



Town of Sudbury

<https://sudbury.ma.us/transportation/>

Sudbury Transportation Committee

Minutes

Wednesday, September 30, 2019

9:00AM

DPW Conference Room, 275 Old Lancaster Road

Core Members Present: Daniel Carty, Alice Sapienza, Sandy Lasky, Doug Frey, Bethany Hadvab, Dan Nason

Advisory Group Members Present: Debra Galloway, Adam Duchesneau

Absent: Charlie Dunn, Scott Nix, Beth Suedmeyer, Carmine Gentile

Guests: Linda Faust, Kay Bell, Patricia Bonenfant, Lisa Kouchakdjian

Confirmation of Quorum

The statutory requirements as to notice having been complied with, Dan Carty as acting chair convened the meeting at 9:06 AM

Selection of Clerk

Doug and Bethany volunteered to collaborate to take meeting minutes.

Updates

Sandy inquired about the Master Plan meetings. Adam stated that there will be a series of community conversations on specific topics related to the Master Plan where community members can share their thoughts. Topics include items such as transportation, mobility, connectivity and more. The first meeting is at the Town Hall at 7pm on October 10, 2019. Four other meetings will follow this first one.

Dan Carty discussed community concerns about a lack of information about the commuter shuttle and also challenges with the shuttle. Patricia reported that there has been a lack of communication about the route 20 shuttle's stopping and restarting services.

Kay reported her experiences beta testing the GO Sudbury! application. Kay expressed that she went to the disability summit in Boston and used the commuter shuttle. She reported that she almost missed the shuttle because it did not see her or stop for her and she had to walk half a block. Kay reported that she told the MWRTA the day before that she planned to utilize the shuttle, but this information was not passed on to the driver the following morning. She was concerned that this would be challenging for someone with mobility challenges. Kay reported that concerns should be

communicated directly to MWRTA as well, to ensure that they are aware of challenges. Kay reported that the trip took 2 hours.

Alice reported that the committee is within weeks of signing a contract with Uber, which will likely happen the first week in November, due in part to the fact the town management and selectmen need to review documents and her contact at Uber is on vacation for two weeks. Alice circulated the proposed Uber waiver to the committee. This waiver needs to be on the application for the pilot program. Adam and Dan Carty will follow up with town manager.

Alice reported that there are numerous documents that need to be completed in a timely manner and she suggested that it might be time to hire someone to do some hourly work to support the committee. She also suggested that tasks be assigned specifically to committee members by the end of this meeting.

Alice reported that she, Adam and Dan Carty met with Andy Bailey at Uber. Alice thinks that the application needs to note that participants need to have a credit card set up with Uber. Patricia inquired if prepaid cards or Uber gift cards can be utilized. Alice reported that people may need to have a new account with Uber or may use a promo code on their existing account to access GO Sudbury! This needs to be clarified with Uber. Alice also inquired if Kay and beta testers can review and comment on the Uber waiver.

Carlisle has had issues with low ridership. Alice reports that this has emphasized the need for advertising and communication about the program, and follow up with participants to get regular feedback. Sandy suggested electronic signs in town. Patricia suggested a targeted mailing, which would also help with residents who are not accessing electronic media.

Alice reviewed the Community Compact Grant process, noting that Acton, Carlisle, Bolton, Stow and Sudbury have committed to being on the steering committee. There is a memorandum of understanding about what these communities will agree to in this project. Lyft has been eliminated from the Sudbury pilot because of their minimal financial requirements. But Lyft may be able to be involved with a 5 town community compact grant pilot. Sudbury will not seek additional grant funds at this time due to internal funding, but will access the service of the program manager through the grant. There will be another meeting for the steering committee on October 10th from 1-2pm. The meeting will also be available via WebX. Alice hypothesizes that the Community Compact Grant will not start until early 2020. The Community Compact Steering Committee will also review the waiver, as this standard language will be utilized by all towns within the community compact.

Dan Carty noted that getting the pilot off of the ground as soon as possible is critical and that it will be a learning process that can be added to and adapted if needed. Sandy and Alice noted the importance of gathering data and measuring as the pilot progresses to make necessary changes to ensure that the pilot serves the needs of the community. Sandy noted that the application will also have an FAQ section that will be a "living document" and will be updated regularly as new questions arise.

Sudbury pilot will have access to the Uber dashboard to review aggregate data.

Patricia offered to help out in any way that she can. Dan Carty said the completed application will be sent to Patricia for review and feedback.

The goal is to have an application that is accessible and can be used with adaptive equipment like a text reader, but this may not occur in the initial roll out. Team discussed individuals helping residents to complete the application in the meantime if needed.

Lisa reported that Sudbury Public Schools is working on making their website accessible, and inquired if Adam and the town would like to speak with SPS to see if this is something that can be applied to the town website. Michael O'Brien was mentioned as a technology resource.

Discussed a soft or hard launch. Team will likely go with a soft launch with all of the residents who have already inquired about the program, given that there is already a high demand and the town employees who will be managing applications have limited bandwidth. May also start with a small group of users who have been involved in the planning, beta testing, etc.

Discussed hiring someone to assist with applications and entering applications into Uber database. Inquired if this can be a temp position.

NEXT STEPS:

LEGAL:

- Adam and Dan Carty to meet with town manager to review application and waiver
- Dan Carty to inquire about the legality of hiring an hourly person to assist with applications and data entry into Uber system, noting that it is grant funded. Can we hire a temp and what access would they have to town computer/technology?
- Dan Carty to inquire if the town has a credit card that can be utilize with Uber if necessary.
- Meet with Tommy's Taxi to discuss pilot programming and continue to consider integrating them into later steps of the pilot program-Alice

TECHNOLOGY:

- Review beta test and apply to application and qualifications, Develop FAQ list-Doug, Dan, Alice, Deb, Patricia, Kay
- Google Form Updated-Dan Carty and Deb by October 9th
- Final application in word so it can be read aloud by a reading machine for individuals with this adaptive need
- Ask Uber--Alice:
 - Will people need to create a new account? Use a promo code?
 - Do people need a credit card to access the program? Can they use a prepaid or Uber gift card instead of a traditional credit card?
 - Does Uber collect the credit card information through the app only? Is there any need for town to collect credit card information, because this would be a challenge.
 - Does the town need to have a credit card on file with Uber or if they will send an invoice that can be paid by check.

COMMUNICATION:

- Develop and send out mailings
- Communicate with and develop agreements with other application entry liaisons (Coolidge and Longfellow Glen)-Bethany
- High level communication plan, including roll out and PR-Sandy
- TRIPS information sessions on how to utilize Uber and the Uber app set up in town-Deb
- Transportation Aide job description-Deb

DATA & REPORTING:

- Determine with Uber the format in which information will be shared with the pilot program-Alice and Sandy.

Review of Next Steps from last meeting

1. Determine which towns are committed to the Making Connections Program and then make a Memorandum of Understanding with other towns in the Making the Connections program -DONE
2. Finalize the role of the Program Manager-IN PROCESS
3. Sandy to develop Uber/data collection waiver for the registration form prior to next meeting-DONE
4. Have Uber and then Town Counsel review waiver-UBER REVIEWED. TOWN COUNSEL IN PROGRESS
5. Finalize registration form-IN PROGRESS
6. Dan Carty will add a link or scroll box with the waiver into the Google Doc-IN PROGRESS
7. Alice and Dan to arrange a meeting with K-8 and LSRHS representatives to discuss the role of the pilot for the school. -IN PROCESS
8. Begin planning publicity and how to frame the communications to the public-IN PROGRESS
9. Dan Carty to make changes to membership to make Adam and Debra core members and Beth, Dan, Bethany and Carmine, as well as Lisa and Ellen from the schools as advisory member-IN PRO-CESS

Long-Term Goals

1. Determine where to place bus shelters. This was agreed upon during early planning for the Meadow Walk Development.
2. Determine plans for shuttle and bus parking as transportation structures increase.

Approval of Minutes:

Alice motioned to approve 9/11/19 minutes. Bethany seconded. The group unanimously approved the 9/11/19 minutes.

Next Meeting

DPW Conference Room at 275 Old Lancaster Rd. on October 15, 2019 from 230-4pm.

Adjournment

Dan motioned to adjourn at 10:31am. Alice seconded. Committee unanimously agreed.

APPENDIX

UBER Partnership Requirements

To help us set-up your transit program with Uber, we'd like to make sure we're gathering all key requirements. Please fill in the table below to help us ensure we're aligned with the needs of the partnership.

| Program configurations | Your program requirements |
|---|--|
| Name of program | <i>GO Sudbury!</i> |
| Pricing | <i>Essentially subsidized by town; copays by rider according to geofence (see below) are: Geofence 1 = \$1 copay per ride; geofence 2 = \$2 copay per ride; geofence 3 = \$10 copay per ride (50% discount per person/ride for two or more riders)</i> |
| Ride limits | <i>See "geographical restrictions"</i> |
| Total budget (per person and/or per program) | <i>Sudbury pilot designed in phases: First phase = up to expenditure of \$5,000; subsequent phases to be negotiated, based on prior usage; expected duration 1 year</i> |
| Geographical restrictions | <i>Restricted geography (all trips must begin or end in Sudbury) to 3 geofences: Geofence 1 = within Sudbury; geofence 2 = towns contiguous with Sudbury (9); geofence 3 = 25 miles from Sudbury</i> |
| Day of week/time of day | <i>Available 24/7, subject to the following: Transportation must complement (not substitute for) available services from Council on Aging and MetroWest Regional Transit Authority (and, where applicable, commuter rail and MBTA). Connections can be made using on-demand service whenever possible.</i> |
| Vehicles/products | <i>Uber, Uber Pool (without walking), and WAV</i> |
| Data requirements | <i>Detailed data in list below; management reports will request bundling of data in format to be determined</i> |
| Do you want to limit the program to certain individuals? | <i>See table for details; four target groups = (1) adults 50+ years; (2) 18-50 yr residents with disability limiting driving; (3) residents of limited financial means; and (4) veterans</i> |
| How do you want to share the program? | <i>To be discussed...</i> |

| Sudbury Pilot Target Rider Category | Ride Options |
|---|--|
| Older adults (50+ years) living in the community | <ul style="list-style-type: none"> • Unexpected needs (i.e., cannot reserve 48 hrs ahead). • Outside van hours. |
| Older adults (50+ years) in age-restricted residences | <ul style="list-style-type: none"> • Outside weekdays. • Frequency limits. • Geographic limits. • Destination limits. • Priority needs/destinations. • Incentives for multiple riders to same destination. • Other. |
| Individuals with disabilities limiting driving (temporary or permanent) | As above |
| Financially insecure individuals in the community | As above |
| Financially insecure individuals in affordable developments | As above |
| Veterans | As above |