

# **Monadnock Regional Coordinating Council For Community Transportation**

*Southwest Region Planning Commission  
37 Ashuelot Street, Keene, NH 03431*

**February 20, 2018**

**9:00 a.m.**

## **AGENDA**

- I. Minutes of December 19, 2017
- II. Co-Treasurer's Reports
- III. Subcommittee Reports
  - a. Allocations Subcommittee
  - b. Outreach Subcommittee
- IV. Feedback to State Coordinating Council
- V. Partner Updates
- VI. Public Comment
- VII. Next Meeting
- VIII. Adjourn

**Date: February 20, 2018**  
**To: Monadnock Region Coordinating Council**  
**From: Staff**

**RE: Co-Treasurers' Reports**

**Background**

Please find attached the following Co-Treasurers' Reports:

- SFY 2018 FTA 5310 Purchase of Service End of December Report
- SFY 2018 FTA 5310 Mobility Management End of January Report

Dylana Schekengost, from Cheshire County, will bring and hand out the SFY 2018 Purchase of Service end of January report at the meeting. In the meantime, an End of December Purchase of Service report is attached. Ellen Avery and Dylana Schrekengost from Cheshire County, will be on hand to answer any questions regarding the reports.

**Recommendation**

For your information.

**Date:** February 20, 2017  
**To:** Monadnock Region Coordinating Council  
**From:** Staff

**RE: Subcommittee Reports**

**Background**

Two Monadnock Region Coordinating Council Subcommittees have updates for the full MRCC Council. These items can be discussed further during the February 20<sup>th</sup> MRCC meeting.

- a. Allocations Subcommittee: The Allocations Subcommittee completed its review of the Community Volunteer Transportation Company (CVTC) application for SFY 2019 Federal Transit Administration (FTA) Section 5310 Formula funds. The Subcommittee and CVTC will present its recommendation for a final application at the February 20<sup>th</sup> meeting.

**Recommendation:** Approve the Allocation Subcommittee recommendation.

- b. Outreach Subcommittee: The Outreach Subcommittee met recently to further develop MRCC outreach plans, including the remaining outreach activities to be conducted by the Mobility Manager, CVTC, through its SFY 2018 FTA Section 5310 Formula funding contract. Draft minutes from the Subcommittee's February 9<sup>th</sup> meeting are attached and the Subcommittee will provide updates on its latest recommendations.

**Recommendation:** Provide feedback on the Outreach Subcommittee recommendations.

**Date: February 20, 2018**  
**To: Monadnock Region Coordinating Council**  
**From: Staff**

**RE: Feedback to State Coordinating Council**

### **Background**

At the February 1, 2018 meeting of the State Coordinating Council (SCC), there was a significant discussion among its members about its future role. As a result of the meeting, the SCC members are soliciting feedback from the Regional Coordination Councils (RCCs) for their thoughts on how the SCC can support the work of the RCCs. They are also interested to learn about successful coordination efforts in each of your regions. The SCC hopes to have a summary of comments from each RCC by Monday, February 26<sup>th</sup>. SWRPC staff reached out the MRCC about the SCC request on February 8<sup>th</sup> and asked MRCC members to provide initial comments by e-mail by the end of business on February 15<sup>th</sup>. At the meeting on February 20<sup>th</sup>, staff will summarize any e-mail comments that were received as well as collect any other additional feedback.

### **Recommendation**

For your information.

**Monadnock Regional Coordinating Council for Community Transportation  
Outreach Subcommittee**

*MEETING MINUTES*

**February 9, 2018  
9:00 a.m.**

Present: Ellen Avery, *Chair, Community Volunteer Transportation Company*; and April Buzby, *Keene Housing*.

SWRPC staff present were Mari Brunner, Planner.

**I. MRCC Outreach Activities**

a. Meetings with Towns

This agenda item was combined with agenda item I. b.

b. Roll-out of updated Coordinated Plan

Ellen Avery said she would like the Coordinated Plan to be the main topic for one or more outreach events. The goal of the outreach meeting(s) would be to build awareness of the MRCC and its mission and goals. April Buzby agreed with this approach and said that it has been successful in the past for Keene Housing. Ellen Avery said that she helped organize an MRCC outreach event in Peterborough in October 2017 that was not well-attended, and she would like to get better results next time. One suggestion to improve attendance was to hold the meeting early in the morning.

The group brainstormed stakeholder groups who should be invited to MRCC outreach events. This list includes, but is not limited, to the New Hampshire Department of Transportation (NHDOT), public health, housing agencies or advocates, riders from urban and rural areas, volunteer drivers, business representatives, state legislators, city and town representatives, and transportation providers. April Buzby said that Keene Housing could most likely attend the outreach events. Ellen Avery will follow up with J. B. Mack to determine who should be invited from the NHDOT.

The group discussed whether there should be one large event in a central location, or two events that take place in the eastern and western parts of the region. There was general consensus that the latter option makes more sense because it could potentially allow more people to participate. April Buzby suggested holding the events during the month of April. Ellen Avery agreed that April is a good month because there is a lower risk of cancellation due to winter weather, however, it is early enough in the year to avoid people leaving for summer vacation. April Buzby said that April vacation for public schools is scheduled for the week of April 23<sup>rd</sup>. The group decided to try and schedule the outreach meetings in Keene and Peterborough during the week of April 16<sup>th</sup>. April Buzby will check to see if there are any other major events happening in the region during that week that would potentially conflict with the MRCC events.

Ellen Avery will look into venues for a morning event in Peterborough during the week of April 16th. Potential venues for the event include the Monadnock Community Hospital conference room, a church meeting space, the Peterborough Players, and the Country Club. April Buzby offered to look into venues

in Keene. Possibilities include the Keene State College (KSC) Alumni Center, the Home, Healthcare, Hospice and Community Services conference room, the Keene Public Library, and Stonewall Farm.

The group discussed the desired outcomes of the MRCC outreach events. Ellen Avery said that one outcome she would like to see is an increase in MRCC membership. April Buzby said that an increase in the number of volunteer drivers and new riders would be a good metric to track. Ellen Avery said that another outcome measure could be an increase in town engagement in community transportation activities. An example of this could be a town organizing shopping trips for residents. April Buzby said that additional metrics could include the number of legislators and people who attend the events as well as the number of legislators and people who sign up to receive more information at the events.

Ellen Avery said that she would like to develop an event program that includes facilitated activities and/or break-out groups. Attendees could split into groups based on the “theme” that they are interested in. April Buzby said that she has attended and organized events like this before. They work well, however, they require a lot of work to organize. One idea is to have the overview events in April, and then set up more focused conversations/roundtables throughout the year organized by theme (i.e. youth transportation, transportation to work, seniors and isolation, etc.).

Ellen Avery said she would take the lead on developing a plan for the outreach events. She said she would like to set up another Outreach Subcommittee meeting to finalize logistical details. April Buzby said that she would connect Ellen Avery with a local Uber and Lyft driver, Adam McGrail, to see if he might be interested in attending MRCC meetings.

c. Other outreach

Ellen Avery said that she is considering creating a quarterly MRCC newsletter that will be sent out to a list of stakeholders. This newsletter could be used to inform people about the MRCC outreach events and focused discussions. It would be independent from the CVTC newsletter.

## **II. Performance Metrics**

a. Community Meeting Outreach Activities

This agenda item was discussed under agenda item I. b.

b. Legislator Outreach Activities

This agenda item was discussed under agenda item I. b.

c. New members

This agenda item was discussed under agenda item I. b.

## **III. SFY18 Outreach Activities**

a. Develop Annual Communication & Marketing Plan

Ellen Avery said that she would like to create a communication and marketing plan for the MRCC that will include information such as the MRCC audience, messaging, and outreach goals. April Buzby said that another aspect of a communications plan is marketing and branding for the organization, including developing a logo. Ellen Avery asked what a reasonable timeline might be for creating a plan. April

Buzby said that 2 or 3 months would probably be enough time, assuming that a professional could help with logo development. April Buzby offered to take the lead on the marketing aspect of the plan. This would include facilitating a conversation with the MRCC and helping to put the plan together. April Buzby said that Liz Chipman may be able to help with writing content. Ellen Avery said that she will do the project administration, including hiring a professional graphic designer.

The group decided that the target date for getting feedback from the full MRCC on a Communications Plan is the March 20, 2018 MRCC meeting. Ellen Avery said that she has already requested time on the agenda to talk about her role as mobility manager. April Buzby said that it would be great to have logo options for this meeting so the group can provide feedback. Ellen Avery said that the group should discuss this at the next MRCC Outreach Subcommittee meeting. Mari Brunner said that she thinks some work has already been done on logo development. Liz Kelly, a former SWRPC employee, created logo mock-ups for the MRCC a year or two ago. Mari Brunner will check to see if those mock-ups still exist, and if so, she will send them to the group.

b. Other outreach

Ellen Avery said that she would like to gather data to support some of the identified needs in the MRCC Coordinated Plan. For example, at the moment the need for youth transportation is anecdotal. She would like to do survey work to get a better understanding of these needs. She mentioned that Candace Hubner at Cheshire Medical Center might be a good person to talk to about this. April Buzby said that some of the professors at KSC might be another resource for survey work and statistical analysis. Ellen Avery said that subject matter experts like these could be invited to take part in the Subcommittee. Another person who may be interested in getting involved is Linda Rubin. Ellen Avery said that the survey and data gathering should happen after the two outreach meetings. April Buzby recommended waiting until the fall to do the survey work. She noted that one option would be to work with a student group from the KSC geography seminar class. April will follow up with KSC professor Chris Cusack about this option.

**IV. Public Comment**

There were no members of the public present at the meeting.

**V. Next Meeting**

The next meeting will be scheduled using an online poll and will take place in February or early March.

**VI. Adjourn**

The meeting adjourned at 10:38 a.m.

Respectfully submitted,

Mari Brunner