

ACTION PLAN 2021-2030



**Monadnock Alliance for
Sustainable Transportation (MAST)**

PLAN OUTLINE

Introduction	2
Background.....	3
Goal	4
Objectives & Strategies	5
The Plan-Vision Connection	7
Measuring Goal and Objectives.....	8
Implementation	9



INTRODUCTION

The Monadnock Alliance for Sustainable Transportation (MAST) 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 MAST developed this Action Plan. The purpose and structure of the Plan reflects the MAST'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 MAST and help us create a better transportation future.

MAST MISSION

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

MAST VISION

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

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

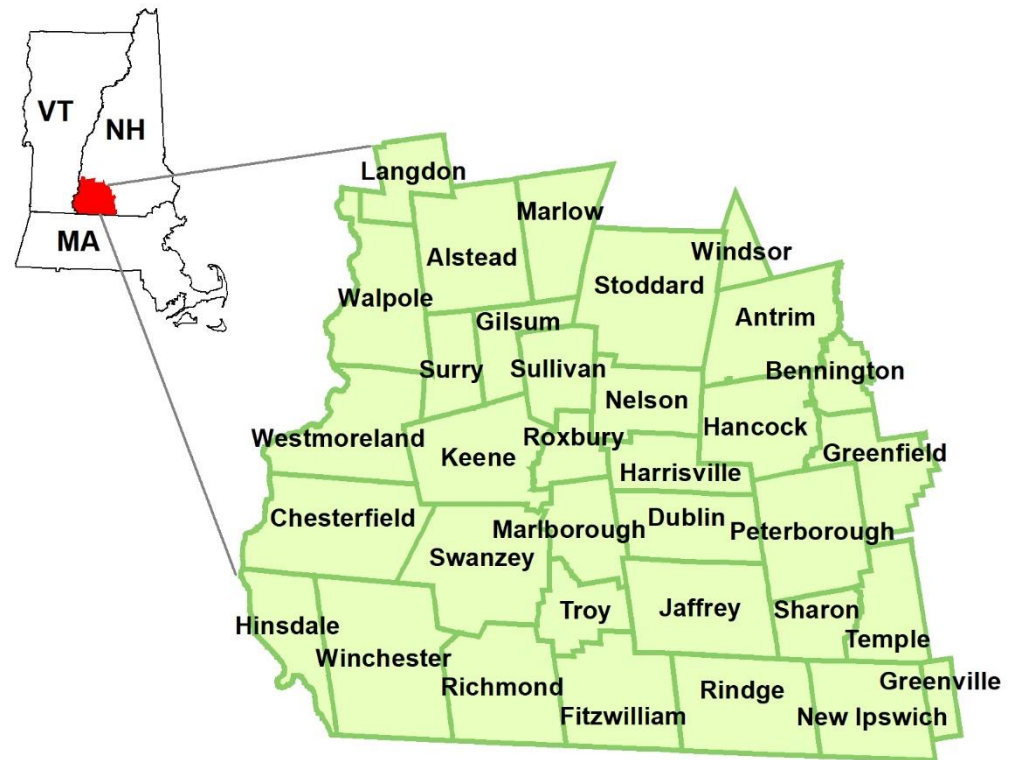
For more information about the MAST including a list of our existing partners, visit us at www.mastnh.org

Follow us at www.facebook.com/MASTNH

BACKGROUND

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

- Proactively address the main tenets identified in the MAST Vision—mobility, safety, affordability, accessibility, energy efficiency, environmental and personal health, and community—through measurable 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

MAST 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 MAST 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, MAST views increasing options and encouraging shifting travel demand to new options as inseparable.

The MAST Action Plan goal is therefore to:

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



OBJECTIVES & STRATEGIES

The MAST Action Plan is guided by seven mode-oriented objectives followed by strategies:

① Increase Use & Availability of Sidewalks & Walkways

- * STRATEGY 1.1: Encourage communities to adopt and implement Complete Streets policies
- * STRATEGY 1.2: Work with schools and school districts to implement Safe Routes to School programs
- * STRATEGY 1.3: Support improvements to rail trails for the purpose of transportation
- * STRATEGY 1.4: Encourage and support advocacy activities that support people walking or biking to and from work and other activities

② Increase Use & Availability of Bicycle Infrastructure

- * STRATEGY 2.1: Support improvements and connections to former railbeds
- * STRATEGY 2.2: Promote League of American Bicyclists Bicycle Friendly programming with employers, communities and institutes of higher education.
- * STRATEGY 2.3: Increase the number of convenient and secure bicycle parking spaces
- * STRATEGY 2.4: Assess the feasibility for transportation solutions that replace vehicle trips (e.g. micromobility bike share, etc.)
- * STRATEGY 2.5: Promote adoption of electric bikes to replace vehicle ownership and trips such as through rebates, donations, demonstrations

③ Increase Use & Availability of Public Transportation

- * STRATEGY 3.1: Increase ridership of available public transit services
- * STRATEGY 3.2: Support efforts to expand transit services in underserved or unserved areas
- * STRATEGY 3.3: Improve existing bus stops and stations and expand wherever possible
- * STRATEGY 3.4: Encourage and support MAST partners to implement advocacy activities in support of public transportation

④ Increase Use & Support for Ridesharing & Car Sharing

- * STRATEGY 4.1: Increase availability and awareness of public park-and-ride locations in region
- * STRATEGY 4.2: Increase use of carpooling and NH Rideshare
- * STRATEGY 4.3: Promote the use of car-sharing, vanpooling and similar models that aggregate rides
- * STRATEGY 4.4: Encourage and support MAST 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 activities related to bus and rail connections
- * STRATEGY 5.2: Implement bus service to Concord, Nashua, Manchester and Brattleboro, VT
- * STRATEGY 5.3: Encourage and support MAST partners to implement advocacy activities in support of intercity bus service

⑥ Implement Non-Transportation Strategies to Replace Vehicle Trips

- * STRATEGY 6.1: Promote the availability of delivery services
- * STRATEGY 6.2: Promote best practices related to remote work, learning, telemedicine, etc.
- * STRATEGY 6.3: Promote the development of one or more intermodal transportation centers or nodes
- * STRATEGY 6.4: Encourage and support MAST partners to implement advocacy activities in support of non-transportation travel demand management activities

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

- * STRATEGY 7.1: Work with economic development and housing organizations on projects that reduce reliance on single-occupancy vehicle trips
- * STRATEGY 7.2: Implement “carrot-mob” and/or other strategies to increase support for location efficient retail businesses
- * STRATEGY 7.3: Implement and support MAST partner advocacy activities in support of increased location efficient siting of housing, shopping, service and work destinations

THE PLAN-VISION CONNECTION

Each Action Plan goal and objective addresses the main tenets of the MAST Vision¹:

	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 Ridesharing & Car Sharing	X	X	X	X		X
❺ Increase Awareness & Support of Intercity Bus Services & Rail	X	X	X			
❻ Implement Non-Transportation Strategies to Replace Vehicle Trips	X	X	X	X		
❼ Increase Location Efficient Siting of Housing, Jobs and Services	X	X	X	X	X	X

¹ Visit our website to at www.mastnh.org for more information about how our goal and objectives support the MAST Vision.

MEASURING GOAL & OBJECTIVES

Goal and Objectives		Outcome Measures	Region		Trend		New Hampshire	United States	Data Source(s) <small>Note: Some figures may be influenced by the COVID-19 pandemic.</small>
			2012	Today	Desired	Observed			
Goal	Increase use and availability of local and regional transportation options in the Monadnock Region	Average Annual Vehicle Miles Traveled Per Resident	8,553	8,699	↓	↑	10,486	9,807	NHDOT and USDOT 2013, 2019 HPMS Data; 2019 NH OSI Annual Population Estimates, US Census Bureau
1	Increase Use & Availability of Sidewalks & Walkways	% of People that Walk to Work	5.2	2.8	↑	↓	3.0	2.8	American Community Survey 2006-2010 and 2015-2019 Estimates, US Census Bureau
		Miles of Sidewalk	103.0	105.4	↑	↑			SWRPC, 2021
		Miles of Improved Rail Trail		12.0	↑	↑			SWRPC, 2021
		Local Complete Streets Policies	0	9	↑	↑	13	1,404	Smart Growth America, 2021
2	Increase Use & Availability of Bicycle Infrastructure	# Commute Trips by Bike		1,472	↑				Strava Metro, 2020 (Cheshire County)
		# Leisure Trips by Bike		23,375	↑				
		% of People that Bike to Work	0.5	1.7	↑	↑	1.2	1.8	American Community Survey 2006-2010 and 2015-2019 Estimates, US Census Bureau
		Miles of Bike Lanes	0.7	0.7	↑	↔			SWRPC, 2021
		Bicycle Friendly Communities	1	1	↑	↔	5	485	
		Bicycle Friendly Businesses	0	2	↑	↑	7	1,406	League of American Bicyclists, 2021
Bicycle Friendly Universities	0	1	↑	↑	2	208			
3	Use & Availability of Public Transportation	% of People that Wish the Bus Were Available or Easier to Use		42%	↓				Cheshire Medical Center Community Survey, 2020 (Cheshire County)
		# of Trips Per Week		21	↑				Home Healthcare Hospice & Community Services, MOOver, 2021
		# of Stops		37	↑				
		Route Miles	17.6	18.5	↑	↑			SWRPC, 2021
4	Increase Use & Support for Ridesharing & Car Sharing	% of People that Carpool to Work	8.1	7.8	↑	↓	8.0	9.8	American Community Survey 2006-2010 and 2015-2019 Estimates, US Census Bureau
		# of Park and Ride Lots	1	1	↑	↔			SWRPC, 2021
		# of Park and Ride Parking Spaces	35	35					
		# of Commute Smart NH Rideshare Participants		4	↑				Commute Smart NH, 2021
5	Increase Awareness & Support of Intercity Bus Services & Rail	# of Stops	1	1	↑	↔			Greyhound, 2021
		# of Trips Per Week		14	↑				Greyhound, 2021
6	Implement Non-Transportation Strategies to Replace Vehicle Trips	% People that Work from Home	7.4	9.8	↑	↑	4.3	5.6	American Community Survey 2006-2010 and 2015-2019 Estimates, US Census Bureau
7	Increase Location Efficient Siting of Housing, Jobs and Services	% of People that Live Less than 15 Minutes Away from Work	39.4	34.7	↑	↓	27.1	25.5	American Community Survey 2015-2019 Estimates Table B08303, US Census Bureau

IMPLEMENTATION

The MAST is a volunteer coalition of partners—organizations and individuals--that support the MAST mission and vision. Each MAST 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 MAST issues or advocating for MAST sponsored initiatives--or it might be in the form of the donation of space, food, funding or other material resources.

MAST has two categories of partners: an interested stakeholder and an active stakeholder. Interested stakeholders are partners that know they are supportive of the MAST mission, vision and action plan but are unsure on how they might assist the MAST coalition. The interested stakeholder status allows partners to be “kept in the loop” and respond or participate in MAST activities as they come up. An active stakeholder is a partner that has pledged support for the MAST 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 this year”, “to serve as an Executive Committee member for 1 year”, “to contribute \$30 towards an MAST event” or “to arrange and facilitate a meeting with Executive Committee regarding the MAST Action Plan” (see our sample partner pledge forms for ideas at the MAST website). It’s up to you! Are you open to pledge suggestions? Ask our MAST 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 MAST Steering Committee and its subcommittees. The principal responsibilities of the MAST Steering Committee and its subcommittees will be to facilitate coordination of Action Plan implementation and stakeholder contributions. For more information about how the structure and inner workings of the MAST Coalition, review the MAST Charter which is available at www.mastnh.org.