda Rubin stated that many people walk or bike out of necessity. Gary Fox suggested that the question remain simple. Trips could include shopping and a few other options. Jen Risley suggested replacing a friend’s house with social destinations. J.B. Mack stated that

this is good feedback. Staff will work to incorporate this feedback into developing a revised set of survey questions for the Vision 2020 survey.

The group reviewed objective three ‘to increase use and availability of public transportation’ and its corresponding outcome measures, ‘the number of annual public transportation trips’ and ‘public transportation routes as a percentage of all roads.’ J.B. Mack stated that data is available for both of these metrics. James Fauth cautioned that it would be difficult to show vast improvement with the second outcome measure. He noted that there are many more miles of roads in the region compared to miles of public transit routes and that this ratio of transit routes to roads will always be very low. J.B. Mack stated that it would be worthwhile to measure the percentage of sidewalks on a public transit route.

Objective four focuses on increasing the use and availability of ridesharing and carsharing. J.B. Mack stated that the outcome measures identified for measuring this objective are ‘the percentage of people that carpool frequently,’ ‘the percentage of people that carpool to work,’ and ‘the number of park and ride lots/spaces.’ He noted that a survey question similar to those discussed for objectives one and two would need to be developed for this objective to collect information on the percentage of people that carpool frequently. J.B. Mack stated that he thought it would be better to ask how often someone carpools during a month versus a week. He has shared the wording of this question with Rebecca Harris, who is the Executive Director of Monadnock Rideshare, but he has not heard back from her yet. James Fauth stated that people are better at reporting information for a shorter timeframe such as a week and that it is important to keep consistency between the questions asked. He added that he thinks it would be important to have Rebecca Harris’ opinion as to what makes the most sense for this question.

James Fauth noted that he thinks the work of the Steering Committee is impressive and wonders if the Committee would like to share this template with other coalitions. He left the Committee with some final observations about the Plan. He reiterated his concern that the goal should be divided into increased use and increased access. He stated that he thinks it would be better for the group to focus on increasing options, as it is an easier variable to control. In the least, he thinks the goal of increased use should be separated from the outcome measures. He feels that the MRTMA should focus on increasing access with the hope that increased access to transportation options will result in increased use of those options. Gary Fox stated that he views the mission of the MRTMA as increasing use and access to change travel behavior. Linda Rubin stated that the group might want to consider adding something in the Plan about barriers.

The Committee reviewed objective five on increasing use and availability of intercity bus service. J.B. Mack stated that the outcome measures for this objective are ‘the percentage of people that use intercity bus’ and ‘intercity bus routes as a percentage of arterial and collector roads.’ He noted that part of this objective includes how to connect people from Brattleboro to Bellows Falls and Manchester. To better understand the number of people that use intercity bus, he has created a survey question to include in the Vision 2020 survey. This question is listed below.

How many times have you used an intercity bus (such as Greyhound Bus Lines) within the past year?

- a) Three times or more*
- b) One to two times*
- c) Never*

Michael Goudzwaard stated that the group might want to use the term ‘frequently use’ for all the questions and define the term frequently. J.B. Mack stated that he thought the group was interested in replacing words like frequently with a specific number or range. He asked the group if they thought it

was ok to ask how many times in the past someone used intercity bus service as an open-ended question. Susy Thielen stated that the problem with this question is that people do not remember how often they travel over the course of a year. J.B. Mack stated that he thinks most people do not travel on coach buses and/or intercity buses very often. Michael Goudzwaard stated that it would be important to see if the UNH Survey Center, the group that is conducting the survey, will allow for open-ended answers. J.B. Mack stated that he would check with James Fauth, who had to leave the meeting early, about including open-ended questions.

Gary Fox stated that he has not been able to get data on ridership from Greyhound. He noted that he hopes the Action Plan will focus on maintaining existing intercity bus service and connections to railways in Vermont as well as on improving connections.

J.B. Mack stated that staff identified three outcome measures for objective seven, which is to increase location efficient siting of housing, workplaces, and shopping. These measures include ‘the percentage of people that live less than 15 minutes away from work,’ ‘the percentage of people that live within a walkable/bikeable distance to shopping,’ and, ‘the average number of in town workers to in town housing units for communities with 5,000+ people.’ J.B. Mack noted that he and Linda Rubin spoke about developing a survey question to gauge how close people live to shopping destinations. He developed a yes or no response question that asks ‘Do you live close enough to shopping destinations to walk or bike?’ He asked individuals to share their thoughts on whether this question addresses the types of information the group is interested in gathering. Linda Rubin suggested changing the question to ‘Do you live within fifteen minutes of a destination?’ J.B. Mack stated that he thinks the answer to this question will vary among different demographic groups and by the type of mode that is used to travel to the destination. Linda Rubin suggested changing the question to ‘Do you live within a fifteen minute or one-mile walk or bike of routine destinations?’ Jim Duffy suggested asking how far away in time and distance individuals live from their workplace, grocery store, school, etc. Susy Thielen stated that she thinks it is worth noting both time and distance. She stated that people often think about the driving time it takes to get to a destination versus the time it would take to walk or bike.

J.B. Mack stated that the Action Plan is also about a paradigm shift. He is not sure if the survey questions capture whether individuals believe that it is important to walk or bike to destinations that are only a mile or fifteen minutes away. Jim Duffy stated that paradigm shifts often happen out of necessity not by choice. He stated that he thinks the group should focus on improving access to transportation options versus increasing use of modes. He noted that there will be a shift in people seeking alternative modes when gas prices become too high or when people can no longer afford to own or operate a vehicle but it is outside the control of the MRTMA as to when this shift occurs.

Susan Ashworth stated that it might not matter whether someone lives within in a fifteen-minute walk or bike of a destination if he or she is unable to safely or practically walk there. Joshua Kuhn suggested changing the question to state ‘Do you live within a feasible walking distance of a preferred grocery store?’ Michael Goudzwaard questioned whether the group needs to ask how far people live from a grocery store or other destination if we have the ability to map the distances between homes and destinations.

J.B. Mack stated that staff would work to finalize a draft of these survey questions. Gary Fox stated that it is important to test the survey questions before finalizing them. J.B. Mack asked everyone to ask these questions to at least one person before the next meeting.

IV. Next Meeting



STEERING COMMITTEE AGENDA

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

*March 20, 2012
4:00 p.m. - 5:30 p.m.*

- I. Welcome**
- II. Minutes of February 21, 2012**
- III. Commute Green Updates**
- IV. MRTMA Advocacy Letters**
 - a. Intercity Bus
 - b. Transportation Reauthorization Bill
- V. MRTMA Action Plan**
 - a. Vision 2020 Questions
 - b. Partner outreach
- VI. Information Sharing**
- VII. 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

March 20, 2012

Present: Susan Ashworth, *Home Healthcare, Hospice, and Community Services (HCS)*; Nancy Brigham, *Transition Keene*; Ellie Cook Venezia, *Contoocook Valley Transportation Company (CVTC)*; Steven Ellis, *Pathways for Keene, City of Keene Bicycle Pedestrian Pathway Advisory Committee*; Rebecca Harris, *CVTC*; David Krisch, *Town of Swanzey, SWRPC Board of Directors*; Jen Risley, *Hannah Grimes*; Linda Rubin, *Cheshire Medical Center Vision 2020 Campaign*; Susy Theilen, *Heading for Home*.

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

I. Welcome and Introductions

J.B. Mack called the meeting to order at 4:00 p.m. and introductions were made.

II. Minutes of February 21, 2012

The minutes of the February 21, 2012 meeting were approved as submitted by unanimous vote.

III. Commute Green NH Update

Steven Ellis distributed a handout highlighting proposed activities for this year's Commute Green week (May 13-19, 2012). He has been volunteering his time to assist Josh Kuhn, SWRPC's graduate student intern, with planning and coordination for the second annual Bike Summit, among other Commute Green events. Steven Ellis reminded the group about the success of last year's Bike Summit and noted that he and Josh have expanded the event into a Bike Fest. Josh Kuhn stated that the Bike Fest, which is scheduled for May 12, 2012 at Railroad Square, would serve as the kickoff event for Commute Green week. Throughout the week, there will be promotions and activities encouraging people to travel via alternative modes such as carpooling, bicycling, walking, public transit, and telecommuting.

Similar to the Commute Green breakfasts that have taken place in years past, local groups and organizations will have the opportunity to display information and educate the public about topics related to green commuting. There will be a bicycle safety clinic led by local police officers, a clinic on bicycle maintenance and a walking-school bus/rolling-bike train demonstration. Local bicycle riders will be encouraged to attend and 'show-off' their bicycles and talent. Bicycle groups and affiliated organizations will have an opportunity to provide an update on current projects and to discuss potential collaboration. Additionally, there will be a presentation on the condition assessment of the Cheshire Rail Trail from Fitzwilliam to Walpole.

Steven Ellis noted that the Kiwanis would be holding a bicycle rodeo at the Keene Recreation Center on the same day, which he views as an opportunity for crossover promotion. He is working with the local radio media to promote the Bike Fest and Commute Green events and Monadnock Radio Group might do live radio coverage for up to two hours of the Bike Fest. Steven Ellis stated that he and Josh Kuhn would be reaching out to many local organizations and businesses about the event and Commute Green week. They plan to begin promotion of these events at the Earth Day Celebration in Keene on April 21, 2012. In addition, there will be public service announcements on the radio and press releases sent to local print media. Steven Ellis has already contacted the groups that attended last year's Bike Summit about participating again this year. Josh Kuhn noted that promotion of green commuting will continue for the week after the Bike Fest and that awards will be given to the individuals and teams that acquire the sustainable commuting miles for the week. Josh Kuhn stated that individuals could contact him if they have any questions at j.shua.kuhn@gmail.com.

J.B. Mack asked Steven Ellis and Josh Kuhn if they needed any help from the Committee with planning the events. Steven Ellis stated that they would need to know which organizations and groups would like to display at the Bike Fest on May 12, 2012. Josh Kuhn stated that they would need help spreading the word about the event. Nancy Brigham asked him to share a copy of the press release for the event with the Committee. If individuals are interested in volunteering, they can contact Josh Kuhn directly.

Rebecca Harris asked Steven Ellis and Josh Kuhn why they have decided to call the event Bike Fest. She expressed concern that the name would deter other types of green commuters and individuals not as interested in bicycles from attending. Linda Rubin asked whether they have thought about expanding the scope of the event for people that are interested in active transportation to be more inclusive. She noted that many young children are not yet ready to bike. Group members agreed that the name Bike Fest might dissuade individuals not interested in bicycling from attending. An idea shared for a broader event name was 'Commute Green Rally!' or 'Rally to Commute Green!' Steven Ellis responded that Bikes are what he is passionate about and knows best. He noted that he is willing to make the event more inclusive of other modes; however, he would need help from others. Ellie Cook Venezia offered to assist Steven Ellis and Josh Kuhn with the event. Linda Rubin stated that she has an intern who can help with publicizing the event. Rebecca Harris noted that she could assist with promotion of the event in the Eastern half of the Region.

Rebecca Harris asked if there will be a tent in the event of rain. Steven Ellis noted that he has not determined a rain date for the event and he does not think it is possible to have a large tent at Railroad Square due to the brick paving. Susy Theilen suggested using 350 Marlboro St, which is a large space with concrete floors, as a potential indoor location in the event of rain. Nancy Brigham stated that she thought this would be too far away from the downtown of Keene and that it would be difficult to attract people to this location. Rebecca Harris asked about locating it in the parking garage nearby Railroad Square. Steven Ellis responded that there are long-term parking arrangements in this lot.

J.B. Mack thanked Steven Ellis for his work on this event and noted that group members can forward their questions and comments about the event to Josh Kuhn.

IV. MRTMA Advocacy Letters

J.B. Mack stated that David Krisch has often reminded the group about the importance of keeping track of policy issues. He noted that he sees value in the MRTMA engaging in advocacy activities and that there are current opportunities for the MRTMA to undertake this role. The NH Department of Transportation recently contacted him to see if SWRPC had any comments on an application submitted by Greyhound to provide intercity bus service to Keene from Manchester. As an objective of the draft MRTMA Action Plan is to increase intercity bus service, he thought it would be appropriate for the MRTMA to submit a letter to NH DOT containing comments on the proposed service expansion. A draft letter on behalf of the MRTMA is available for the group to review. Nancy Brigham asked if Greyhound would continue to service Keene. J.B. Mack responded that the service is not necessarily profitable; however, Greyhound recognizes the need to provide service to rural areas. The proposed service expansion will create connections from Keene to Nashua, Concord, Manchester, and Boston. J.B. Mack noted that he would like to see Peterborough connected as well.

J.B. Mack stated that a second letter has been drafted for the group's review which is addressed to New Hampshire's Senators and Congressmen urging them to support funding for walking, biking, transit and ridesharing in the new Transportation Bill. J.B. Mack explained that the House and Senate have each prepared a version of the new Transportation Bill. The current Transportation Bill has been extended through continuing resolutions for the past few years and will expire on March 31, 2012. The House version of the Bill eliminates all dedicated funding for public transportation. The Senate version, which recently passed the full Senate, continues to fund programs like Safe Routes to School, the Recreation Trails program, Transportation Enhancement, etc. J.B. Mack distributed a draft letter on behalf of the MRTMA to elected officials requesting their support for continued funding of programs that support alternative transportation. Susy Theilen asked how supportive the state's Congressmen and Senators have been of these issues. J.B. Mack stated that he is unclear of Congressman Bass' position. Senator Shaheen is actively supportive of funding for public transit and alternative transportation and Senator Ayott is one of 23 officials in the Senate that voted against the Senate's version of the new Transportation Bill.

J.B. Mack explained that he brought these sample letters for the committee to review. Individuals can sign the letters if they are comfortable doing so. The letter describes the MRTMA as a grassroots coalition. He will have the letters available if individuals prefer to sign the letters after the meeting. He asked if the group is interested in continuing this type of activity in the future. Group members agreed that this is an appropriate role of the MRTMA. David Krisch stated that it is becoming increasingly more important for groups and organizations to play an advocacy role as the funding for programs and projects is becoming less and less.

V. MRTMA Action Plan

a. Vision 2020 Questions

Tara Germond reviewed the two survey questions prepared by J.B. Mack for inclusion in the Vision 2020 household survey. The survey will be administered in the spring of 2012 to approximately 3,500 households. The purpose of these survey questions is to generate information on how often individuals in

the Region walk and bike instead of driving a car. She asked committee members to share their thoughts on these questions, which are listed below.

In **the past week**, how many times did {you/SUBJECT} take a walk outside including walking the dog and walks for exercise?

WALKS OUTSIDE IN PAST WEEK.....|__|__|
REFUSED..... |__|
DON'T KNOW..... |__|

And in the past week, how much total time did {you/SUBJECT} spend walking?

HOURS.....|__|__|
MINUTES.....|__|__|
REFUSED..... |__|
DON'T KNOW..... |__|

In **the past week**, how many times did {you/SUBJECT} ride a bicycle outside including bicycling for exercise?

BIKE RIDES.....|__|__|
REFUSED..... |__|
DON'T KNOW..... |__|

And in the past week, how much total time did {you/SUBJECT} spend biking?

HOURS.....|__|__|
MINUTES.....|__|__|
REFUSED..... |__|
DON'T KNOW..... |__|

Groups members agreed that it is appropriate to include walking and biking trips for recreation in survey responses. There was consensus that this information is a first step at generating baseline data on walking and biking behavior in the Region.

b. Partner Outreach

Tara Germond stated that she created a list of potential partners to reach out to for promoting and carrying out different elements of the MRTMA Action Plan. She shared this list with group members. The initial list identifies potential partners for each of the Plan's objectives. SWRPC will help provide more information on certain stakeholders, such as employers with greater than 100 employees in the Region. Tara Germond will send out this list to committee members to review and either add to or edit.

VI. Information Sharing

David Krisch noted that he would be retiring in a month and moving to New Mexico. Linda Rubin stated that Vision 2020 had a Breakfast with the Champions event on March 7, 2012. This event kicked off the next part of the Champions Program, which is to get organizational partners on board with the Campaign.

Organizations of all sizes are able to become a champion. Approximately 100 people attended this event and 17 organizations have signed on as Champions. In addition, the Campaign kicked off the School Champions program, which will begin a pilot with five elementary schools next month.

Rebecca Harris noted that Monadnock Rideshare has a new coordinator, Ellie Cook Venezia.

Josh Kuhn noted that he is working with J.B. Mack on a transportation study of the Route 101 corridor to see if there is a market for intercity bus service.

Susan Ashworth stated that ridership on the City Express has risen with the increase in gas prices. She also noted that it is becoming difficult for people to afford a dollar a ride. On March 20, 2012, HCS started the first Spring Free Ride Day. HCS will be present at the Earth Day Celebration in Keene on April 21, 2012 to promote the City Express.

Susy Theilen noted that Heading for Home is organizing a seminar for homebuyers in May. The focus will be on the key things to do to a home before selling it to make it more marketable. The seminar will be lead by a Housing Inspector and insulation specialists.

Nancy Brigham stated that there will be a Button Up NH workshop in Keene at the Monadnock Waldorf School on Tuesday April 10, 2012 from 6:00 – 9:00 p.m.

VII. Next Meeting

The next meeting is scheduled for April 17, 2012 at 4:00 p.m. at HCS in Keene.

VIII. Adjourn

The meeting adjourned at 5:35 p.m.

Respectfully submitted,



Tara Germond
Regional Planner



STEERING COMMITTEE AGENDA

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

*April 17, 2012
4:00 p.m. - 5:30 p.m.*

- I. Welcome**
- II. Minutes of March 20, 2012**
- III. Commute Green Update**
- IV. MRTMA Action Plan Partner Outreach**
- V. Information Sharing**
- VI. Adjourn**

Monadnock Region Transportation Management Association
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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
Steering Committee**

MINUTES

April 17, 2012

Present: Susan Ashworth, *Home Healthcare, Hospice, and Community Services (HCS)*; Nancy Brigham, *Transition Keene*; Ellie Cook-Venezia, *Contoocook Valley Transportation Company (CVTC)*; Clark Dexter, *City of Keene Bicycle Pedestrian Pathways Advisory Committee/Pathways for Keene (BPPAC/PFK)*; Jim Duffy, *City of Keene*; Gary Fox, *Interested Citizen*; Michael Goudzwaard, *NH Voices for Health*; Peter Hansel, *Filtrine Manufacturing*; Dave Krisch, *Town of Swanzey*; Linda Rubin, *Cheshire Medical Center Vision 2020 Campaign*; Susy Thielen, *Heading for Home*.

SWRPC staff members present were J.B. Mack, *Principal Planner*; Tara Germond, *Regional Planner*; and, Joshua Kuhn, *Intern*.

I. Welcome and Introductions

J.B. Mack called the meeting to order at 4:05 p.m. and introductions were made.

II. Minutes of March 20, 2012

The minutes of March 20, 2012 were approved as submitted by unanimous vote.

III. Commute Green Updates

Josh Kuhn provided an overview of the progress made planning for this year's Commute Green NH activities. He reminded committee members that Commute Green NH week would take place from May 12 - May 18, 2012. There are two events scheduled for the week. The first is Commute Green Fest, which will take place on Saturday, May 12, 2012 from 10:00 a.m. to 2:00 p.m. at Railroad Square in downtown Keene. This event will be a public gathering of various regional organizations that encourage travel by alternative modes such as biking, walking, public transit, or ridesharing. This event will serve as a regional kick-off to the statewide Commute Green NH week. Some of the organizations that will be present include the City of Keene Bicycle Pedestrian Pathways Advisory Committee (BPPAC), Cheshire Medical Center Vision 2020, Pathways for Keene, Cheshire Children Museum, Contoocook Valley Transportation Company (CVTC), Home Healthcare, Hospice and Community Services (HCS), and Southwest Region Planning Commission (SWRPC).

Joshua Kuhn stated that the State organizing committee for Commute Green NH is planning to hold a Statewide Challenge, which will begin on May 14, 2012 and continue until December 31, 2012. Individuals can register themselves and their teams at www.commutegreennh.org to participate in the competition. At the regional level,

Monadnock Region artist, Carol Lake has volunteered to create an award for the local team with the greatest number of commute green miles for the week.

The second event planned for the week is a Monadnock Region Bike Summit, which Steven Ellis is organizing. This event will take place on May 18, 2012 from 11:00 a.m. - 1:00 p.m. at Antioch University New England Institute. This event will allow bicycling groups and advocates an opportunity to share information about current projects and discuss ideas for collaboration. There will be a presentation on the conditions and history of the Cheshire Rail Trail as well as a group trail ride following the event. Greg Pregent of BPPAC will lead this ride.

J.B. Mack asked Joshua Kuhn about the efforts made to promote these events. Joshua Kuhn responded that there will be a booth at the Earth Day Festival at the City of Keene Recreation Department to promote the MRTMA and Commute Green NH week. In addition, he will be sending a press release to the local radio and media outlets as well as large employers in the Region informing them of the Statewide Challenge. Ellie Cook-Venezia noted that the Commute Green Fest would be weather permitting. She and Joshua Kuhn will be meeting with the Commute Green NH organizing committee to discuss the Commute Green NH brand and the efforts to maintain the Statewide Challenge through the end of the year. Ellie Cook-Venezia noted that this committee has formed work groups to focus on different elements of planning this event. She is serving on the incentives group. Gary Fox asked if there are flyers available for steering committee members to distribute. She responded that the Commute Green organizing committee is working on developing a flyer. Joshua Kuhn stated that he has created flyers for the regional events. If individuals are interested in distributing these flyers, they can pick up copies at SWRPC's office.

IV. MRTMA Action Plan Partner Outreach

J.B. Mack stated that SWRPC staff have developed a list of potential partners to help carry out the proposed objectives and strategies included in the draft MRTMA Action Plan. However, prior to engaging these partners, it would be helpful to develop and approve outreach materials that describe the role and functions of the MRTMA. J.B. Mack noted that multiple brochures, FAQ sheets, and flyers have been created for the MRTMA and need to be updated. He asked the group to consider the types of promotional materials that would be helpful to share with potential partners. He also asked the group to share their thoughts on developing an elevator speech and re-usable presentations about the MRTMA.

Ellie Cook-Venezia stated that a YouTube channel and/or LinkedIn Profile would be good tools for the MRTMA to explore. She noted that Twitter is also a good resource for sharing information and keeping people up to date. J.B. Mack stated that he is interested in creating a Twitter account. He occasionally receives information on local and national news relevant to the work of the MRTMA that he would like to distribute to stakeholders in a timely manner. He stated that it might be a good idea to assign committee members to creating and updating a Twitter account.

J.B. Mack asked if committee members were familiar with the materials that have been developed and distributed in the past. He noted that staff would send samples of existing materials to committee members to provide feedback on which would be the most effective materials for marketing and engagement. Ellie Cook-Venezia questioned how these materials have been distributed. J.B. Mack responded that past distribution was primarily person-to-person in the form of paper brochures or handouts. Tara Germond asked if the outreach materials should include information on the Action Plan. Peter Hansel suggested updating the MRTMA Facts and Info handout by modifying the bulleted list of needs to reflect the components of the Action Plan.

J.B. Mack shared his appreciation that so many individuals have been able to attend steering committee meetings. He noted that he would like to utilize the group's collective knowledge to brainstorm the types of questions potential partners would ask about the MRTMA and the Action Plan. Dave Krisch noted that communities outside of Keene might question how the Plan and MRTMA relate to their specific locality. Other questions that a municipality might ask include: 'Where does the funding come from for the MRTMA?', 'Is this going to cost us anything?'; 'Who are the current stakeholders?'; 'What is the MRTMA's role in the community?'; 'What type of time commitment would be involved if we sent a representative to serve?'; and, 'Can individuals from the MRTMA come to assist our town with implementing some of the strategies and objectives in the Plan?' Dave Krisch noted that a short presentation could address some or most of these questions.

J.B. Mack asked Jim Duffy what types of questions he would ask about the Action Plan from the perspective of a municipality. Specifically, how a municipality might respond to the Action Plan's strategy to develop and implement complete streets policies. Jim Duffy responded that he would question what implementing complete streets means, why the community should care about this project, and if there is money involved. Peter Hansel noted that a large portion of the Action Plan involves some form of participation from municipalities. He questioned how the MRTMA could help communities engage their residents to initiate elements of the Action Plan. He added that the City of Keene is trying to emphasize the importance of citizen action.

Committee members discussed potential responses to some of the questions that might be raised about the Action Plan and the MRTMA by individuals and municipalities. Regarding the question 'what is in it for us?' Peter Hansel suggested that the group monetize the benefits of reduced travel demand. Gary Fox stated that it would be beneficial to highlight how people can save money and increase their health by commuting via bicycle or walking. Ellie Cook-Venezia noted that it is important to discuss transportation as a basic need for people to get to work, the grocery store, doctor appointments, etc. Dave Krisch noted that a mobility friendly community might be more attractive to businesses and can be a tool to help a community expand its commercial base. Susy Theilen suggested using local and regional case studies of projects similar to those proposed in the Action Plan as a way to illustrate what is possible.

J.B. Mack asked committee members to share their understanding of the current sources of funding for the MRTMA. J.B. Mack noted that the group did receive grants from the Endowment for Health and the NH Charitable Foundation; however, the majority of staff support is funded by federal transportation dollars that are distributed by the NH Department of Transportation to Regional Planning Commissions. Linda Rubin stated that the MRTMA leverages many of its resources from coalition members. To facilitate implementation of the Action Plan, it will be important for the MRTMA to sustain the in-kind support it receives from its partners in the community. Peter Hansel stated that it might be worthwhile exploring how other Transportation Management Agencies have organized themselves into a fee-based structure.

J.B. Mack asked committee members to discuss answers to the question ‘what will this cost us?’ Ellie Cook-Venezia noted that the primary cost is time. J.B. Mack noted that staff have been discussing the idea of having partners volunteer time on their own terms by pledging a time and/or resource commitment to the MRTMA. Linda Rubin noted that this pledge would be similar to having a job description for members of the MRTMA. Linda Rubin stated that a Memorandum of Understanding could be crafted that outlines the role of members. Peter Hansel stated that there could be two tiers of involvement for members - stakeholders and friends of the MRTMA. Michael Goudzwaard stated that he could see the MRTMA forming working groups that have a defined role and yearlong commitment around Action Plan objectives. Susy Theilen noted that potential partners might be more interested in taking on parts of the Action Plan if they had a defined role and responsibility.

Linda Rubin asked whether we would be having a public event to launch the Action Plan. J.B. Mack responded that this is still a possibility; however, there is currently no budget for this event. He stated that he thinks meeting with potential implementation partners in person might be a more effective use of resources. Peter Hansel responded that in person meetings with potential partners is a good use of time and can help the MRTMA to expand its sphere of influence. He suggested that steering committee members commit to visiting potential stakeholders and asking them to become involved with the Action Plan. Ellie Cook-Venezia noted that it would be helpful to start with a presentation to the Rotary clubs. Peter Hansel responded that it would be important to have a polished presentation prior to meeting with the Rotary clubs.

J.B. Mack stated that a lot of work has been done to examine different governing structures of the MRTMA. A draft charter was created that identifies three types of members - advisory, ex-officio, and executive committee. He foresees state agencies such as the NH Department of Environmental Services serving as ex-officio members. The executive committee would operate similarly to the current steering committee and guide the direction of the MRTMA. Advisory members would help implement different strategies in the Action Plan. Tara Germond stated that an Interested Stakeholder form was created in place of a Memorandum of Understanding as a way of engaging new stakeholders in the MRTMA. At the time this form was created, the committee thought that individuals would prefer to sign an interested stakeholder form versus a Memorandum of Understanding. This form was distributed at the MRTMA’s first kick-

off meeting in February of 2012. Peter Hansel stated that he thinks ‘interested partner’ should replace the term stakeholder. J.B. Mack stated that he would review the existing governing structure documents and share these with committee members at the next meeting.

J.B. Mack asked committee members to brainstorm potential answers to the question ‘what is the MRTMA’s role in the community?’ Gary Fox responded that he views the MRTMA as providing advocacy, education and outreach around alternative transportation in the Region. Ellie Cook-Venezia stated that she views the MRTMA as a forum for the public and private sectors to improve transportation in the Region. J.B. Mack stated that he thinks advocacy should continue to be an important role of the MRTMA.

J.B. Mack stated that he would work with staff to review, update, and revise outreach materials and governing structure documents.

V. Information Sharing

Linda Rubin stated that Jim Fauth of Antioch University has changed the survey questions submitted by the MRTMA for the Vision 2020 household survey. The questions have narrowed from four to two due to cost. Jim Fauth altered these questions to say, “In the past 24 hours how many trips did you make?” and “How many of these trips were made without use of a personal vehicle?” J.B. Mack responded that he viewed the survey as an opportunity to collect information on biking, walking, ridesharing and intercity bus usage in the Region. He noted that he is grateful to Vision 2020 and Jim Fauth for working with the MRTMA on the survey; however, he is concerned that the revised questions are too general. Linda Rubin stated that Jim Fauth could explain in more detail why he made the decision to revise the questions. J.B. Mack stated that he would follow up with Jim Fauth about these questions and ask his opinion on how we might still be able to collect the data on biking, walking, ridesharing and intercity bus use.

Susan Ashworth reminded the group that there would be an Earth Day Celebration at the City of Keene Recreation Department on Saturday, April 21, 2012 from 9:00 a.m. - 4:00 p.m. She and Harry Costick will be there with the City Express Bus. Additionally, there will be a ribbon cutting ceremony at 2:15 p.m. for the new Bus/Bike shelter outside of the Recreation Department. Mayor Lane will be present to cut the ribbon. Joshua Kuhn noted that MRTMA will have a booth at Earth Day and he is looking for volunteers to help at this booth throughout the day.

Peter Hansel shared information on a lecture he recently attended at Keene State College on electronic bikes and vehicles. He noted that the lecture underscored the disparity between the United States and China with the adoption and use of alternative modes of transportation. In China, where bicycles have long been a primary form of transportation for many, there has been widespread adoption of electronic bicycles. Peter Hansel stated that the presenter addressed regional variability in the environmental benefits of

electronic modes. He noted that the environmental benefits reaped depend on the source of power for recharging the batteries. If a coal-powered plant does the recharging of batteries for these vehicles, the benefit is low. If the source of electricity to recharge these vehicle batteries is renewable, there is tremendous benefit.

VI. Next Meeting

The next meeting is scheduled for Tuesday, May 15, 2012 at 4:00 p.m. *(Note the date of the next meeting was changed after the April 17, 2012 meeting to take place on May 22, 2012.)*

VII. Adjourn

The meeting adjourned at 5:35 p.m.

Respectfully submitted,

Tara Germond
Regional Planner



STEERING COMMITTEE AGENDA

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

*May 22, 2012
4:00 p.m. - 5:30 p.m.*

- I. Welcome**
- II. Minutes of April 17, 2012**
- III. MRTMA Partner Outreach Materials**
- IV. Information Sharing**
- V. Adjourn**

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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

May 22, 2012

Present: Susan Ashworth, *Home Healthcare, Hospice and Community Services (HCS)*; Ellie Caldwell, *Bicycle Benefits*; Ellie Cook Venezia, *Contoocook Valley Transportation Company (CVTC)*; Gary Fox, *Interested Citizen*; Michael Goudzwaard, *Interested Citizen*; Peter Hansel, *Filtrine Manufacturing*; David Krisch, *Town of Swanzey*; Jan Manwaring, *Pathways for Keene*; Linda Rubin, *Cheshire Medical Center Vision 2020 Campaign*.

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

I. Welcome and Introductions

J.B. Mack called the meeting to order at 4:08 p.m. and introductions were made.

II. Minutes of April 17, 2012

The minutes of April 17, 2012 were approved as submitted by unanimous vote.

III. MRTMA Action Plan

J.B. Mack noted that he has been working with Joshua Kuhn and Tara Germond to finalize the MRTMA Action Plan, update the MRTMA Interested Stakeholder Form, and develop a Charter that outlines the MRTMA organizational structure. He stated that he hoped to receive the group's suggestions and comments on these documents, which were sent with the meeting packet in advance of the meeting.

Linda Rubin stated that the Action Plan looks good; however, she has questions about the Interested Stakeholder Form. Ellie Cook Venezia asked if these documents would be publically available on the website. J.B. Mack stated that the draft Plan is currently available on the website. Dave Krisch questioned whether Objective 7 of the Plan should include language on working with municipal land use boards. J.B. Mack responded that the Committee could ask the local land use boards to become a MRTMA partner and invite them to be supportive of the Plan.

J.B. Mack reviewed the implementation section of the Plan. He noted that staff created two categories of stakeholders, Active and Interested. Active Stakeholders would pledge their commitment to the MRTMA and identify a specific goal they intend to work on. For example, an Active Stakeholder could pledge 30 hours of volunteer time or to serve on the Executive Committee. Potential Active Stakeholders would be given a list of

example commitments to help inspire an individual or group to devise their own pledge. Interested Stakeholders would stay informed of the MRTMA's activities but would not pledge a specific commitment.

Jan Manwaring asked how the strategies outlined in the Plan would be implemented. J.B. Mack responded that the Plan is not intended to be prescriptive. Rather, it will highlight the benefits of each objective and encourage the community to determine which elements are implemented.

Michael Goudzwaard noted that The Works in Keene has an employee volunteer policy, whereby employees are monetarily reimbursed for up to 10 volunteer hours in the community. J.B. Mack stated that the owner of The Works has shared that no employee has ever utilized this opportunity. Joshua Kuhn and Ellie Cook Venezia noted that other employers have similar policies. J.B. Mack suggested that the MRTMA might be able to work with these employers to carry out elements of the Plan.

To capture the commitment of Active Stakeholders, staff created a MRTMA Partner Pledge Form. J.B. Mack asked committee members to share their thoughts on this form. It was noted that the differences between Active and Interested Stakeholders should be defined at the top of the form. J.B. Mack suggested that Committee members try to fill out the form themselves. Tara Germond noted that the form, in its current format, is context sensitive. A potential stakeholder would need to have read the Action Plan to understand elements of the form.

Michael Goudzwaard suggested using the term 'organizational affiliation' in place of 'group category.' Linda Rubin asked if staff created their own template for the form or if an example form was used. J.B. Mack responded that staff devised a unique form. Linda Rubin noted that it might be worthwhile to research similar forms that have been created by other organizations or groups. J.B. Mack asked her to share forms that she thinks are good models with staff.

Ellie Cook Venezia asked if this form would be an online or paper-based form. J.B. Mack recommended that it be as accessible as possible. Joshua Kuhn stated that he envisioned this form as a document that potential partners could bring home to review. Ellie Cook Venezia stated that this form could be a job description that includes information on the length of a stakeholder's commitment and the tasks that they would undertake. J.B. Mack responded that the form could become more specific; however, staff created the form for individuals to establish their own terms of commitment.

Peter Hansel stated that he thinks the form is well thought-out but he is questioning how the Committee can secure a commitment from a potential partner and how to ensure that the partner has followed through with this commitment. He suggested that Committee members have direct, personal contact with individuals or a group from which it hopes to receive a commitment. Gary Fox stated that he thinks the form would be a good tool for talking to people one on one. Susan Ashworth suggested that the Committee ask groups to take on an objective or strategy that would help advance their own cause. J.B. Mack

stated that it would be easy to arrange meetings with groups to discuss the Action Plan. This task would involve organizing materials, coordination among Committee members, and developing a mechanism for follow up communication.

Ellie Cook Venezia asked if the Chamber of Commerce has expressed an interest in the MRTMA. J.B. Mack noted that Laura Keith King, the Executive Director of the Greater Keene Chamber of Commerce, has attended a meeting of the MRMTA and has expressed interest in the Action Plan. The Chamber has shared updates on the MRTMA in its monthly newsletter.

JB noted that the next step for the Committee is to reach out to potential partners and ask them to become an Interested or Active Stakeholder. The group discussed methods for reaching out to different partners such as municipal boards and committees, schools, non-profits, etc. Dave Krisch noted that it would be important to identify and engage local champions. Michael Goudzwaard suggested that municipal road agents might be an important partner.

J.B. Mack asked the Committee to provide comments on the documents discussed to staff. Linda Rubin encouraged staff to look at example membership forms to see what other coalitions have done.

Jan Manwaring asked how the Committee will determine which events and groups it plans to meet with to discuss the Action Plan and Pledge Form. J.B. Mack stated that this group is a Steering Committee. He hopes that the Executive Committee, once it is established, will create a strategic plan for reaching out to these partners.

IV. Bicycle Benefits

J.B. Mack stated that he invited Ellie Caldwell to the meeting to speak about the Bicycle Benefits program. He noted that some businesses in Keene are members of this program, which incentivizes bicycle riding by offering discounts at participating establishments. Ellie Caldwell stated that Bicycle Benefits is a program active in communities across the country that offers an incentive for bike riders to travel by bike to local businesses and establishments. In Keene, Bicycle Benefits has partnered with local businesses such as Brewbakers and Prime Roast to sell Bicycle Benefits 'memberships' and to offer discounts to these members. Individuals can purchase a membership for \$5.00 at participating businesses. Members receive a sticker that is to be placed on a bicycle helmet. To receive a discount, the member must show their helmet with the affixed Bicycle Benefits sticker, at a participating business.

Ellie Caldwell stated that she brought the program to Keene in 2008, when she was a graduate student at Antioch University New England. At that time, she had the ability to grow the program; however, now that she has graduated, she has less time to devote to enrolling new businesses and advertising. She feels that the program needs an individual or group to revitalize and sustain the program.

Ellie Cook Venezia asked whether Bicycle Benefits charges businesses to be a partner. Ellie Caldwell noted that interested businesses give the program coordinator \$20.00 for 5 stickers. Businesses charge \$5.00 for each sticker. There are currently 10 businesses participating in the program. She has spread word about the program via word of mouth and attending community events.

Peter Hansel asked if the Chamber of Commerce is involved with Bicycle Benefits. Ellie Caldwell stated that she did not think the Chamber has been approached. She noted that an ideal future for the program would be to have a coordinator, possibly a student intern, serve as a point person responsible for engaging volunteers and enrolling new and supporting existing businesses. J.B. Mack stated he sees this program as being beneficial to the City of Keene in particular. Joshua Kuhn stated that interns are often difficult to rely on due to high turnover. He suggested that it might be better to have a coordinator for the program. Michael Goudzwaard questioned whether there are two roles. One position would be a consistent coordinator that trains volunteers twice a year and serves as a spokesperson for the program. The second role would be trained volunteers that serve as a liaison for specific businesses. Joshua Kuhn stated that the YMCA would be a great stakeholder to involve in the program. Michael Goudzwaard stated that he would speak with Susan Newcomer at the Keene Chamber of Commerce about the Chamber's interest in the program. Susan Ashworth stated that the Chamber currently sells City Express bus passes. Ellie Caldwell noted that the website for the program is bicyclebenefits.org.

V. Next Meeting

The next meeting will take place on June 26, 2012 at HCS in Keene.

VI. Adjourn

The meeting adjourned at 5:25 p.m.

Respectfully submitted,

Tara Germond
Regional Planner

Monadnock Region Transportation Management Association Charter

I. MISSION AND VISION

The mission of Monadnock Region Transportation Management Association (MRTMA) is to promote all modes of transportation that enhance the environmental, economic and physical health and well-being of citizens in the Monadnock Region.

Monadnock Region Transportation Management Association envisions residents 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.

II. PURPOSE

With the mission and vision as its guidelines, the purpose of the MRTMA is to be a forum and structural framework to:

- Build consensus on transportation needs and solutions;
- Foster the development of local and regional partnerships on sustainable transportation initiatives;
- Provide information about sustainable transportation initiatives in and outside of the Monadnock Region;
- Help individuals and groups locate support for sustainable transportation projects and initiatives;
- Connect stakeholders with funding resources and technical assistance services; and
- Advocate and educate the entire Monadnock community about sustainable transportation benefits.

III. DEFINITION OF MONADNOCK REGION

The Monadnock Region includes the following communities:

Town of Alstead	Town of Nelson
Town of Antrim	Town of New Ipswich
Town of Bennington	Town of Peterborough
Town of Chesterfield	Town of Richmond
Town of Dublin	Town of Rindge
Town of Fitzwilliam	Town of Roxbury
Town of Franconia	Town of Sharon

Town of Gilsum
Town of Greenfield
Town of Greenville
Town of Hancock
Town of Harrisville
Town of Hinsdale
Town of Jaffrey
City of Keene
Town of Langdon
Town of Marlborough
Town of Marlow

Town of Stoddard
Town of Sullivan
Town of Surry
Town of Swanzey
Town of Temple
Town of Troy
Town of Walpole
Town of Westmoreland
Town of Winchester
Town of Windsor

IV. MRTMA COALITION PARTNERS

The MRTMA Coalition strives to build and maintain a diverse partnership of organizations and individuals committed to the ideas embodied in this Charter.

A. PARTNER CRITERIA

Organizations representing the following groups or interests are encouraged to join as partners of the MRTMA:

- Any county, town or other political subdivision;
- Any employer in the public or private sector;
- Any organization (non-profit organization, club, coalition, church group, etc.) interested in creating or promoting a balanced transportation system. The MRTMA's mission and vision statements shall guide interpretation of a balanced transportation system.

Organizations will be asked to assign an appropriate representative. This representative should have the ability to affect policy at, or speak on behalf of, the organization they represent.

Individual partners representing themselves are also encouraged to join the MRTMA. Individuals should have an interest in creating or promoting a balanced transportation system. The MRTMA's mission and vision statements shall guide interpretation of a balanced transportation system.

B. COALITION PARTNER RESPONSIBILITIES & EXPECTATIONS

All coalition partners are responsible for and encouraged to:

- Serve as a "face" of the coalition by engaging in responsible dialogue around MRTMA transportation themes with the partner's personal and professional networks as deemed appropriate;

- Participate in establishing priorities as well as sharing ideas and recommendations with the coalition;
- Coordinate and collaborate within their respective organizations to move coalition activities forward and to educate and inform represented organization as appropriate; and
- Help recruit new partners and foster new leadership as appropriate in an effort to maintain MRTMA sustainability.

C. PARTNERSHIP LEVELS

The MRTMA Coalition recognizes that all partners are stakeholders in the MRTMA mission and vision. Additionally, MRTMA expects that each stakeholder is using the MRTMA Coalition as a leveraging tool to help that stakeholder achieve their own goals and objectives through cooperation, collaboration, communication and building consensus on transportation issues. Moreover, MRTMA understands that each stakeholder will have different backgrounds, interests, skills and resources that they can bring as a contribution to the MRTMA. In an effort to respect these differences and provide an effective but flexible way for stakeholders to interact with the MRTMA Coalition, there are two levels of partnership recognized by the MRTMA.

1. Active Stakeholder

In addition to meeting the “Coalition Partner Responsibilities & Expectations” in Section IV.B. above, an active stakeholder is a partner that has a defined role and commitments that it agrees to as a partner to the Coalition. The active stakeholder’s role and commitments shall be determined by that partner, with assistance from the MRTMA Executive Committee and subcommittees. An active stakeholder defines commitments that it makes by periodically updating a MRTMA partner pledge form. The MRTMA Executive Committee and its subcommittees shall keep a list of ongoing pledge needs as a resource to active stakeholders for their consideration.

2. Interested Stakeholder

An interested stakeholder is a partner who is committed to advancing the mission, vision, and action plan of the MRTMA but is unsure of the best way to contribute to the MRTMA. An interested stakeholder desires to remain informed and participate from time-to-time with MRTMA activities as they coincide with their organizational or personal mission and values. These partners are encouraged to meet with the MRTMA Executive Committee or subcommittees to determine if there is a specific pledge activity to which that stakeholder can commit as an active stakeholder.

IV. MRTMA STRUCTURE AND DECISION MAKING

The MRTMA encourages an organic, consensus-based decision making process that depends on partners coordinating with each other to identify needs and implement solutions. At the same time, the MRTMA recognizes that leadership is required to represent the coalition's common interests, provide partners guidance and encouragement, ensure consistency and foster partnerships, collaboration and coordination.

A. EXECUTIVE COMMITTEE ROLES AND RESPONSIBILITIES

An Executive Committee is established with the following roles and responsibilities:

- To oversee and coordinate the advancement of the MRTMA mission and vision;
- To manage modifications to and coordinate implementation of the action plan;
- To ensure and track the MRTMA's progress in fulfilling its purpose as defined in Section II of the MRTMA charter;
- To serve as the entity responsible for disseminating information on behalf of the entire MRTMA Coalition for the purposes of educating members about relevant events and issues and fostering coordination among partners;
- To serve as the entity responsible for disseminating "MRTMA platform statements," advocacy letters or other advocacy tools on behalf of the MRTMA Coalition;
- To determine MRTMA sponsorship or participation in activities, initiatives or grants;
- To prepare for and administer the MRTMA annual meeting and other ongoing MRTMA coalition wide events;
- To coordinate the research and development of grant proposals on behalf of the MRTMA Coalition;
- To evaluate partner status and recognize incoming and outgoing partners; and
- To form standing or ad-hoc subcommittees or task forces as necessary to help execute said roles and responsibilities.

B. EXECUTIVE COMMITTEE OFFICERS

The Executive Committee shall at a minimum consist of a Chair, Vice Chair, Communications Officer, and Treasurer.

1. Chair

The Chair shall be responsible for approving agendas and calling Executive Committee meetings and Annual Meetings to order, conducting those meetings, ensuring MRTMA operational consistency with the MRTMA Charter, and being the point spokesperson for the MRTMA with outside groups and the media. The Chair may delegate responsibilities to other Executive Committee members as necessary.

2. Vice Chair

The Vice Chair shall be responsible for assisting the Chair in their duties as needed, as well as ensuring all official MRTMA operational documentation, including but not limited to agendas, meeting minutes, attendance lists, official letters of correspondence, pledge forms, the action plan, the charter and other operational documents are recorded and stored for safekeeping. The Vice Chair may delegate responsibilities to other MRTMA partners as necessary.

3. Communications Officer

The Communications Officer shall be responsible for developing and maintaining a communication system between and among MRTMA partners. This communications system includes the MRTMA website, e-mail distribution lists, and social media tools. It also involves coordinating networking activities as needed. The Communications Officer may delegate responsibilities to other MRTMA partners as necessary.

4. Treasurer

The Treasurer shall be responsible for overseeing researching and writing grants intended to serve as a source of funding for the MRTMA, as well as maintaining all books and accounts and administration for the disbursement of MRTMA funds. The Treasurer may delegate responsibilities to other MRTMA partners as necessary such as securing a fiscal agent for the MRTMA.

C. EXECUTIVE COMMITTEE PROCESS

An Executive Committee shall be voted on by winning a simple majority vote of MRTMA partners at the MRTMA annual meeting.

There shall be no fewer than 7 and no more than 11 Executive Committee participants. Odd numbered committees are favored in order to promote clear simple majority votes on Executive Committee business matters. Simple majority voting shall carry a motion on MRTMA business. A Quorum of at least 4 Executive Committee members is required to conduct a meeting. Robert's Rules of Order shall serve as a guideline for MRTMA business.

Executive Committee meetings will be scheduled according to need determined by the Executive Committee but no less frequent than quarterly. Meeting locations may be rotated among participating member facilities.

D. ANNUAL MEETING

Each year an MRTMA annual meeting shall be held inviting all established active and interested stakeholders. At a minimum the purpose of the annual meeting will be:

- To promote networking and information sharing between MRTMA partners;
- To hear nominations for and elect Executive Committee members for the next year;
- To coordinate any hearings involving substantive changes to the MRTMA mission, vision, charter or action plan;
- To learn about achievements and challenges associated with the action plan by the outgoing Executive Committee;
- To hear recommendations for next year's priorities by the outgoing Executive Committee to the incoming Executive Committee.

DRAFT

MRTMA PARTNER PLEDGE FORM



Partner Level:	Active Stakeholder <input type="checkbox"/>	Interested Stakeholder <input type="checkbox"/>
Partner Category:	Individual <input type="checkbox"/>	Group <input type="checkbox"/>
Group Category: (check all that apply)	Political Subdivision <input type="checkbox"/>	Private Sector Employer <input type="checkbox"/>
	Non-profit Organization <input type="checkbox"/>	Public Sector Employer <input type="checkbox"/>
	Club <input type="checkbox"/>	Advocacy Group <input type="checkbox"/>
	Church Group <input type="checkbox"/>	Academic Institution <input type="checkbox"/>
	Other: _____ <input type="checkbox"/>	
Individual Name or Group Representative Name		
Group Name:		
Individual or Group Representative Phone:		
Individual or Group Representative E-mail:		
Individual or Group Representative Address, City, State, Zip		
Strategy Interests: (check all MRTMA strategies that you or your group has a specific interest in)	Walkability <input type="checkbox"/>	Bikeability <input type="checkbox"/>
	Public Transit <input type="checkbox"/>	Ridesharing <input type="checkbox"/>
	Carsharing <input type="checkbox"/>	Intercity Bus (eg. Greyhound) <input type="checkbox"/>
	Access to Rail <input type="checkbox"/>	Park and Ride Lots <input type="checkbox"/>
	Communications technology replacing transportation trips	<input type="checkbox"/>
	Increase location efficient housing, shopping & work destinations	<input type="checkbox"/>
	Delivery service enhancements	<input type="checkbox"/>
	Other: _____ <input type="checkbox"/>	
Quality of Life Theme Priorities: (Check all transportation-related quality of life themes you or your group has a specific interest in)	Safety <input type="checkbox"/>	Economic Prosperity <input type="checkbox"/>
	Affordability <input type="checkbox"/>	Accessibility <input type="checkbox"/>
	Energy <input type="checkbox"/>	Environment <input type="checkbox"/>
	Personal Health <input type="checkbox"/>	Community <input type="checkbox"/>
	Convenience <input type="checkbox"/>	Mobility <input type="checkbox"/>
	Other: _____ <input type="checkbox"/>	

Please continue by completing the other side of this form.

For more information about filling out the form contact J. B. Mack at Southwest Region Planning Commission at jbmack@swrpc.org or 357-0557. For more information about the MRTMA, visit www.monadnockTMA.org.

<input type="checkbox"/> I prefer to be an interested stakeholder at this time. Please keep me in the loop and I will try to assist the MRTMA with future activities.	
<input type="checkbox"/> I will be an active stakeholder by committing to the following pledge activities:	
<input type="checkbox"/> Pledge Activity Examples	Level of Commitment
<input type="checkbox"/> Serve on the MRTMA Executive Committee	
<input type="checkbox"/> Work with other partners on _ MRTMA Action Plan objectives.	
<input type="checkbox"/> Work within organization/group on _ strategies identified in MRTMA Action Plan.	
<input type="checkbox"/> Donate _ amount of hours as volunteer time subject to negotiation on specific tasks with MRTMA Executive Committee or subcommittee.	
<input type="checkbox"/> Donate _ amount of food and beverages for a future MRMTA event	
<input type="checkbox"/> Make a monetary donation in the amount of _ subject to negotiation on specifics with MRTMA Executive Committee or subcommittee	
<input type="checkbox"/> Meet with _ potential stakeholders to present information about the MRTMA and potential value and opportunities to stakeholders	
<input type="checkbox"/> Other Pledge(s) (<i>attach additional paper as necessary</i>):	

Authorized Pledging Partner Name (Print): _____ Date: _____

Signature: _____

MRTMA Chair Name: _____ Date: _____

Signature: _____

Date: May 22, 2012
To: MRTMA Steering Committee
From: Staff

Re: MRTMA Partner Outreach Materials

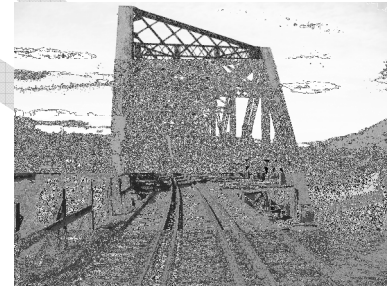
Attached to this memo are final drafts of the MRTMA Action Plan, MRTMA Partner Pledge Form, and MRTMA Charter. The Partner Pledge Form replaces the Interested Stakeholder form. It was agreed at the April meeting that these three core pieces need to be finalized prior to reaching out to our list of prospective partners. Other outreach materials including the MRTMA Fact Sheet and MRTMA Brochure are intended to be available as additional outreach materials.

Recommendation:

Staff encourages the MRTMA Steering Committee to review the materials carefully and bring any final recommendations to this meeting. As an outcome of the meeting, staff recommends approval of the MRTMA Action Plan, MRTMA Partner Pledge Form, and MRTMA Charter with any minor changes.

ACTION PLAN 2012-2020

DRAFT



PLAN OUTLINE

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INTRODUCTION

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

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

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

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

MRTMA MISSION

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

MRTMA VISION

The MRTMA envisions citizens of the Monadnock Region moving around conveniently and safely, with or without personal automobiles. This vision will result in:

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

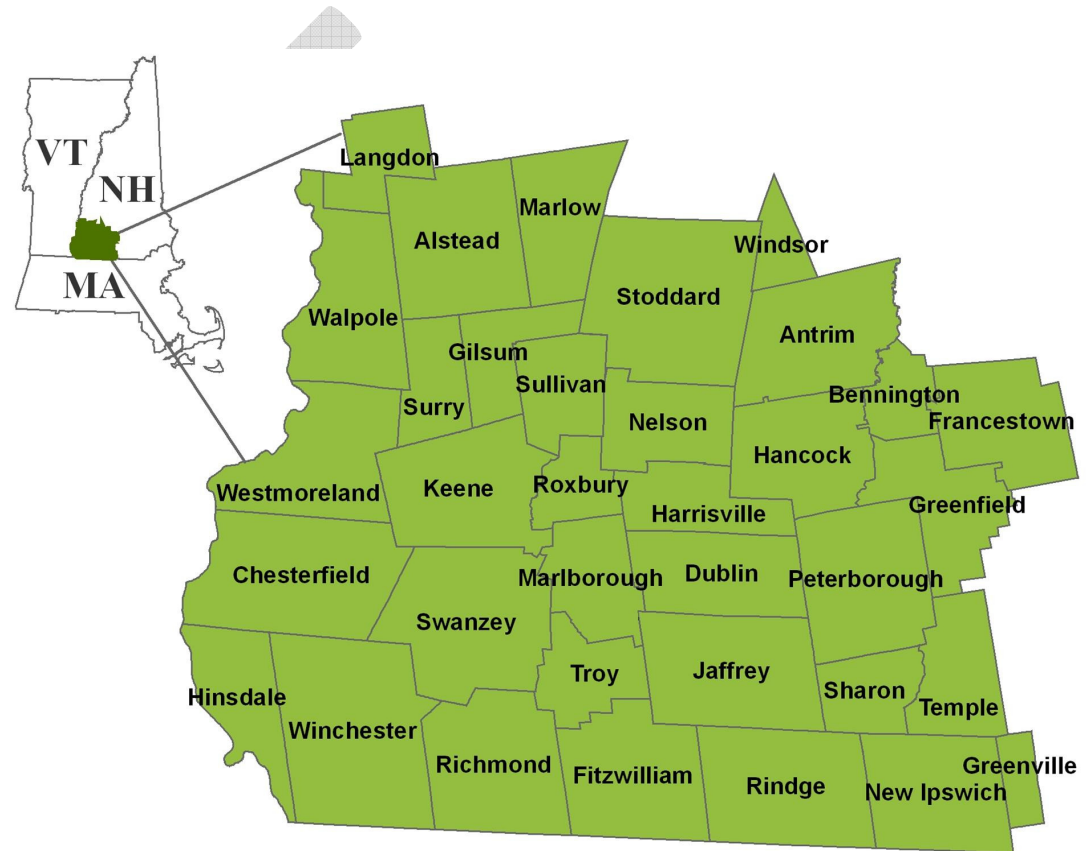
For more information about the MRTMA including a list of our existing partners, visit us at www.monadnockTMA.org

Follow us at www.facebook.com/monadnockTMA

BACKGROUND

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

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



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

GOAL

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

The MRTMA Action Plan goal is therefore:

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



OBJECTIVES & STRATEGIES

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

① Expand Use & Availability of Sidewalks & Walkways

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

② Increase Use & Availability of Bicycle Infrastructure

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

③ Increase Use & Availability of Public Transportation

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

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

④ Increase Use & Support for Ridesharing & Car Sharing

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

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

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

⑥ Implement Non-Transportation Strategies to Replace Vehicle Trips

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

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

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

THE PLAN-VISION CONNECTION

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

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

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

MEASURING GOAL & OBJECTIVES

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

IMPLEMENTATION

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

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

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



STEERING COMMITTEE AGENDA

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

June 26, 2012
4:00 p.m. - 5:30 p.m.

- I. Welcome**
- II. Minutes of May 22, 2012**
- III. MRTMA Partner Outreach Materials**
- IV. Vision 2020 Organizational Champion Program**
- V. Information Sharing**
- VI. 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

June 26, 2012

Present: Susan Ashworth, *Home Healthcare, Hospice and Community Services (HCS)*; Nancy Brigham, *Transition Keene*; Ellie Cook Venezia, *Contoocook Valley Transportation Company (CVTC)*; Michael Goudzwaard; Peter Hansel, *Filtrine Manufacturing*; Jen Risley, *Hannah Grimes*; Linda Rubin, *Cheshire Medical Center Vision 2020 Campaign*.

I. Welcome and Introductions

J.B. Mack called the meeting to order at 4:10 p.m.

II. Minutes of May 22, 2012

The minutes of May 22, 2012 were approved as submitted by unanimous vote.

III. MRTMA Partner and Outreach Materials

J.B. Mack stated that his goal for the meeting was to finalize the MRTMA Action Plan, Charter, and partner pledge forms. He asked individuals to offer comments on these documents, starting with the Action Plan.

a. MRTMA Action Plan

Ellie Cook Venezia stated that she thought there should be a check mark under “Options that Support Personal Health” next to *Objective 4: To increase use and support for carpooling, vanpooling and carsharing* on Page 7 of the Action Plan. J.B. Mack suggested the same action for *Objective 5: Increase awareness and support of intercity bus services and neighboring rail*. Group members agreed that these suggestions made sense.

J.B. Mack stated that there are a few minor formatting errors in the Plan that staff intend to address. He noted that staff are almost finished collecting data on sidewalk and bike lane mileage and that the committee will need to establish target measures for this data as well as the other metrics identified on page 8 of the Plan.

Motion: To approve the MRTMA Action Plan pending the discussed changes.

Ellie Cook Venezia made the motion, seconded by Jen Risley. Approved by unanimous vote.

b. MRTMA Charter

Ellie Cook Venezia inquired whether the committee should develop a process for conducting a financial audit, in the event that the MRTMA were to collect funds. She suggested that an overview of this process be included on page 5 under *Section C. Executive Committee Process* of the Charter. Also, she suggested that the bullet, “To review and approve financial report,” be added to *Section D. Annual Meeting* on page 6.

Michael Goudzwaard remarked that the list of Towns on page 2 has some minor formatting errors. He asked if “writing grant proposals” should be added to the responsibilities listed under the role of Treasurer on page 5. J.B. Mack stated that “overseeing researching and writing grants” is currently listed as a responsibility of the Treasurer. He explained that staff chose this phrasing to allow the Treasurer the flexibility to delegate grant-writing responsibilities.

J.B. Mack noted that he added the role of Communications Officer to *Section B. Executive Committee Officers* on page 4. This position will be responsible for “...developing and maintaining a communication system between and among MRTMA partners...The Communications Officer may delegate responsibilities to other MRTMA partners as necessary.” Peter Hansel asked if this position would be responsible for taking meeting minutes. J.B. Mack stated that taking meeting minutes is currently listed as a role of Vice Chair. Michael Goudzwaard questioned whether the language “between and among MRTMA partners” implies that the Communications Officer would be responsible for internal and external communications; and, if so, should internal communication be the responsibility of the Chair. J.B. Mack noted that the Chair is listed as being the point spokesperson for the MRTMA with outside groups and the media, which is another aspect of communication. He asked the group their thoughts on removing “communicating with outside groups” from the Chair’s responsibilities. The Chair would be the spokesperson for the MRTMA and would communicate with the media directly and the Communications Officer would be responsible for marketing and online communication.

Ellie Cook Venezia questioned whether the wording of the Communications Officer’s role should be changed to “maintain external communication with MRTMA partners and the public.” Jen Risley agreed with this suggested amendment. Ellie Cook Venezia stated that it is important to keep language describing the responsibilities of officers vague in the Charter. Once elected, these individuals can create a more detailed job description. Michael Goudzwaard agreed that the language of the Charter should remain general. However, he thinks it would be beneficial for the Communications Officer to be responsible for developing a communications plan.

Susan Ashworth stated that she felt all communication related responsibilities should rest with one individual. She suggested reassigning the communications responsibilities currently assigned to the Chair to the Communications Officer. Group members agreed that all communications should be the responsibility of the Communications Officer, who retains the ability to delegate these tasks to other MRTMA members.

Motion: To approve the MRTMA Charter pending the recommended changes.

Motion made by Peter Hansel, seconded by Michael Goudzwaard. Approved by unanimous vote.

c. Partnership Pledge Form

J.B. Mack stated that staff revised the format of the MRMTA partnership pledge form to make it easier to fill out electronically. Peter Hansel stated that the form should have page numbers. Ellie Cook Venezia asked if the document is locked for editing. J.B. Mack responded that it is with the exception of a few fields that allow for open-ended responses. J.B. Mack noted that he tried to establish a stronger connection between the pledge form and the Action Plan by adding a dropdown menu listing the Plan’s strategies.

Michael Goudzwaard questioned the formatting of the form. He asked if the questions should be rearranged in the order of partner type (organizational or individual), affiliation, name, address, strategy interests and then partner level (interested or active). He suggested using Google Forms as an electronic platform for posting the form online. Any data entered into the Google Form would be fed into a spreadsheet.

Susan Ashworth stated that she disliked the description of 'interested stakeholder' and suggested rewording it to 'an interested party is interested in advancing the mission, vision and action plan and desires to remain informed.' Peter Hansel stated that the description of an 'active stakeholder' is also unclear and should be reworded to 'a partner that commits to a more defined role.' Susan Ashworth suggested the following rewording, 'the active stakeholder makes a commitment to actively participate in the mission and vision of the MRTMA.' Peter Hansel suggested adding, 'who commits to having a defined role in accordance with some of the choices below.' Michael Goudzwaard suggested the wording, 'I am interested in becoming an active stakeholder, actively interested in participating in the mission, vision, and work of the MRTMA. See below for category areas and possible roles.'

Jen Risley asked whether both 'interested' and 'active' stakeholders would fill out the pledge activities section or would this section be limited to 'active' stakeholders. J.B. Mack stated that he views the 'interested' stakeholder as someone that is unsure of how he or she can be an active participant in helping the MRTMA carry out the Action Plan. These stakeholders will receive information on the MRTMA's activities but will not pledge to carry out elements of the Action Plan. Linda Rubin questioned whether the 'interested' stakeholder needed to be on the form at all. Ellie Cook Venezia stated that it might be a requirement of the Anti-Spam Act to have individuals sign a form prior to sending them electronic or paper mail. She suggested leaving the term 'active' stakeholder off page 2 of the form.

Nancy Brigham asked what qualifies an 'authorized pledging name.' J.B. Mack responded that the signature of an organization's leader might be necessary for that organization to join the MRTMA and that not all individuals attending MRTMA meetings have the ability to sign on behalf of their organization. Ellie Cook Venezia suggested having a check box with the language, 'I am authorized to sign on behalf of my organization.' Michael Goudzwaard suggested altering the wording to, 'I am authorized to participate on behalf of my organization.' Tara Germond stated that one benefit of having the space for an authorized signature is to create an opportunity for the organization's leaders to become aware of the MRTMA and their employee / member's involvement. J.B. Mack added that having an authorized signature allows the MRTMA to publicize the involvement of the organization. Michael Goudzwaard suggested adding directions for an individual partner, not representing an organization, to skip this section of the form, as it would not apply to them. He noted that Google Forms allows you to format a form that would skip this section if the individual were to select individual partner. Group members decided that the preferred way to address this issue would be to have a form for individual partners and a form for organizational partners.

Linda Rubin suggested adding the question 'Are you interested in volunteering with the MRTMA?' The group agreed that it would be a good idea to add a question about volunteering on the form. Group members discussed the best ways to have 'active' stakeholders identify how they plan to support the MRTMA. Tara Germond stated that it was envisioned that a steering committee member would meet with a potential partner either in person or on the phone to discuss the MRTMA, the Action Plan, and the pledge forms. Staff can provide talking points for steering committee members to have when meeting with potential partners.

Motion: To approve the MRTMA organizational and individual partner pledge forms pending the discussed changes.

Motion made by Peter Hansel, seconded by Jen Risley. Approved by unanimous vote.

J.B. Mack stated that it would be helpful if steering committee members were to try out the forms after they are finalized on potential partners. He will send out a list of partners to group members. He noted that the next item for the MRTMA to focus on is organizing an annual meeting in the fall.

IV. V2020 Organizational Champions

Linda Rubin stated that she approached J.B. Mack about having the MRTMA become a Vision 2020 Organizational Champion. She noted that community groups often seek letters of support for projects from the Vision 2020 Healthiest Community Advisory Board. The Board created a subcommittee to develop a process by which they can determine which groups are in alignment with Vision 2020's goals and strategies. To document a group or coalition's alignment or support for Vision 2020, they created an Organizational Champions form.

J.B. Mack stated that he thinks it would be a good idea for the MRTMA to sign the form; however, without formal leadership in place, he wondered who is authorized to sign on behalf of the group. Group members determined that SWRPC, as staff to the MRTMA should sign on behalf of the group.

Motion: To authorize J.B. Mack to sign the Vision 2020 Organizational Form on behalf of the MRTMA.

Motion made by Ellie Cook Venezia, seconded by Peter Hansel. Approved by unanimous vote.

V. Information Sharing

J.B. Mack stated that he attended a meeting hosted by the City of Keene to discuss Greyhound's decision to discontinue its service to Keene. Representatives from the Keene Corner News and Senator Shaheen's office were also in attendance at this meeting. Although, Greyhound has agreed to continue service through the end of the year, the topic of the meeting was to discuss ideas for keeping the level of intercity bus service that Keene currently receives and how to improve what is lacking.

Jen Risley stated that Hannah Grimes is working with a group of community partners to host a documentary called Fixing the Future, which is focused on ways people are building and strengthening the local economy. The film features a panel discussion with Bill McKibben, Majora Carter, and others. They are working to secure a theater and pay for the movie. Once the date and details are confirmed she will share information with the group.

VI. Next Meeting

J.B. Mack suggested that the group meet again in August. The date for the next meeting was tentatively set for August 21, 2012 at 4:00 p.m.

VII. Adjourn

The meeting adjourned at 5:45 p.m.

Respectfully submitted,

Tara Germond

Regional Planner



STEERING COMMITTEE AGENDA

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

*September 18, 2012
4:00 p.m. - 5:30 p.m.*

- I. Welcome**
- II. Minutes of June 26, 2012**
- III. Partner Outreach Status & Next Steps**
- IV. Request for MRTMA to Consider “Fixing the Future” Sponsorship**
- V. Google Application Proposal**
- VI. Vision 2020 Budget Proposal**
- VII. Information Sharing**
- VIII. Adjourn**

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Monadnock Region Transportation Management Association Steering Committee

MINUTES
September 18, 2012

Present: Susan Ashworth, *Home Health Care, Hospice, and Community Services (HCS)*; Nancy Brigham, *Transition Keene*; Harry Costick, *HCS*; Michael Goudzwaard, *NH Voices for Health, Keene State College*; Ellie Cook Venezia, *Monadnock Rideshare*; Rebecca Harris, *Contoocook Valley Transportation Company (CVTC)*; Peter Hansel, *Filtrine Manufacturing*; Jennifer Risley, *Hannah Grimes*; Linda Rubin, *Cheshire Medical Center Vision 2020 Campaign*; Abigail Abrash Walton, *Antioch University*; Ryan Kmetz, *Antioch University*.

SWRPC Staff Present: J. B. Mack, Senior Planner, and Steve Waleryszak, Planner.

I. Welcome and Introductions

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

II. Minutes of June 26th, 2012

The minutes of June 26th were approved as submitted by unanimous vote.

III. Partnership Outreach & Next Steps

J. B. Mack stated it had been a while since everyone had met, and was curious how things were progressing with outreach. He suggested that members reach out to their respective spheres of influence to gain support and interest. J. B. Mack mentioned that it would be helpful to propose ideas to member's own organizations and when reaching out to other organizations to have ideas in mind of ways those organizations could contribute to the MRTMA while benefiting their own organization.

Peter Hansel suggested that C&S Wholesalers in Keene be contacted due to their role in employing people in the region. J. B. Mack responded saying that was an excellent idea, cautioning that people should avoid duplicating their outreach efforts in order to avoid organizations/individuals being burdened by multiple requests. Abigail Abrash Walton asked J. B. Mack what were the goals, outcomes, and what is the internal power structure of the organizations (who is/should be contacted?). J. B. Mack answered that we have a list of organizations which had been passed out to the Steering Committee at previous meetings. He then passed out the list again indicating the different groups.

The Committee began discussing things that they really want in the Region. One of the things that kept coming up was an improved Rail – Bus network for the Region connecting it to places east and south like Manchester, Concord, the Seacoast as well as Boston. Abigail Abrash Walton mentioned that Antioch University is working towards developing electric vehicle recharging stations. There is currently only one at a local auto dealership. Rebecca Harris suggested that to focus our efforts for our 2012 to 2020 plan that members pick three things in an effort to move the plan forward.

Another topic of discussion was the need to improve inner-city bus service since members are usually involved in the community in some fashion and the need to attract and keep educated people in the region is one of their goals. One of the big problems is having a high paying job available for the “partners” or significant other of someone working or trying to work in the region. The result of this dilemma often affects the environment in that the partner will have to drive long distances to find a suitable job in their field – lack of public transportation exacerbates this issue.

J. B. Mack stated that, although he had reserved it for discussion at a later agenda item for the meeting, Vision 2020’s request for a budget proposal might be another useful way to focus the first year to implement the MRTMA Action Plan. He explained that much of the proposed budget is modeled after Pathways for Keene leveraging approach, which is to provide seed money for improving the transportation system. The discussion that followed involved ideas for raising awareness and funds for transportation projects. Peter Hansel, Ryan Kmetz, and others suggested a competition of sorts that would encourage innovation and collaboration to build bike racks for Keene out of recycled materials. J. B. Mack explained that this approach was tried earlier this year for the Commute Green initiative by contacting Arts Alive to solicit interest from the art community to develop creative ideas for bike racks. The artists wanted some type of reimbursement for materials and cost of labor. However, if businesses could donate materials and time and a plan was in place then this could be a great “tangible” concept for the community and organizers to adopt.

The topic of increased bus service in the Keene area was brought up by Abigail Abrash Walton as an important priority. She spoke about how Antioch University does not provide the kind of transit service that meets the needs of students and faculty. Susan Ashworth explained that with Federal funding drying up and lack of funding from other sources it is simply too big of a challenge to extend routes at the present time. She said that it is a six figure expense to add major routes and times to the existing schedule, but it is certainly something that many in the community want as indicated by multiple requests from potential users in the region.

Abigail Abrash Walton asked if there has been feasibility studies done about adding routes to the Keene transit system, to which Susan Ashworth said yes, but many hurdles exist. Such hurdles are the fact that the current operating cost which requires a 50/50 split between local communities and the Federal Government is difficult to sustain at the local level. She explained that there is very limited support from the State of New Hampshire to meet local match needs.

At the conclusion of this discussion, the group decided to try Rebecca Harris’ “pick three” approach at the next meeting. The group agreed to do a “dot exercise” and asked SWRPC staff to finalize a structure for this at the next meeting.

IV. Request for MRTMA to Consider “Fixing the Future” Sponsorship

J. B. Mack announced that Jen Risley had approached MRTMA to see if it will be a sponsor for the PBS movie *Fixing the Future*. Jen Risley said she is trying to use the power of the networks to get the word out about the movie and the movie’s basic message, which is about the “new economy” where people focus on local economies and sustainability. One of the goals is to engage stakeholders and get everyone thinking about the future and about regional sustainability efforts.

This was a PBS Special, but now is being put on the big screen. The film focuses on “effective, local practices such as: local business alliances, community banking, time banking/hour

exchange, worker cooperatives and local currencies” (www.fixingthefuture.org). The film will be shown at the Colonial Theater in downtown Keene on October 17th at 7:00 p.m. Jen Risley mentioned there would be an on screen panel discussion and a pre- or post-discussion with people that want to chat. As mentioned before, space will be available for tables that organizations or individuals would like to man before, during, and after the showing.

J. B. Mack stated that in his research of the movie’s web site, it appeared that several items that the MRTMA is advocating for, including ridesharing and carsharing, are profiled in this effort. He said for MRTMA to be a sponsor the minimum amount would be 25 dollars. Everyone agreed that could be done.

Jen Risley explained that the money would be used to give free tickets to low income and students in addition to hosting the event. Grapevine in Antrim has people’s exchange (free ticket venue). There should be a table for each sponsor or sharing table. She also mentioned that this would be an excellent chance to engage with the general public. Jen Risley mentioned that some of the co-sponsors are: City for Climate Protection, Hannah Grimes, Vision 2020, Monadnock Food Co-Op, Monadnock Sustainability, and Sunflowers Café.

Peter Hansel made a motion to support the group by becoming a sponsor, which was followed by a unanimous vote in favor. A number of the members mentioned they were interested in becoming individual sponsors as well. Peter Hansel agreed to pay for the sponsorship fee via Filtrine Corporation on behalf of the MRTMA.

IV. Google Application Proposal

Ryan Kmetz presented a Mobile Application (App) idea for MRTMA. In addition, he mentioned that he is developing an App for Antioch University. The App for MRTMA would be for a smartphone and/or tablet – he indicated that he has a background in the Android operating systems that has become popular with cell phone makers such as HTC and Motorola. Ryan Kmetz said that for now he is ignoring Blackberry and Palm Pilots because, in his view, they are outdated technologies. The goal is to eventually have an App on Apple’s “iOS” system, but the cost is too prohibitive at the moment.

During the presentation Ryan Kmetz explained that there might be an opportunity for advertising links to web sites on the App. The main demographic that the App is intended for is the “18-30 somethings.” This would be integration with existing efforts – MRTMA web site, other sites, and Apps, etc. The App would allow for instant mobile access to information in either weekly or monthly updates. The App would automatically update when you open the application. It would be very user friendly and an excellent way to distribute documentation or maps in the form of PDFs, as well as pictures and web links associated with the MRTMA.

Ryan Kmetz explained that the different tabs would mirror those on the current MRTMA website and have other menus imbedded. The Transportation tab could have the Keene Bike trail map, City Express, and links to the Greyhound of Keene, and other links currently hosted by the MRTMA web site. Rebecca Harris asked about issues that could arise from URL changes, and broken links and who would ultimately be tasked with fixing/updating the App? Ryan Kmetz explained it would be relatively simple for anyone that’s running the App when something changes, but said that there would need to be a final determination from the group about ownership and management. The App would include contact links for members of the MRTMA making it as easy as pressing your finger onto either a phone number or an email, on the screen,

to initiate correspondence with a member or organization. Ryan Kmetz mentioned that he has an idea of developing a way to utilize Skype and other programs such as Google's Gchat.

In reference to the cost of providing this App to the public, Ryan Kmetz explained that hosting an App on the Android platform would be the cheapest route. Android charges a one-time fee of \$20 and publishes on the "Google Play Market". He said that we could put the App on the market for free, perhaps with ads, and then if things work out MRTMA could charge money. Ryan Kmetz mentioned that it would be quite pricy to put the App on Apple's iTunes market. Apple charges \$200 just to publish and then charges that fee annually to keep the App on the market.

Additionally, Ryan Kmetz said that data collection information would be very important and helpful. Anyone managing the App would be able to see how many people used the App, approximately where they were when they accessed the app (using the internal GPS of the mobile device), how often they accessed it, and how many people downloaded it in the first place.

After Ryan Kmetz took questions relating to the long term maintenance and the possibility of including other organizations on the App, there were no motions to carry the idea forward. J. B. Mack encouraged Ryan Kmetz to continue thinking about the idea and suggested that the MRTMA discuss it further at a future meeting. In the meantime, everyone agreed that it would be best to focus on the App in development specifically for Antioch and see if they can work out the bugs first.

V. Vision 2020 Budget Proposal

J. B. Mack referred to the document he had passed out earlier regarding a budget request from Vision 2020. He recommended putting the Vision 2020 Budget proposal on the next meeting's agenda as it would be informed by the "pick three" exercise advocated by the group.

VII. Information Sharing

The discussion turned briefly to the upcoming "Fixing the Future" film at the Colonial. Rebecca Harris mentioned that October 11th in front of the State House in Concord there would be an event educating the public about the "Don't Drive 1 and 5" initiative designed to reduce accidents on the road between said hours.

Susan Ashworth mentioned that Tri State Transit Week was coming up and Sept. 26th would be a Ride Free Day. \$30 gift cards will be raffled off.

VIII. Adjourn

The meeting adjourned at 5:45 p.m.

Respectfully submitted,

Steven Waleryszak
Planner/GIS Analyst



STEERING COMMITTEE AGENDA

*Hannah Grimes Center
2nd Floor Conference Room
25 Roxbury Street
Keene, NH 03431*

*October 23, 2012
4:00 p.m. - 5:30 p.m.*

- I. Welcome**
- II. Minutes of September 18, 2012**
- III. MRTMA Action Plan Dot Prioritization Exercise**
- IV. Vision 2020 Budget Proposal**
- V. Next Meeting**
- VI. Information Sharing**
- VII. Adjourn**

Monadnock Region Transportation Management Association
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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)

Hannah Grimes Center
2nd Floor Conference Room
25 Roxbury Street
Keene, NH 03431

MINUTES

October 23, 2012

Present: Nancy Brigham, *Transition Keene*; Ellie Cook Venezia, *Monadnock Rideshare*; Peter Hansel, *Filtrine Manufacturing*; Jennifer Risley, *Hannah Grimes*; Ryan Kmetz, *Antioch University*; Jim Duffy, *City of Keene and Pathways For Keene*; and Susy Thielen, *Heading for Home*.

SWRPC Staff: JB Mack and Steve Waleryszak

I. Welcome and Introductions

JB Mack called to meeting to order at 4:00 p.m.

II. Minutes of September 18, 2012

Minutes of September 18, 2012 were approved by unanimous vote.

III. MRTMA Action Plan Prioritization Exercise

JB Mack discussed the need to start moving implementation strategies forward for the MRTMA Action Plan. At the last meeting the idea was brought up to “pick 3 items” utilizing a need basis for determining which objectives and strategies to focus the greatest impact on. Another option could be picking the “low hanging fruit”. The last option would be what’s going to have the most impact. Peter Hansel asked if JB could define “the most impact.” JB Mack explained that you could use the measure of 25% of the population in a defined geographic area, which was suggested by the keynote speaker at Vision 2020’s second conference.

JB Mack discussed we are embarking on a collaborative effort so it’s important to look at the way to measure the impact. JB Mack shared the lists showing different Objectives and Strategies of the MRTMA Plan. It was decided that JB Mack should review all the objectives before starting the exercise.

Objectives

Peter Hansel suggested that the pathways and walkways section is extremely important and it goes across all demographics, income, etc. with very little limitation as to who could have access to them, little cost, relatively speaking, but has a large return on investment.

The group discussed the objectives which included increased use and availability of 1) sidewalks and walkways; 2) bicycle infrastructure; 3) public transportation; 4) ridesharing and car sharing; 5) intercity

bus services; 6) implementing non-modal strategies to replace vehicle trips; 7) increase location efficient siting of housing, workplaces, and shopping; as follows:

1) *Sidewalks and Walkways*

While sidewalks are typically found in urban areas, JB Mack mentioned that in certain communities, roads with wider shoulders can make it easier for people to walk. Peter Hansel mentioned that there would need to be a delineated white line. It was argued that a number of communities do not want to have wider shoulders along the road due to already tight corners and speed issues.

2) *Bicycle Infrastructure*

JB Mack said that the distance or length of the trip is an important consideration when thinking about different modes of transportation. For distances between ½ mile and 2 miles, using a bicycle instead of a car or even walking can get you to a certain place quicker. Susy Thielen mentioned with the opening of the North Bridge in Keene, people are connected in more ways than they used to be able to using a bicycle. She also pointed out that pedestrian/bicycle is starting to gain a larger portion of the demographic as people find it an inexpensive option to using a motor vehicle.

3. *Public Transportation*

Jim Duffy stated that public transit in the region could certainly be more accessible to the general public and that it could appeal more to folks that need to work in Keene. This would have a substantial affect on people living on the outskirts of the region that want to travel into Keene for work, shopping and for entertainment. This would ultimately increase the economic development of the area. By utilizing public transportation there would presumably be a reduction in CO2 emissions. Jim Duffy also mentioned that approximately 50,000-70,000 people are in Keene a day to run errands with a large portion of them visiting on Saturdays and Sundays. This produces a great deal of traffic that has an effect on the health of the general public. Jim also explained that public education about carpooling and using other methods of travel instead of just their car should be a priority which could create a dialogue that leads people to changing their thinking and lifestyle.

It was agreed by the group that the “poverty demographic” is a complex problem that’s a financial, health, and well being drain on the entire community. If we could increase the affordability and availability of public transportation, other community hardships could be alleviated in the process. JB Mack mentioned that public transportation is not “low hanging fruit”, but the impact could be significant.

4. *Car Sharing/Ride Sharing*

Ellie Cook Venezia said that a number of people’s only way to get to work is through ridesharing. People make a point to carpool for groceries and other errands. Unfortunately, some of the large employers in the region are not encouraging carpooling due to budget constraints or other reasons. On the plus side, some colleges and universities are ramping up plans to increase the use of these programs. Those traveling into Boston (ride board) are of all different walks of life and could once again increase the economic development of the Monadnock Region and hopefully decrease emissions. Ellie Cook Venezia mentioned that the MRTMA could encourage people to become Monadnock Rideshare members. JB Mack stated that our best data for these modes is commute to work data (Census Bureau; BLS).

5. Inter City Bus Service/Rail

JB Mack stated there is an effort underway to address intercity bus travel. He stated that this could have an impact on the entire region's population, but the costs that go with this are almost prohibitive at the present time. This could be seen as a mid- to longer-term goal for the region, but perhaps a short term goal of keeping what we already have for services.

6. Non-Modal Strategies

It was discussed that increasing delivery services and getting goods to people in a more efficient manner would be extremely important. Also it was noted that encouraging employers to develop "work at home" or telecommuting options for employees to reduce the number of trips taken using vehicles could help. A public education plan would be instrumental in aiding this process.

7. Location of Efficient Shopping and Housing

Susy Thielen mentioned that Heading for Home is focusing on more affordable housing and access to downtown. It allows people to be able to bike to work and walk to shops and restaurants.

Jim Duffy talked about SEED development. One of the incentives is to let go of the parking requirements. If there's a public/private source of parking it could create more land and demand for further development. On Marlborough Street there is the potential to develop retail, housing, and industrial uses. It might be important to weigh in on the Marlborough Corridor Planning project.

Peter Hansel stated that the City of Keene and other areas are looking into changing existing parking areas to multiple story garages in order to save space, decrease impervious surface, at the same time providing the "needed" parking space for the area.

Ryan Kmetz asked if there is any talk about electric vehicle sites in the City. Jim Duffy responded with a "no," but that the City of Keene is looking further into the use of solar power.

Susy Thielen mentioned that the migration patterns are changing. More real estate is becoming available due to people moving into new dorms. Arcadia Hall, for instance, was not able to fill to even half capacity, mostly due to the cost. There exists a considerable amount of building in the City of Keene that appears to be run down or "derelict" that could be utilized differently and provide more adequate and affordable housing options for the general public.

JB Mack asked the group if going through the topics was of help to understanding the different categories. Everyone agreed, but indicated that it's still hard to wrap one's head around the great impact concept. On a side note it was urged that people need to get the word out about MRTMA. The more people know about the group – or more importantly what the group is trying to accomplish – the more likely the plans will succeed.

Peter Hansel suggested that the group should go through the exercise and see what everyone thinks. The plan was to look at the objectives and see if we have a consensus at the end. Once we determine the top three objectives, we can move on.

Exercise

JB Mack explained that for the exercise, each person would be given three sticky notes numbered 1, 2, and 3 based on each individual's perception of need. One would stand for their first choice; Two, their second choice; and three, their third choice. Once everyone has their numbers in the selected categories, the numbers would be added up and divided by the number of sticky notes – representing a fraction. The lower the fraction the higher the value placed on the category.

After everyone voted, it was determined that the top three objectives were selected in the following order: *Sidewalks and Walkways; Bicycle Infrastructure; and Public Transportation*. JB Mack, noted that Susan Ashworth and Linda Rubin were absent and wanted to participate in this exercise, but said that both of them would be interested in the topics that had been chosen by the group.

Strategies

It was agreed that the same exercise would be practiced for developing strategies. After analyzing the many strategies in the chosen three categories the group decided on focusing on *Bike Racks, Safe Routes to School (SRTS) programs, and Complete Streets programs* in the region.

Jen Risely mentioned that Bike racks have been proposed before and didn't work out, but this could be tried again. JB Mack stated that at the last meeting Linda Rubin talked about using fundraising and competitions to foster innovation and a smooth exchange of ideas about infrastructure.

Jim Duffy added that the City of Keene has a wish list of sorts for projects that need be done. There are specific things that are being asked from the City on a regular basis, and City officials are looking to the community for help. It might be helpful to contact Rhett Lamb or the Public Works director. Bike racks are probably on that list. Everyone needs to be on the same page and not overlap with other groups/organizations.

Jim Duffy also said that the Keene YMCA is focusing on parking rather than bike racks at the moment. They aren't covering bike racks at all. A survey should be done to determine where bike racks need to be. The idea is to have a central location for racks so people can move about the City.

It was noted by Steve Waleryszak that GIS could be utilized to develop an interactive bike map showing bike rack locations as well as restaurants and stores that would show a relationship between economic development needs and transportation infrastructure needs. This could be accomplished by working with the City of Keene and MRTMA members.

Ellie Cook Venezia made a recommendation for MRTMA to support Antioch with \$20 in their development of an MRTMA App on the Android/Google Play Market that was discussed at the meeting on 9/18/12. No decision was made.

It was mentioned that the next meeting could take place on Tuesday, Nov. 20th at 4:00 p.m. perhaps at the Hannah Grimes Center in Keene. It was determined that the date and time would be figured out in the following weeks via phone and email communication.

IV. Adjourn

The meeting adjourned at 5:30 p.m.

Respectfully Submitted,

Steve Waleryszak

GIS Technician/Planner



STEERING COMMITTEE AGENDA

*Hannah Grimes Center
Ground Floor Conference Room
25 Roxbury Street
Keene, NH 03431*

*November 20, 2012
4:00 p.m. - 5:30 p.m.*

- I. Welcome**
- II. Minutes of October 23, 2012**
- III. MRMTA Plan Prioritization Next Steps**
- IV. Vision 2020 Budget Proposal**
- V. Next Meeting**
- VI. Information Sharing**
- VII. 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
Steering Committee**

MINUTES

November 20, 2012

Present: Ellie Cook Venezia, *Monadnock Rideshare*; Jennifer Risley, *Hannah Grimes*; Susy Thielen, *Heading for Home*; Linda Rubin, *Vision 2020*; Peter Hansel, *Filtrine Manufacturing*; Nancy Brigham, *Transition Keene*; Susan Ashworth, *Home Health Care, Hospice, and Community Services (HCS)*; Harry Costick, *HCS*.

SWRPC staff present included J.B. Mack, *Principal Planner* and Steve Waleryszak, *GIS Technician/Planner*.

I. Introductions

J.B. Mack introduced himself and thanked everyone for coming. Everyone went around the table and introduced themselves.

II. Minutes from Oct. 23 2012

Ellie Cook-Venezia mentioned that her comments in Section III of the minutes from October 23, 2012 should be amended to indicate that “a number of people’s only way to work is through ridesharing”. Additionally, she said that we could “encourage” people to become Monadnock Rideshare members. The minutes were approved unanimously as amended.

III. MRTMA Plan Prioritization Next Steps

J.B. Mack explained how at the last meeting the MRTMA Steering Committee went through prioritizing the first three objectives to focus on: walking, biking, and public transit. Members also prioritized the top strategies from the three groups: Complete Streets, Safe Routes to School (SRTS) and bike racks. J.B. Mack recommended that the group start talking about specifics, drill down and develop a list of tasks to implement the strategies with a focus on potential stakeholders. J.B. Mack explained that Linda Rubin and Susan Ashworth were not at the last meeting, but both of their interests were covered in public transit and biking concerns. Peter Hansel mentioned that any one of the objectives determined at the MRTMA meeting on October 23, 2012 should be the focus of a subcommittee that could try to draw in partners, such as Keene State College (KSC).

J.B. Mack asked Linda Rubin if the City of Keene’s Bicycle Pedestrian Pathways Advisory Committee (BPPAC), of which Linda Rubin is a member, is focusing on bike racks. Linda Rubin explained that BPPAC is focusing on larger projects at the moment. Linda Rubin said that she could contact this group to determine if MRTMA could collaborate with them on this project. Ellie Cook Venezia said that having Geographic Information Systems (GIS) layers for Google Maps would be a good start for this committee

showing bike rack locations. Susy Thielen said that we need to define what a bike rack is because they differ all around the region and noted that there is a standard for bike racks at Pathways for Keene. Peter Hansel reminded everyone that that one of the reasons MRTMA decided to focus on three strategies was to make it easier for a stakeholder to become invested in the whole process from start to finish.

J.B. Mack said that the bike rack project was determined by the Steering Committee as a “low hanging fruit.” The group specifically mentioned that the North Bridge in Keene, the general popularity of bicycling in the area, and the relatively low cost of implementing the strategy were among the reasons for considering it “low hanging fruit.” Susan Ashworth asked who is on BPPAC. Linda Rubin explained that it is comprised of several people from the multiple transportation related organizations in the region. They include Chuck Redfern and Thom Little from Pathways for Keene as well as Greg Pregent from the Monadnock Radio Group. Linda Rubin mentioned that Keene has a “wish list” which she believes includes bike racks. Linda Rubin said the MRTMA could come up with a work plan outlining where and how the community could situate more bike racks and that the MRTMA could determine not only where the need for the racks are but also the cost of them. Linda Rubin stated that a good portion of the work could be done by college students or interns from any number of the local organizations. It was mentioned that there was enough brain power at the table to develop a work plan. Linda Rubin said that the MRTMA could use an already existing event in the area where people related to transportation issues in the region could all be present. There could be a presentation on the issue of bike racks in the region. Linda Rubin noted that the more people you get at an event, the more likely you are to get them to participate. She also stated that the MRTMA could use the second part of the afternoon to try to get people involved in transportation issues. Susy Thielen said that data collection would need to be done before a meeting was held and involve youth, such as high school kids, college students and/or interns. Susy Thielen also noted that younger people appear to be riding bicycles more in the area as of late. She mentioned she saw a lot of bikes at Keene high school recently.

J.B. Mack cautioned that having a whole afternoon meeting to discuss the MRTMA objectives could lead to not many people coming. J.B. Mack asked the group if they would consider holding a one hour meeting or soliciting the stakeholders in doing a particular task. Susy Thielen said that a weekday might be better to hold a meeting to ensure a high level of turnout and participation. Jen Risley discussed how the MRTMA could host a webinar explaining the topic and what steps need to be taken to make something happen and ask people at the end who wants to be involved. Jen Risley noted that this method has worked in the past for community based projects that she’s been involved in.

Ellie Cook Venezia asked J. B. Mack to discuss the Brattleboro Energy Committee’s interest in MRTMA activities. J.B. Mack explained that Brattleboro Energy Committee approached the MRTMA and said that they want to get a bus service between Brattleboro, VT and Keene, NH. J.B. Mack said that the group is planning on coming and discussing this idea more in December 2012. Susy Thielen asked if this project with the Brattleboro and Keene connection was only about ridesharing. Ellie Cook Venezia stated that this is encompassing ridesharing, bus service, etc. with a goal to open up the corridor between the two cities. It was noted that currently there are not great public transportation options available along that particular route. Ellie Cook Venezia mentioned that talks have been ongoing since June 2012.

J.B. Mack asked the group to think about how to engage the public or stakeholders, noting that it takes a lot of effort to put together an event. J.B. Mack recommended that the MRTMA use the rest of the meeting time to discuss one of the objectives that had been decided by the group. Everyone agreed that bike racks should be discussed. Linda Rubin said that she would utilize the white board in the room and jot down notes as the group proceeded through the discussion. J.B. Mack recommended that a particular geographic area should be selected in order to focus the task. The group agreed that it made sense to focus on Keene and Swanzey due to the close proximity of the Rail Trail and businesses. The group agreed that the focus should be on all bike racks within a ½ mile of the trail networks in Keene and Swanzey.

The discussion turned toward coming up with “next steps” to be taken to implement a bike racks program in the region. Linda Rubin recorded the following steps:

1. Inventory existing bike racks in Keene, NH and Swanzey, NH;
2. Learn about best practices and city/town bike rack specifications;
3. Determine price points for “approved” bike racks;
4. Determine demand analysis methodology for bike racks;
5. Research best practices for determining sites for bike racks;
6. Develop metrics/evaluation for strategy to site bike racks;
7. Determine what resources (funds, volunteers, etc) are needed;
8. Identify sponsors to support implementation;
9. Develop strategies to engage/involve stakeholders and/or the public in the whole plan instead of just pieces of the plan;
10. Answer question of whether others should be involved;
11. Determine if similar studies and projects are currently underway or have been done and if so, by whom;
12. Interact with private and public land owners that may be influenced by strategy; and
13. Address storage and maintenance costs associated with bike racks.

Ellie Cook Venezia asked if the group knew anyone from Swanzey that would be a great partner in the bike rack endeavor. J.B. Mack mentioned that Bruce Bohannon would be great as well as Sara Carbonneau, the Planner for the Town of Swanzey.

Peter Hansel said that the area has demand for improved bicycle infrastructure with people using biking for transportation to work, recreation, shopping, and to commute to educational institutions. Linda Rubin said that this is the type of thing that BPPAC is trying to accomplish, but they don’t have the time to deal with small projects right now. Linda Rubin added that at some point the MRTMA should try to team up with BPPAC. Susy Thielen said that it would be a great opportunity to energize the BPPAC. Linda Rubin added that the committee itself might want to take on a specific part of the project. Linda Rubin cautioned that the project might not be taken seriously without collaboration or backing from BPPAC.

Ellie Cook Venezia asked about civic organizations such as the Lion’s Club being interested in having a bike rack. J.B. Mack said that the MRTMA could brand this, or encourage private investment. Susy Thielen coined the term, “Rack it up in Keene”, which could be used as a promotional slogan for bike rack investment and implementation in Keene and Swanzey.

Susy Thielen asked Linda Rubin how often BPPAC meets, to which Linda Rubin responded that the committee meets monthly. Linda Rubin then mentioned that in order to hold a meeting of any kind certain items listed above would need to be accomplished prior to the meeting. It was decided that a following items would need to be addressed before holding a public meeting:

1. Answer the question of who is already working on this type of project. (Linda Rubin will ask BPPAC, J.B. Mack will ask Swanzey)
2. Understand if communities have specs for bike rack requirements. (Linda will ask BPPAC, J. B. Mack will ask Swanzey)
3. Learn if there is an existing inventory of Bike racks. (Linda Rubin will ask BPPAC, J. B. Mack will ask Swanzey)
4. Best practices for types of bike racks and best locations. (J.B. Mack will work on this)
5. Brainstorm ways to engage/involve other organizations or businesses to get involved in the entire plan instead of just the pieces of the plan. (everyone)
6. Brainstorm who else should be involved in the decision making process and/or implementation. (everyone)

Peter Hansel said that the group could go through the same process that was done to determine a “To Do List” for SRTS and Complete Streets. J.B. Mack said that “Green Drinks” meetings that are held at the Firework Restaurant is a great place that’s informal and relaxed, which could serve as another means of gathering volunteers or interest in the project. It was also noted that pictures should be taken of each bike rack during the inventory process.

IV. Vision 2020 Budget Proposal

The Steering Committee agreed to postpone this item as it moves forward developing work plans for its strategies and determining cost estimates for needs.

V. Next Meeting

The group decided that the next meeting will take place on December 19, 2012 at 4:00 p.m. with the location to be determined.

VI. Information Sharing

Linda Rubin mentioned that the Champions Breakfast will be held on March 6, 2013. Jen Risley said that “Plaid Friday” would be taking place on November 23, 2012 which is designed to encourage conversation amongst citizens and local business owners.

The group discussed “Fixing the Future” film that had been shown in October at the Colonial Theater in Keene. Jen Risley mentioned that the time bank, Grapevine, came down from Antrim for a follow up meeting. J.B. Mack mentioned that the Keene Public Library has a copy of “Fixing the Future”. Ellie Cook Venezia mentioned that ridesharing could be used as part of a local time bank. J.B. Mack said that there could be an opportunity for people sharing or loaning cars to other people.

J.B. Mack said that SWRPC has two SRTS start up applications pending for the Benjamin Franklin Elementary School and the Monadnock Waldorf School.

VII. Adjourn

J.B. Mack adjourned the meeting at 5:30 p.m.

Respectfully submitted,

Steve Waleryszak
GIS Technician/Planner



STEERING COMMITTEE AGENDA

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

*December 19, 2012
4:00 p.m. - 5:30 p.m.*

- I. Welcome**
- II. Minutes of November 20, 2012**
- III. MRMTA Plan: Bicycle Rack Strategy**
- IV. MRTMA Plan: Complete Streets Strategy**
- V. Next Meeting**
- VI. Information Sharing**
- VII. Adjourn**

Monadnock Region Transportation Management Association
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- More time spent interacting with others and less time alone in the car.

Monadnock Region Transportation Management Association Steering Committee

MINUTES
December 19, 2012

Present: Ellie Cook Venezia, *Monadnock Rideshare*; Jennifer Risley, *Hannah Grimes*; Linda Rubin, *Vision 2020*; Peter Hansel, *Filtrine Manufacturing*; Nancy Brigham, *Transition Keene*; Susan Ashworth, *Home Health Care, Hospice, and Community Services (HCS)*; Corrado Paramithiotti, *Landmark College*; Will Schoefmann, *City of Keene*; Mike Goudzwaard, *NH Voices for Health, Keene State College*; Jan Manwaring, *MAPS*

SWRPC Staff: J.B. Mack and Steve Waleryszak

I. Welcome and Introductions

J.B. Mack started the meeting at 4:00 p.m. and introductions were made.

II. Minutes from November 20, 2012

Linda Rubin stated that a part in the previous meeting's minutes should be reworded as to not use such strong language about what MRTMA would do regarding bike racks. Ellie Cook Venezia pointed out that Linda Rubin's affiliation should be changed from Vision 2012 to Vision 2020. The minutes were unanimously approved as amended.

III. Bicycle Rack Policy

J.B. Mack asked Corrado Paramithiotti, being new to the committee, if he had a chance to review the MRTMA action plan. Corrado Paramithiotti said that he did not have a chance and asked if it was available on the website. J.B. Mack said that it was and briefly explained the plan. J.B. Mack said that at the last meeting the group went through an exercise to determine what to work on first and it was decided to focus on three strategies which include bike racks, the Complete Streets initiative, and Safe Routes to School (SRTS). J.B. Mack stated that bike racks became the top priority partly because it was a "low hanging fruit" item. It was discussed that one of the goals was to allow people to feel secure about leaving their bicycles unattended and exploring the area. He explained that the group decided, as an initial step, to focus on an area of a ½ mile radius of the bike trail system in Keene and Swanzey. It was mentioned that before moving further along in the process the MRTMA wanted to make sure similar work was not being undertaken by other organizations or groups in order to avoid duplicating what others are already doing or have done in the past. J.B. Mack said that the first part of this process was the do some fact finding including gathering an inventory of what bike racks are available right now.

Linda Rubin explained that she went to the City of Keene's Bicycle Pedestrian Path Advisory Committee (BPPAC) and updated them on the MRTMA plan and that it was well received. Linda Rubin said that she

brought up the fact to the committee that it would be very important to work in collaboration with the City of Keene to ensure the success of the efforts. Linda Rubin then said that the BPPAC wanted to send Will Schoefmann from the City of Keene as a representative to answer questions from the MRTMA.

Will Schoefmann said that the City of Keene looked at sighting the downtown and planned out where bike racks would be as well as mapped out where the existing bike racks are in Keene. Will Schoefmann mentioned that the maps are available online through the City of Keene's website. Linda Rubin asked if a map or an inventory has been done for areas beyond the downtown and Will Schoefmann said he doesn't know of any besides the ones he's seen through Site Plans. It was mentioned that McDonalds is putting one in as well as the Colony Mill Marketplace. Will Schoefmann said that the City of Keene is trying to use learned strategies going forward.

Peter Hansel said the new co-op that is being built in Keene is looking to put a bike rack in as well. Will Schoefmann mentioned Google Earth files are a great way to share geographic information. It was discussed that Keene State College and Antioch University would be great sources for volunteers to participate in any future mapping projects or other efforts in bringing additional bike racks to the area. Jan Manwaring said that with so many parks in Keene that have such limited parking, bike racks would be a great way to encourage more bicycle usage in places such as Robin Hood Park or Wheelock Park. Will Schoefmann said one would need to go through the Parks and Recreation Department in order to put bike racks in parks in Keene.

Will Schoefmann said that at the staff level the focus has been on maintaining existing infrastructure, stating that bike racks would fall under additional things to be maintained. Will Schoefmann said that most of the outdoor items like bike racks are painted black when the question of color was asked. Ellie Cook Venezia asked about the process through which businesses in the downtown went to get a bike rack. Will Schoefmann said that they usually went through the Site Plan process where they asked for designs and then went out looking for funds. Will Schoefmann mentioned "meter hitches", which are bike racks that double as a parking meter, like the one in front of Prime Roast. He explained that Prime Roast approached the City of Keene and said they wanted the racks in front of their store and the City ended up approving the project. Will Schoeffman explained that some of the meter hitches broke because cars ran into them. He said that he could provide updated specs/requirements on the ones that eventually prevailed.

Mike Goudzwaard asked about whether bike racks come up during site reviews. Will Schoefmann said that the City of Keene addresses it during the site plan review. Will Schoefmann said there isn't a specific bike rack ordinance in place. J.B. Mack asked Will Schoefmann about winter removal of bike racks in the City of Keene. Will Schoefmann said that bike racks are usually mounted on something that sits on the surface, which allows them to be removed easily prior to winter. He added that all bike racks and some other outdoor furniture are moved and stored for the winter.

Nancy Brigham brought up the question of pedestrian safety with bicyclists riding their bikes on the sidewalks downtown. She added that it is currently forbidden to ride on the sidewalks in certain sections of downtown. She stated that it would be best to place bike racks at the areas where you can ride a bike and keep them away from places you can't ride.

Mike Goudzwaard mentioned that in Concord there is signage that lets people know where they can and cannot ride bicycles in the downtown. Nancy Brigham asked about the actual ordinance and if someone could get a copy of it. Will Schoefmann said that he could look into obtaining the ordinance. Linda Rubin said that people bike on the sidewalks because it's not safe to ride in the street. J.B. Mack said that it's not safe to ride on the sidewalk. Then he mentioned that the City is looking to move towards a Complete Streets program in order to make it an overall safe downtown for everyone.

Linda Rubin said that through Complete Streets some of the most challenging areas could be addressed. Will Schoefmann said that there was a "Share the Road" program, which started as a signage campaign initially, but recently has developed into a plan to determine where bike lanes could be placed. Ellie Cook Venezia mentioned that she does not think signage would be a great option alone, but in combination with something else it could have a greater effect. Will Schoefmann explained that the current bike rack inventory is a good place to start. Peter Hansel asked about using a parking space for bike racks. The group discussed how other cities like Brattleboro, VT does that exact thing as well as bigger cities like Boston.

J.B. Mack said that he has been in contact with Sara Carbonneau and Bruce Bohannon who have both been instrumental with the bike path in Swanzey. J.B. Mack said that he plans to follow up with them about specifications for bike racks. Corrado Paramithiotti asked about who would be funding these bike racks. J.B. Mack said that the MRTMA is in the process of determining the answer to that question. J.B. Mack also said that ideas were sparked with the North Bridge, which is seen as a new opportunity to get investment from local businesses because more traffic will be flowing past these businesses. J.B. Mack said that the MRTMA and SWRPC are planning to explain to the businesses in this area what traffic patterns may look like and keep them informed of future planning efforts.

Linda Rubin mentioned that the group could look to Pathways for Keene about donations/being a partner in the process. Will Schoefmann said that outreach and education are very important issues. Ellie Cook Venezia mentioned that Ryan Kmetz from Antioch University could put this information on the Mobile App that he is developing.

Will Schoefmann said that Optical Ave. in Keene is a great location for MRTMA to look into for partners where PC Connections, Timken, and The Mountain Corp. are located. A question of whether they have bike racks or not could be posed, and then the MRTMA could see if they would be interested in sponsoring projects aimed at increasing bike usage in the area. Everyone agreed that this was a great idea.

Mike Goudzwaard mentioned bike guidelines or manuals should be looked into for use by the MRTMA. He mentioned that Antioch University has a manual that includes common sense guidelines, but also some great ideas. Mike Goudzwaard added that there are also City ordinances in the manual from cities like Arlington, VA. He mentioned that these manuals or guidelines should be taken into consideration when working with Complete Streets or when donations become available. J.B. Mack agreed and said that the MRTMA wants to have ready guidance, guidelines, and technical assistance when people come to us with questions or ideas. J.B. Mack said that Michelle Chalice-Throop from the City of Keene shared a document about bike racks, air pumps, water fountains, and maps of bicycle facilities that were very helpful.

The group discussed the different shapes and sizes of bike racks such as the “U” shape and the “Wave”, and how some are better for multiple bikes and some are better designed to save space while still allowing for two bikes to be parked at the same time. Susan Ashworth expressed concern about maintenance issues.

J.B. Mack mentioned that it would be helpful to nominate a couple of people from the MRTMA to take a lead on some of the strategies for implementing bike racks in the region, which were discussed at the previous MRTMA meeting on November 20, 2012. The group decided it would be best to work with Keene State College students or other volunteers. J.B. Mack said that we want to propose a meeting to get people talking and come up with ideas regarding activities or other ways to get people involved. Peter Hansel said he’d be interested in being on a subcommittee. Jan Manwaring said she would be a part of it and would look into the details surrounding bike racks in the parks around Keene. Will Schoefmann said that he’d learn more about any specific guidelines that the City of Keene might have. Mike Goudzwaard said he can help with the inventory. J.B. Mack said that we should have a plan in place to start the inventory collection process and specifications that the subcommittee could get started with.

IV. Complete Streets

J.B. Mack explained that the other two items that the group wanted to address was Complete Streets and SRTS. J.B. Mack said that there was a resolution passed by the City of Keene to adopt the Complete Streets initiative. The City of Keene will be working with Public Works and the Planning Department to come up with a program. SWRPC has done research on Complete Streets and has a draft document that would be helpful to start the discussion. J.B. Mack said that SWRPC is looking to determine what the next steps are for moving forward. J.B. Mack explained that there were a number of concerns from the City of Keene such as maintenance costs.

Peter Hansel asked who the MRTMA could work with on the Complete Streets initiative. Jen Risley said that Keene Young Professionals would be a great ally as well as BPPAC and Pathways to Keene. J.B. Mack said that he will share the draft policy for discussion purposes and for others to send back comments. The group acknowledged that MRTMA looked at other policies for Complete Streets in the Northeast. Linda Rubin mentioned that next steps should include looking at a wide variety of policies in order to formulate a well researched plan.

V. Next Meeting

J.B. Mack proposed meeting on the third Wednesday of the month from now on which would be on January 16th at 5:00 p.m. at SWRPCs new office, located at 37 Ashuelot Street in Keene.

VI. Information Sharing

Corrado Paramithiotti asked about the Brattleboro–Keene project that was discussed in the previous meeting’s minutes. J.B. Mack said that New Hampshire has nearly no funding available to market ridesharing. Ellie Cook Venezia said that Vermont received \$210,000 in funding for marketing. She noted that some people in New Hampshire have become discouraged from ridesharing because of situations like

calling the phone number provided for the service and not hearing back after leaving messages. Ellie Cook Venezia said that Vermont has approached Monadnock Rideshare and MRTMA about doing a mini conference about opening up a corridor for things like commuting, shopping, and cultural events between Brattleboro and Keene. Ellie Cook Venezia mentioned that Monadnock Rideshare is prohibited to market outside of the Monadnock region, however, if someone outside the region approaches Monadnock Rideshare for service, the organization can then offer to set them up in the program. She assured the group that individuals go through a background check before they are posted online or matched with anyone for ridesharing services.

J.B. Mack said that another group is working with Mayor Kendall Lane, Pam Slack, Laura King, and State Senator Molly Kelley to promote “inter-city” bus service. J.B. Mack mentioned that the North-South route will be continued. It was mentioned that SWRPC is doing an East-West travel study. A memo from this group would be produced once the study is complete. It was discussed that there are obvious things that need to be addressed such as the fact that the North-South route doesn’t really work because you cannot get back in one day and you cannot travel to Boston. J.B. Mack said that he will document the action from the group going forward to try to build momentum and awareness. Peter Hansel said that the North-South route is also dependent on funding from Vermont towns, which means if the towns in Vermont decide to not be a part of the partnership, then Keene would be in trouble. Ellie Cook Venezia said that we have been trying to make it regional in scope and break down the barrier of the Connecticut River. J.B. Mack mentioned that Massachusetts is looking to expand their public transportation network. He said that the MRTMA could work with MassDOT to build bicycle and transit routes between Keene and Fitchburg, MA as well as other locations.

J.B. Mack said that Nancy Brigham took time to put together something for our website that talks about the system in place in Brattleboro and Bellows Falls to get to Amtrak including information explaining how to get a ticket for parking. That information is unfortunately not really readily available elsewhere. J.B. Mack thanked Nancy Brigham and Peter Hansel and others for putting it together. Nancy Brigham said that it’s going to help KSC students a lot because they end up paying 50 dollars each way to take a cab to the Amtrak station. It was discussed how the taskforce will be doing marketing to the colleges in the future. J.B. Mack said that he has asked the colleges in the area to provide zip codes of where their students live in order to better ascertain where the need is for public transportation. Ellie Cook Venezia said that Commute Green NH did a teleconference call last week and said that they have received funding from four people to do strategic planning.

VII. Adjourn.

The meeting adjourned at 5:35 p.m.

Respectfully Submitted,

Steven Waleryszak
GIS Technician/Planner