Neponset Valley TMA

Transportation Management Association
What is a TMA?

Neponset Valley TMA is a partnership between businesses, developers, property owners, and municipalities joined together to reduce traffic congestion, air pollution, and improve transportation options in a defined region.
Overview of Concerns/Challenges

- Businesses are faced with challenges:
  - Access to the worksite (roadway congestion, pedestrian safety)
  - Recruiting and retention
  - Green initiatives (LEED certifications)

- Developers/Property Owners:
  - Mitigate traffic related to site development
  - Comply with mandated requirements

- Municipalities seek to resolve broader issues:
  - Traffic mitigation
  - Air quality
How Can the Neponset Valley TMA Help?

- Offering green initiatives, which helps meet the environmental goals of employers, developers, and communities.

- Encourage sustainable, cost-effective transportation options that reduce reliance on single-occupancy vehicles.

- Enables companies to combine resources to share the costs of transportation programs such as shuttles.

- Partnering with effective state and advocacy groups – MassRIDES and MassCommute (statewide TMA Council)
Neponset Valley TMA Members

Computershare
EVERSOURCE
Gillette Stadium
Patriot
Martignetti Companies
NEWBRIDGE ON THE CHARLES
New England Baptist Outpatient Care Center
In Partnership With
NORWOOD URGENT CARE
petco
Xcerra measured by your success

Reebok
Universal Technical Institute

OneBeacon Insurance Group
Schneider Electric

University Station

The Town of Dedham
The Town of Norwood
Town of Westwood Mass

Neponset Valley RCC Kickoff – June 17, 2015
History of Neponset Valley Transportation Management Association

- Organized by TransAction Associates in 1995 to mitigate traffic and connect employees to/from Quincy Adams MBTA station and Dan Road, Canton
- Goal to work together on transportation issues in the area.
- Since then the TMA has expanded services and obtained grants to start two other Railink shuttles—one of which has remained and has been privately funded for six years
Neponset Valley TMA Basic Services

- Ridematching
- Emergency Ride Home
- Carpool/Vanpool
- Biking/Walking
- Public Transportation
- Transportation Fairs

www.neponsetvalleytma.org
Neponset Valley TMA Optional Services

Last Mile Connections

- Combine resources to cost-effectively connect TMA Member locations to transit stations via shuttles.
- Neponset Valley TMA Members can establish new shuttles and/or connect to existing ones. Cost of shuttles can be shared.

Existing NV TMA shuttles

- RaiLink Shuttle – Royall Street, Canton
  - (Reebok and Computershare)
- Eversource Shuttle. Westwood.

Dedham Local Bus

- Dedham residents
Additional TMA Services

- Assist employers in implementing pre-tax benefits for transit and vanpooling
- Manage a transit pass program
- Provide information updates on construction projects
- Grant writing to secure funds
- Updates on regional transportation initiatives
- Work regionally to help identify and find solutions to transportation issues in the region.
  - Regional Coordinating Council Kickoff Meeting.
Contact Information

Karen Dumaine
TransAction Associates
781-404-5023 office, 781-790-3675 mobile
director@neponsetvalleytma.org
neponsetvalleytma.org
www.transactionassoc.com
48 responses from diverse organizations

- Non-profit organization
- Employer
- Staff to elected official
- Organization serving people with disabilities
- Human service agency
- Organization serving seniors or other elder
- Council on Aging
- Transportation or transit provider
- Organization serving people with low incomes
- Educational organization
- Elected official
- Employment or career center
- Veterans organization

Other including hotel, property management/office building, and municipal government
Do you provide or pay for transportation?

- Yes - provide direct transportation services
- Yes - pay to have clients transported
- Yes - both
- No

8 organizations own vehicles
Transportation Services

• **Westwood COA** – for residents 62+ or ADA-eligible. Service area within Westwood or a 10 mile radius around Westwood. Operates 8-3 Monday through Friday. Also provide taxi coupons & partner with HESSCO & RSVP.

• **Sharon Adult Center & COA** – local & regional trips including town meetings & elections, could go as far as Boston or Rhode Island. Town pays for 2 part-time drivers & 1 backup & they also use volunteers.

• **Canton COA** – 9am-4pm for anyone 60+ or under 60 with a disability. Transportation to food shopping, medical, errands.

• **Town of Randolph** – transportation for seniors & school children.

• **HESSCO** – medical transportation of last resort for people age 60+.
Transportation Services Continued

- **GATRA** – public transit
- **MBTA** – public transit
- **RSVP** – volunteer driver program to serve veterans
- **Lincoln Property Company** – employment transportation for building tenants within Route 128 from 7-10am and 4-6pm
- **Needham Community Council** – volunteer driver program for medical, social, haircut, bank, library trips. 9:30am–4pm. Contracts with Busy Bee
- **Residence Inn by Marriott** – van for hotel guests. 5 mile radius, 7am-9pm
- **Sunrise Assisted Living** – for assisted living residents’ recreational programs. “Our bus would be available to assist Norwood seniors, should the need arise.”
What transportation options do your consumers, employees, or constituents currently use?

- Drive their own car
- Driven by family or friends
- Commuter rail
- Taxi
- MBTA public transportation
- Share rides (e.g. carpool)
- Walking
- Council on Aging or Senior Center van
- THE RIDE - ADA paratransit service from...
- Biking
- Volunteer drivers
- MassHealth transportation/PT-1
- Dial-a-ride services
- Uber/Lyft
- GATRA ADA paratransit service
- GATRA public transportation
Number of Surveys Indicating Need by Town

<table>
<thead>
<tr>
<th>Town</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Norwood</td>
<td>15</td>
</tr>
<tr>
<td>Canton</td>
<td>9</td>
</tr>
<tr>
<td>Walpole</td>
<td>8</td>
</tr>
<tr>
<td>Dedham</td>
<td>7</td>
</tr>
<tr>
<td>Stoughton</td>
<td>7</td>
</tr>
<tr>
<td>Westwood</td>
<td>7</td>
</tr>
<tr>
<td>Foxborough</td>
<td>6</td>
</tr>
<tr>
<td>Plainville</td>
<td>5</td>
</tr>
<tr>
<td>Sharon</td>
<td>5</td>
</tr>
<tr>
<td>Wrentham</td>
<td>5</td>
</tr>
<tr>
<td>Dover</td>
<td>4</td>
</tr>
<tr>
<td>Medfield</td>
<td>4</td>
</tr>
<tr>
<td>Needham</td>
<td>4</td>
</tr>
<tr>
<td>Randolph</td>
<td>4</td>
</tr>
<tr>
<td>Millis</td>
<td>3</td>
</tr>
<tr>
<td>Milton</td>
<td>3</td>
</tr>
<tr>
<td>Norfolk</td>
<td>3</td>
</tr>
<tr>
<td>Sherborn</td>
<td>2</td>
</tr>
</tbody>
</table>
Types of transportation challenges

- Few or no services are available
- Lack of weekend service
- Lack of night service
- Particular locations are difficult to...
- Physical barriers
- Unaware of available services
- Need door-through-door assistance
- Difficulty ceasing driving their own car
- Services are not affordable
- Loss of driver's license
- Lack of wheelchair-accessible services
- Do not know how to use public transit
What types of trips are difficult to arrange?

- Employment
- Long-distance medical appointments
- Social
- Shopping
- Medical appointments nearby
- School
What destinations are hard to get to?

- To Boston
- A few towns away
- Next town over
- In town
- To Rhode Island
Do you work with others on transportation?

- Yes, my program shares vehicles with another organization
- Yes, I refer individuals to another organization for help planning their trips
- Yes, I am part of a collaborative effort with other organizations working on improving mobility options
- Yes, other
- Not currently, but I am exploring partnership opportunities
- No
Comments

• Transportation is a constant challenge for our student population. Although we rarely lose students over transportation issues, we spend a lot of time working to help them find carpool rides. I would love to explore different transportation options to make commuting less of a challenge for our student population.

• Difficulty crossing RTA boundaries.

• Boston Providence Highway is difficult to cross as a pedestrian and divides our community.

• If there was a service, even at a small fee, that got employees from the bus or the T to the entrance to our facility (right on 1A) it could be very helpful with recruiting efforts.

• Bus line from the train station in Randolph to the train station in Stoughton along Rt. 139.

• Hard to recruit volunteer drivers.
More Comments

• We are trying to establish a ride share program for the employees that also includes a shuttle service from the commuter rail for those that wish to take public transportation.

• I am interested in networking with other volunteer transportation providers to encourage cross-referrals and joint dispatch as much as possible so that consumers need to know fewer organizations, and can make fewer calls to schedule a ride. Also in supporting recruitment of volunteer drivers regionally for multiple programs.

• As our population ages, transportation is becoming a major program at all COAs. It is imperative that COAs get the resources to address this growing issue.

• We are small and don’t have manpower or money resources to work alone but are willing to work with others to bring better local transportation to our area.
What are people searching for?

From GATRA: Our Ride Match data shows us a few trends:

• People want to get to get from Attleboro, North Attleboro, Plainville and Franklin to the Wrentham Outlets.

• People want to get to the Patriot Place medical centers from neighboring towns (Foxboro, Plainville, Wrentham, Walpole, North Attleboro).

• Employees need to get to Patriot Place from other towns beyond our region.

• People always want to get to Boston for all types of trips - but we only provide long distance medical transportation to Boston and fixed route to commuter rail.

• Veterans want to get to Providence RI for VA appointments.