Maynard Acton Commuter Shuttle

You can get there from here!

A Service of CrossTown Connect
CrossTownConnect

- Started with five communities and five businesses
- Now seven towns and 8 business partners
- First Regional Commonwealth Community Compact
- ICMA Innovation awardee
First Mile/Last Mile

- Planned routes based on economic development
- Surveyed local residents
- Applied for grants and received legislative support
- Lost funding in 9C cuts
Routes Identified
Commuter Shuttle Route Map

- Current route is shown as A – B – C
- Original plan included multiple potential routes
- Housing, retail, and office at D & E
By the numbers

- 1,000,000 Square Foot office park downtown
- 2.5 miles to Commuter Rail in South Acton
- 8 and 12 passenger vans on hand
- $12,000 available for a pilot program
Pilot

- Started with a basic predictable route
- No charge for pilot – 13 week trial
- Under $1000 a week operating expense
- First day – 2 riders
Pilot

- Promoted in local paper / Town social media
- Reached out to local businesses
- CTC provided encouragement, advice, support, and funding!
Permanent Launch

- Started charging after 15 weeks
- Low budget - no app, no bells and whistles
- Fares paid on-line using credit card service
- Passes are business cards and ink stamps
Permanent Launch

- Asked for legislative support again
- Have received funding in FY18
- CTC planning new routes in Acton and Littleton
- Maynard hoping to expand service in FY2020
Track 13 weeks of daily ridership morning and evening.

Weekly totals and average daily riders are displayed.

Graph to train and to office parks and show ridership on a chart.
Commuter Shuttle Ridership Growth

- Pilot Q4 2016: 743
- Q1 2017: 1243
- Q2 2017: 1303
- Q3 2017: 1247
- Q4 2017: 1504
- Q1 2018^: 2079
Lessons

- Density matters
- If you build it, they will come
- Be flexible, the MBTA isn’t Germany!
- Employ friendly drivers
Keys to success

- Spreading the word
  - Tell everyone – all the time

- Working together
  - CTC, State Legislators, Federal Grants and local business partners are making this work

- Patience
  - We get new riders every month, we also lose some, but it grows