

Monadnock Region Transportation Management Association

MINUTES

March 16, 2011

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

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

I. Welcome and Introductions

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

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

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

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

II. MRTMA Coalition Framework

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

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

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

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

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

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

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

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

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

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

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

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

III. Action Items

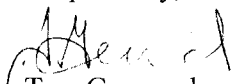
Tara Germond listed upcoming events and activities for which MRTMA stakeholders could volunteer. The MRTMA will have a table at the City of Keene's Earth Day Celebration in Ashuelot Park on April 23, 2011. The group needs volunteers to help staff a table as well as volunteers to help develop an exhibit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

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

IV. Next Meeting

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

Respectfully,


Tara Germond
Planner