



Pioneer Valley Coordinated Public Transit - Human Services Transportation Plan FY2019



Pioneer Valley Metropolitan Planning Organization

Prepared by the
**Pioneer Valley Planning
Commission**
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TABLE OF CONTENTS

I. Contents

II. INTRODUCTION TO THE COORDINATED PLAN AND FUNDING	1
1. Review of Federal Planning Requirements	2
2. MassDOT Community Transit Grant Program	4
3. MassDOT Mobility Assistance Program (MAP)	6
4. FTA Mobility for All Pilot Program Grants	6
5. MassDOT Helping Hand Mini-Grants	7
6. MassDOT Complete Streets	7
7. MassDOT Safe Routes to School Infrastructure Project Funding Program and Signs and Lines Program	7
8. MassDOT Workforce Transportation Program	8
9. AARP Community Challenge Grants	8
10. Transportation Network Companies as a Source of Funding	9
11. Other Funding Sources	11
III. REGIONAL CHARACTERISTICS AND DEMOGRAPHICS	11
1. Target Populations	11
2. Identification of Senior Populations	11
3. Regional Trends in Populations	14
4. Identification of Persons with Disabilities Populations	15
5. Identification of Unemployed Populations	17
6. Identification of Low Income Populations	20
IV. OVERVIEW OF EXISTING TRANSPORTATION SERVICES	24
1. Services Identified as Strengths and Opportunities within the 2019 Pioneer Valley Comprehensive Economic Development Strategy (CEDS)	24
Strengths	24
Opportunities	24
CEDS Evaluation Framework	25

2. Pioneer Valley Transit Authority (PVTA)	27
PVTA Budget	29
PVTA Fixed Scheduled Routes	30
PVTA's Fare and Fare Media	31
PVTA Paratransit Services	33
3. Franklin Regional Transit Authority (FRTA)	35
FRTA Fixed Route	35
FRTA Micro-Transit Pilot Program	35
FRTA Paratransit Service	35
FRTA Demand Response Service	36
4. Quaboag Valley Connector and Amherst to Worcester Intercity Bus	37
Quaboag Valley Connector	37
Amherst to Worcester Intercity Bus	38
5. Executive Order 530 and Regional Coordinating Councils	38
Franklin County Transit Advisory Council	39
Pioneer Valley Regional Coordinating Council	39
Hilltowns Coordinating Council	40
MassMobility Project	40
Mass Ride Match	40
6. Passenger Rail	40
The Vermonter	41
CT Rail	41
Valley Flyer	41
7. Regional Bicycle and Pedestrian Network / Complete Streets / Safe Routes to School	41
Bike Facility Mileage	41
Bicycling and Walking in the Pioneer Valley	41
ValleyBike Share	41
Complete Streets	42
PVTA Support of Bicycling	42
MassDOT Traffic Safety Campaigns	42
Bay State Bike Week	43
Bike Trails	43
Complete Streets Demonstration Day, Springfield, MA	43
Safe Routes to School	44
8. Senior Van Service, Councils on Aging, and Town Based Transportation Services	46
On-Demand Service Arrangements	49
Future PVTA Senior Ride Plans	49
9. Area Agencies on Aging	49
10. Ambulance and Other Medical Vehicles	49
Hadley	50
Highland Ambulance EMS, Inc.	50
Hilltown Community Ambulance Association	50
Office of Local Health	51
Cooley Dickinson Hospital to Boston	51

11. EOHHS Human Service Transportation Office	51
12. Additional Medical Transportation through Medicaid Eligible Programs	52
Accountable Care Organizations	52
OneCare (Medicare and Medicaid dual eligible plans)	52
13. Veterans Administration Medical Center Shuttle Service	52
14. Bus Lines	53
15. Taxis and Shuttles	53
Valley Transporter	54
King Ward Coach Lines	54
Informal Taxi and Shuttle Services	55
16. Transportation Network Companies (TNCs)	55
17. Zip Car	55
V. IDENTIFICATION OF UNMET NEEDS FOR HUMAN MOBILITY SERVICES	56
1. Stakeholder Outreach	56
2. Needs identified by studies	56
Rural Transportation Infrastructure Needs	56
Rural Transportation Self Reliance	57
The Components of Infrastructure	57
Employment Transportation Needs	58
Gaps in Medical Appointments	59
Gaps in Chapter 90 Funding	59
Regional Transit Authority Access	59
Gaps in COA Rides for Seniors and On-Demand Rides through RTAs	64
3. Needs identified by the Rural Policy Advisory Commission, Massachusetts Rural Policy Plan	65
Transportation Infrastructure	65
The Transportation Challenge in Rural Towns	65
Transportation Recommendations	65
Transportation Mobility	66
4. Needs Identified in the Pioneer Valley Labor Market Blueprint: A Regional Planning Initiative of the Massachusetts Workforce Skills Cabinet	67
What are the top three challenges facing the region’s business and industry over the next five years?	68
Goals and Strategies: 2018, 2020, 2022	68
5. Needs Identified in the Comprehensive Economic Development Strategy 2019-2024	68
Weaknesses	68
Threats	68
A Dozen Top Objectives for 2019-2024	70
6. Pioneer Valley FY2020 Regional Transportation Plan Needs Assessment	71
7. Needs Identified in the Hilltown Transportation Study, 2016	71

8. Quaboag Valley RCC Transportation Needs Survey Results	72
9. South-Central Massachusetts Regional Coordinating Council (SCMRCC)	72
10. Age Friendly and Dementia Friendly Communities	73
11. Needs identified by the Age & Dementia Friendly Communities Initiative, 2019 Report	75
Transportation	75
12. LiveWell Springfield Priorities	78
Age-Friendly City Advisory Committee	78
Transforming Communities Initiative Committee	78
Marketing Committee	78
Built Environment Committee	79
R.O.A.D.S. Study	79
Go Fresh Mobile Market	79
13. Massachusetts Community Health and Healthy Aging Funds	79
14. Community Health Improvement Planning (CHIP) Process	80
Hampden County Health Improvement Plan	80
Active Transportation Partners of CHIP	81
VI. CRITERIA FOR EVALUATION OF PROPOSALS	82
1. MassDOT Priorities for Funding	82
VII. EXAMPLES OF PROJECTS AND STRATEGIES FOR ADDRESSING TRANSPORTATION NEEDS	82
1. Funding Sources	82
VIII. APPENDIX A: BIBLIOGRAPHY OF STUDIES AND RESOURCES	1
IX. APPENDIX B: SUMMER 2019 TRANSPORTATION NEEDS SURVEY RESULTS	1
X. APPENDIX C: SUMMARY SHEET: FTA SECTION 5310 & MASSACHUSETTS MAP GRANT PROGRAMS	1
XI. APPENDIX D: GREATER FRANKLIN COUNTY REGIONAL TRANSPORTATION INVENTORY, DECEMBER 2019	8
XII. APPENDIX D: VACWM SHUTTLE SCHEDULE	10

Table of Figures:

Figure 1: FAST Funding Allocation for FY 2016	3
Figure 2: Rolling Stock Awards 2019	5
Figure 3: Mobility Management and Operating Awards	5
Figure 4: 2017 Distribution of TNC fund assessments	10
Figure 5: Persons age 65+	12
Figure 6: Population by Age in the Pioneer Valley Region	13
Figure 7: Hispanic or Latino Population in the Pioneer Valley Region 2000-2017	14
Figure 8: Population by race 2017	14
Figure 9: Census Block Groups-Individuals in the Pioneer Valley with Disabilities over the age of 20	16
Figure 10: Unemployment Rates over time	17
Figure 11: Pioneer Valley Region Labor force and Employment with Trend Lines	18
Figure 12 : Unemployment Rates by Worker's Place of Residence, 2017	19
Figure 13: Poverty Rate in the Pioneer Valley Region, 2007-2017	20
Figure 14: Per Capita Income (Adjusted to 2017 \$)	21
Figure 15: Families in Poverty	22
Figure 16: Vehicles per Household by Location	23
The PVTA's 600-square mile service area is diverse in terms of land uses and demographic composition. It is organized in two broad areas (Figure 17).	27
Figure 18: PVTA Service Area	28
Figure 19: PVTA Member Communities	28
Figure 20: PVTA Operating Revenue	29
Figure 21: Operating Revenue Dollar Amount	29
Figure 22: PVTA Grant Awards 2019	30
Figure 23: Pioneer Valley Transit Authority System Wide Annual Bus and Van Trips 2008-2018	30
Figure 24: PVTA Fare Schedule	31
Figure 25: ADA Trips; Fiscal Years 2008 - 2017	33
Figure 26: PVTA Paratransit Fare Cost	34
Figure 27: Quaboag Connector Service Map	37
Figure 28: Regional Coordinating Councils in the Pioneer Valley Metropolitan Region	39
Figure 29: The sites of the 2018 and 2019 Complete Streets Demonstration Days	44

Figure 30: RTA, COA, Senior Van Service Map	46
Figure 31: Hampden County RTA and COA Coverage	47
Figure 32: Hampshire County RTA and COA Coverage	48
Figure 33: Map of Dementia Friendly Communities	73
Figure 34: Age Friendly Communities	74
Figure 35: Quality of Life Transportation Services in MA	75
Figure 36: Transportation, Housing, Social Participation, and Community Health Services Goals & Strategies	76
Figure 37: Table of project ideas that fill needs identified within the Coordinated Plan	84

II. Introduction to the Coordinated Plan and Funding

The Pioneer Valley Metropolitan Planning Organization (PVMPO) adopted the last Coordinated Public Transportation - Human Service Transportation Plan in 2015. This document is an update of that 2015 Plan and reflects changes in federal grant programs, as well as changes in the needs of the transportation disadvantaged populations in the Region.

The purpose of this 2020 update is to help improve transportation services for persons with disabilities, older adults, and individuals with lower incomes in the Pioneer Valley Region through a better coordinated transportation system. This update provides a framework for the development of projects for municipalities, towns, counties, tribal governments, regional transit authorities (RTAs), and private taxi operators that will address the transportation needs of the target populations, by ensuring that public transportation and human service agencies coordinate transportation resources offered through multiple FTA programs. The needs identified in this Plan will be used to evaluate, and rank eligible projects for various federal transportation grants. Three target populations are particularly relevant to this update include:

- Seniors (ages 65 and older)
- Low-Income Households
- Persons with Disabilities

Federal law requires that the coordinated public transportation - human service transportation plan (Coordinated Plan) be developed through a process that includes representatives of public, private, and non-profit transportation and human services providers and participation by the public. To assess the transportation needs for the targeted populations in the MPO region, this plan update analyzes available demographic data, analyzes changes since 2015, and reviews other available data, plans and reports.

The Coordinated Plan was developed with the participation of representatives of public, private, and nonprofit transportation and human-services providers, as well as members of the public. Public input for the Plan was incorporated from:

- Pioneer Valley Comprehensive Economic Development Strategy, Pioneer Valley Regional Transportation Plan, 2019,
- Age & Dementia Friendly Community Initiative: Chicopee, Holyoke & South Hadley,
- Pioneer Valley Labor Market Blueprint: A Regional Planning Initiative of the Massachusetts Workforce Skills Cabinet, Massachusetts Rural Policy Plan 2019,
- Hampden County Health Improvement Plan,
- Paratransit Survey Results, 2017,
- PVRTA Onboard Customer Survey Southern Region, 2019,
- PVRTA Onboard Customer Survey Northern Region, 2016, and
- Focus groups sessions from the Regional Transportation Plan.

Additional public planning forums to discuss the needs of the target populations in the region and strategies for meeting those needs are scheduled after the release of this draft document. Public input received at these discussions and by other means will be integrated into the final Coordinated Plan.

Primary findings of outreach to date include:

- The coordination and cooperation of transit services has improved.

- Several initiatives have successfully improved the delivery of services to targeted populations.
- Greater cooperation and coordination of human service and rural transit systems is needed.
- Outreach, education and training should continue to be an area of focus.
- The needs of transportation disadvantaged populations continue to grow in the region.

The Coordinated Plan is a guiding document that focuses on the coordination of transportation services for people who depend on public transportation. These people include older adults, persons with limited incomes, and people with disabilities. The Coordinated Plan identifies needs and discusses strategies to improve access to jobs, shopping, health care and recreational activities for these groups of people. The goals of the Coordinated Plan are to:

- Improve the quality and availability of transportation services to persons who need them the most and have no other transportation options.
- Promote inter-agency cooperation to provide needed transportation services in the most cost-effective way using existing resources when possible.

The Coordinated Plan generally focuses on two types of public transportation:

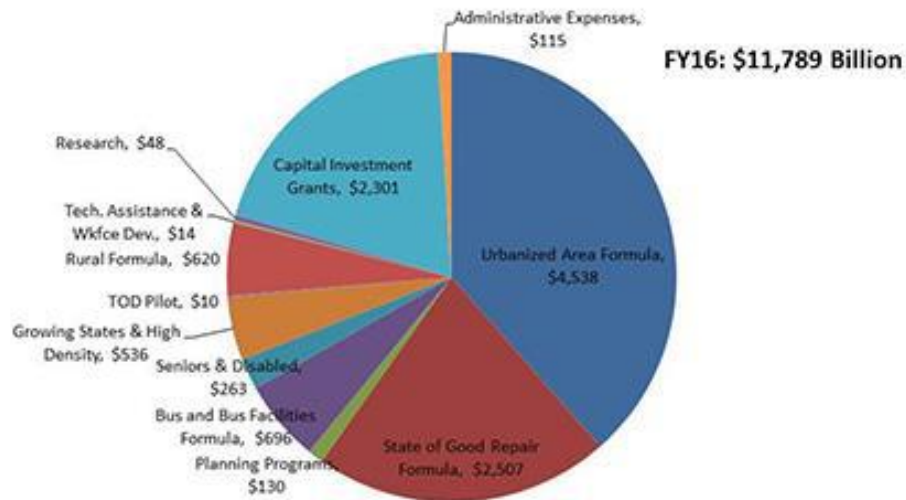
1. Transit systems that are open to all persons, and
2. Services that focus on individuals with specialized needs that cannot access the general public transit system, such as elderly people and those with disabilities.

With the passage of the Americans with Disabilities Act of 1990 (ADA), public transit operators that provide fixed route service on a regular basis have been required to extend service to people with disabilities by both improving accessibility to the fixed route system and by providing comparable service using a curb-to-curb mode for people unable to use the fixed route system due to a disability.

1. Review of Federal Planning Requirements

On December 4, 2015, President Barack H. Obama signed into law the Fixing America's Surface Transportation Act (FAST Act). It is the first law enacted in over a decade to provide long-term funding certainty for surface transportation. States and local governments can move forward with the confidence of consistent priorities from their Federal partners. The FAST Act authorizes \$305 billion over fiscal years 2016 through 2020 for highway and motor vehicle safety, public transportation, motor carrier safety, hazardous materials safety, rail, and research, technology, and statistics programs. For transit alone, the FAST Act authorizes \$61.1 billion for programs administered by the Federal Transit Administration (FTA). The law authorizes \$11.8 billion for public transit programs (Figure 1) in FY 2016, and increases the total authorization to \$12.6 billion in FY 2020, an increase of 17.7 percent over the FY 2015 level. The FAST Act maintains the PVMPO's focus on safety, keeps intact the established structure of highway-related programs the PVMPO manages, enhance streamlines project delivery, and provides a dedicated source of federal dollars for freight projects. The FAST Act maintains current program structures and funding shared between highways and transit.

Figure 1: FAST Funding Allocation for FY 2016



Source: Montachusett Metropolitan Planning Organization¹

The newest legislation known commonly as the Bipartisan Infrastructure Deal is currently being interpreted. More will be known moving forward. Previous legislation established FTA's Human Service Transportation Program funding for projects that meet needs identified within a locally developed Coordinated Plan. The FAST Act prioritized funding for Enhanced Mobility for Seniors and Individuals with Disabilities. This section 5310 funding includes:

- Buses and vans
- Wheelchair lifts, ramps, and securement devices
- Transit-related information technology systems, including scheduling/routing/one-call systems
- Mobility management programs
- Acquisition of transportation services under a contract, lease, or other arrangement (Figure 37: Table of project ideas that fill needs identified within the Coordinated Plan displays additional ideas for consideration)

MassDOT and FTA require local criteria for evaluating projects seeking funding through section 5310 sources:

- Community Transit Grant Program,
- MassDOT Mobility Assistance Program (MAP), and
- MassDOT Helping Hands Mini-Grants, among others.

Project funding requiring met needs within the Coordinated Plan include:

- Enhanced Mobility for Seniors & Individuals with Disabilities (Section 5310);

¹Montachusett Regional Planning Commission. (2018). *Coordinated Public Transit - Human Services Transportation Plan Update - 2018*. Leominster, MA: Montachusett Metropolitan Planning Organization. Retrieved November 6, 2019, from https://www.mrpc.org/sites/montachusetttrpc/files/uploads/mpo_endorsed_cphtst_plan_no_maps_9_19_2018.pdf

- Urbanized Area Formula Grans (Section 5307); and
- Formula Grants for Rural Areas (Section 5311).

The Coordinated Plan is designed to improve transportation services for elderly individuals, people with disabilities, people with low incomes, economically and socially diverse populations, minimizing service cuts that adversely impact employment outcomes including skills training, and facilitating the most cost-effective transportation possible with available resources. MassDOT solicits projects for 5310 funding on a statewide basis and evaluates projects' consistency with the relevant MPO's Coordinated Plan.

FTA recently provided additional guidance on 5310 and 5311 funding applications:

The [National Center for Applied Transit Technology \(N-CATT\)](#) delivers expert, focused technical assistance to transit agencies and organizations in rural areas and small cities to use or develop transit technologies and innovations that make services more cost-effective and efficient. N-CATT's work supports FTA's mission and focus on innovation by developing and supporting transit programs and services in rural and small-city America.²

Since the passage of Moving Ahead for Progress in the 21st Century (MAP-21), on July 6, 2012, Job Access Reverse Commute and New Freedom components have been incorporated in Section 5310 funding. On June 6, 2014, the Federal Transit Administration (FTA) issued the FTA C 9070.1G Circular, Guidance and Application Instructions: Enhanced Mobility of Seniors and Individuals with Disabilities Program Guidance and Application Instructions. This circular continues to be the most up-to-date. The circular stipulates that a Coordinated Plan is still required for Section 5310 funding.

Before receiving a grant, each recipient (MassDOT) must certify that:

- Projects selected by the recipient are included in a locally developed, coordinated public transit-human services transportation plan
- The plan (described above) was developed and approved through a process that included participation by seniors, individuals with disabilities, representatives of public, private, and nonprofit transportation and human services providers, and other members of the public
- To the maximum extent feasible, services funded under this section will be coordinated with transportation services assisted by other federal departments and agencies, including any transportation activities carried out by a recipient of a grant from the Department of Health and Human Services. This updated Coordinated Plan reflects the realities of current legislation. It documents the region's human service transportation needs and provides ideas for improving transportation services.

2. MassDOT Community Transit Grant Program³

The Community Transit Grant Program awards funds to help meet the transportation and mobility needs of seniors and people with disabilities. The annual competitive program

² Federal Transit Administration (FTA). (2019). Rural Formula Grants. Federal Transit Administration. Retrieved November 25, 2019, from <https://www.transit.dot.gov/rural-formula-grants-5311>

³ Massachusetts Department of Transportation, Division of Rail and Transit. (2019). MassDOT Community Transit Grants. Retrieved November 25, 2019, from <https://www.mass.gov/community-transit-grant-program>

distributes Federal Transit Administration (FTA) Section 5310: Enhanced Mobility of Seniors & Individuals with Disabilities funds and State Mobility Assistance Program (MAP) funds.

Applicants can apply through the website ([Community Transit Grant Program](#)).

A most recent list of grantees is online ([Community Transit Grant Awardees, 2019](#)).

Figure 2: Rolling Stock Awards 2019

Organization	# of Vehicles
Pioneer Valley Transit Authority	18
SCM Community Transportation, Inc.	3
Springfield Jewish Community Center	1
Sunshine Village	2

Figure 3: Mobility Management and Operating Awards

Organization	Project Description	Award
Hilltown Community Development Corporation	Funding for staff positions that will support a new van service for seniors and individuals with disabilities in the rural Hilltowns region.	\$17,258
Hilltown Community Development Corporation	The Hilltown Driver Pool will supplement the use of the FRTA 12-passenger Demand Response van for medical rides as needed. It will combine several COA volunteer driver programs and provide central dispatch, driver vetting and training and administrative support.	\$15,623
Pioneer Valley Transit Authority	Funding for the PVTa Council on Aging Partner Program, a cost-saving program to reduce expenses related to Senior Van Service.	\$80,822
Pioneer Valley Transit Authority	Funding to support PVTa's travel training program	\$71,251
Springfield Partners for Community Action	Operating funds to provide van service to seniors and disabled veterans.	\$75,000
Town of Ware	The Quaboag Connector provides service to the elderly, disabled and general citizens of a 10-town region in Massachusetts. The service provides trips to medical, employment, education, cultural and shopping locations. The service is demand response and anticipates to provide roughly 700 rides per month to a rural region underserved by public and private transportation.	\$82,350

Types of projects eligible for 5310 funding include:

- Public transportation capital projects planned, designed, and carried out to meet the special needs of seniors and individuals with disabilities when public transportation is insufficient, inappropriate, or unavailable.
- Public transportation projects that exceed ADA requirements
- Public transportation projects that improve access to fixed-route service and decrease reliance on complementary paratransit
- Alternatives to public transportation projects that assist seniors and individuals with disabilities (additional project ideas are listed within Figure 37: Table of project ideas that fill needs identified within the Coordinated Plan).

Applications for the Community Transit Grant Program must be consistent with needs identified within this Coordinated Plan. Applications are through the website ([MassDOT Community Transit Grant Program](#)).

3. MassDOT Mobility Assistance Program (MAP)

The State Mobility Assistance Program (MAP) helps fund transportation services (defined in Chapter 637 § 13 of the Acts of 1983) for seniors and people with disabilities. MAP funding is used to buy eligible vehicles, and is most often a State financial match to federally funded purchases.

MAP has the same eligibility as FTA 5310 funding (or the Community Transit Grant Program).

Applicants can apply through the website ([Mobility Assistance Program](#)).

4. FTA Mobility for All Pilot Program Grants⁴

On October 29, 2019 during the USDOT Access and Mobility for All Summit, Transportation Secretary Elaine L. Chao announced a Notice of Funding Opportunity for this new program, which seeks to improve mobility options through strategies to enhance mobility and access to community services for older adults, individuals with disabilities, and people with low incomes. The \$3.5-million program will fund projects that enable transportation connections to jobs, education and health services.

This funding opportunity seeks to improve mobility options through employing innovative coordination of transportation strategies and building partnerships to enhance mobility and access to vital community services for older adults, individuals with disabilities, and people of low income. As required by federal transit law, funds will be awarded competitively to finance innovative capital projects for the transportation disadvantaged that will improve the coordination of non-emergency medical transportation (NEMT) services.

Some examples include - employing mobility management strategies, vehicle purchase, IT purchase, leasing equipment or a facility for use in public transportation etc.

Grant awardees will have up to 18 months from the time of the award to complete the project. Within the first year, projects must be able to demonstrate impacts related to the expected outcome as described in the application.

⁴ Federal Transit Administration (FTA). (2019). Mobility for All Pilot Program Grants FY2020 Notice of funding. Retrieved November 25, 2019, from <https://www.transit.dot.gov/funding/applying/notices-funding/mobility-all-pilot-program-grants-fy2020-notice-funding>

Funds under the Mobility for All Pilot Program may be used for capital projects that are derived from Coordinated Public Transit-Human Services Transportation Plans.

Applicants can apply through the website ([Mobility for All Pilot Program](#)).

5. MassDOT Helping Hand Mini-Grants⁵

Helping Hand Mini-Grants offer up to \$1000 to support transit services in rural and small urban areas. These grants are offered through MARTap. They are generally annually competitive, and open in the Spring. Grants can be used for equipment such as laptops, Printers, or scanners, safe steps to help older adults' access vehicles, and marketing supplies.

Grant applications must be consistent with the Coordinated Plan.

6. MassDOT Complete Streets⁶

The MassDOT Complete Streets Funding Program provides technical assistance and construction funding to eligible municipalities. Eligible municipalities must pass a Complete Streets Policy and develop a Prioritization Plan. All Program news, guidance, and registration information are available through an online Portal.

It is not required that applications are consistent with the Coordinated Plan although this grant funds similar infrastructure projects to the MassDOT Community Transit Grant Program specific to municipalities.

A complete guideline is available online ([Complete Streets Funding Program Guidance](#)).

7. MassDOT Safe Routes to School Infrastructure Project Funding Program and Signs and Lines Program⁷

The Massachusetts Safe Routes to School (SRTS) Program works to increase safe biking and walking among elementary and middle school students by using a collaborative, community-focused approach that bridges the gap between health and transportation. SRTS utilizes the six E's to implement its program- Education, Encouragement, Enforcement, Evaluation, Engineering, and Equity.

To be eligible for funding, schools within a community must participate in the non-infrastructure component of the SRTS Program. This includes encouraging elementary and middle school students to use active transportation to get to school by implementing education, encouragement, enforcement and evaluation practices and programs. Details are included within the Infrastructure Application Guidance Document available online ([Massachusetts Safe Routes to School Infrastructure Application Guidance Document](#)). The Signs and Lines Program also has a guidance document available online ([Massachusetts Safe Routes to School Signs and Lines Program Guidance Document](#)).

⁵ Massachusetts Department of Transportation. (2019). Funding for community transportation. Retrieved November 25, 2019, from <https://www.mass.gov/info-details/funding-for-community-transportation#apply-today!-upcoming-deadlines->

⁶ Massachusetts Department of Transportation. (2019). Complete Streets Funding Program. Retrieved November 25, 2019, from <https://www.mass.gov/complete-streets-funding-program>

⁷ Massachusetts Department of Transportation, Safe Routes to School Program. (2019). Boston: MassDOT. Retrieved March 30, 2020, from <https://www.mass.gov/safe-routes-to-school>

8. MassDOT Workforce Transportation Program⁸

This year, MassDOT will award up to \$3,500,000 of Federal and State funds to projects that will provide workforce transportation service. Eligible applicants include:

- Employers
- Transportation Management Associations (TMAs)
- Municipalities
- Non-profit organizations
- Regional Transit Authorities (RTAs)

It is not required that applications are consistent with the Coordinated Plan, although this grant funds similar projects to the MassDOT Community Transit Grant Program.

Applicants can apply online ([MassDOT Workforce Transportation Program](#))

As of June 30, 2019, the MassRIDES program has ended. The program funding as part of Congestion Mitigation and Air Quality Improvement Program (CMAQ) funding was redistributed to workforce transportation programs with similar goals.

PVTA is committed to improving the commute and is working diligently with groups of employers on their application for funding through the new MassDOT Workforce Transportation Program.

Moving forward, CMAQ funds will be combined with additional MassDOT funds to provide funding for mini-grant transportation projects to assist the workforce. These services can include direct transportation services, or new information technology to assist with workforce transportation. PVTA and regional partners are considering:

- Visual Validation Ticketing through mobile device technology
- Additional services to underserved businesses
- Additional services to underserved regions

PVTA received \$265,172 out of the \$443,000 requested to implement the above program. PVTA will work with their program's employer partners on implementation and outreach.

9. AARP Community Challenge Grants

Each of the projects, which must be completed by about [November each year], is designed to achieve one or more of the following outcomes:

- Create vibrant public places that improve open spaces, parks and access to other amenities.
- Demonstrate the tangible value of “Smart Cities” by engaging residents and policymakers

⁸ Massachusetts Department of Transportation, Rail and Transit Division. (2019). *MassDOT Workforce Transportation Program*. Boston: MassDOT. Retrieved November 7, 2019, from <https://www.mass.gov/workforce-transportation-program>

- in accessing, understanding and using data to increase quality of life for all.
- Deliver a range of transportation and mobility options that increase connectivity, walkability, bikeability, wayfinding, access to transportation options and roadway improvements.
 - Support the availability of a range of housing that increases accessible and affordable housing options.

The AARP Community Challenge grant program is part of the nationwide AARP Livable Communities initiative, which helps communities become great places to live for residents of all ages. As part of this effort, AARP staff and volunteers engage and mobilize residents, delivering technical assistance and expertise to local leaders and organizations, and supporting the work of the communities and states that have enrolled in the AARP Network of Age-Friendly States and Communities.⁹

This is a private grant that provides a small amount of funding for similar projects to the MassDOT Community Transit Grant Program.

Applicants can apply through the website ([AARP Community Challenge Grants](#)).

10. Transportation Network Companies as a Source of Funding

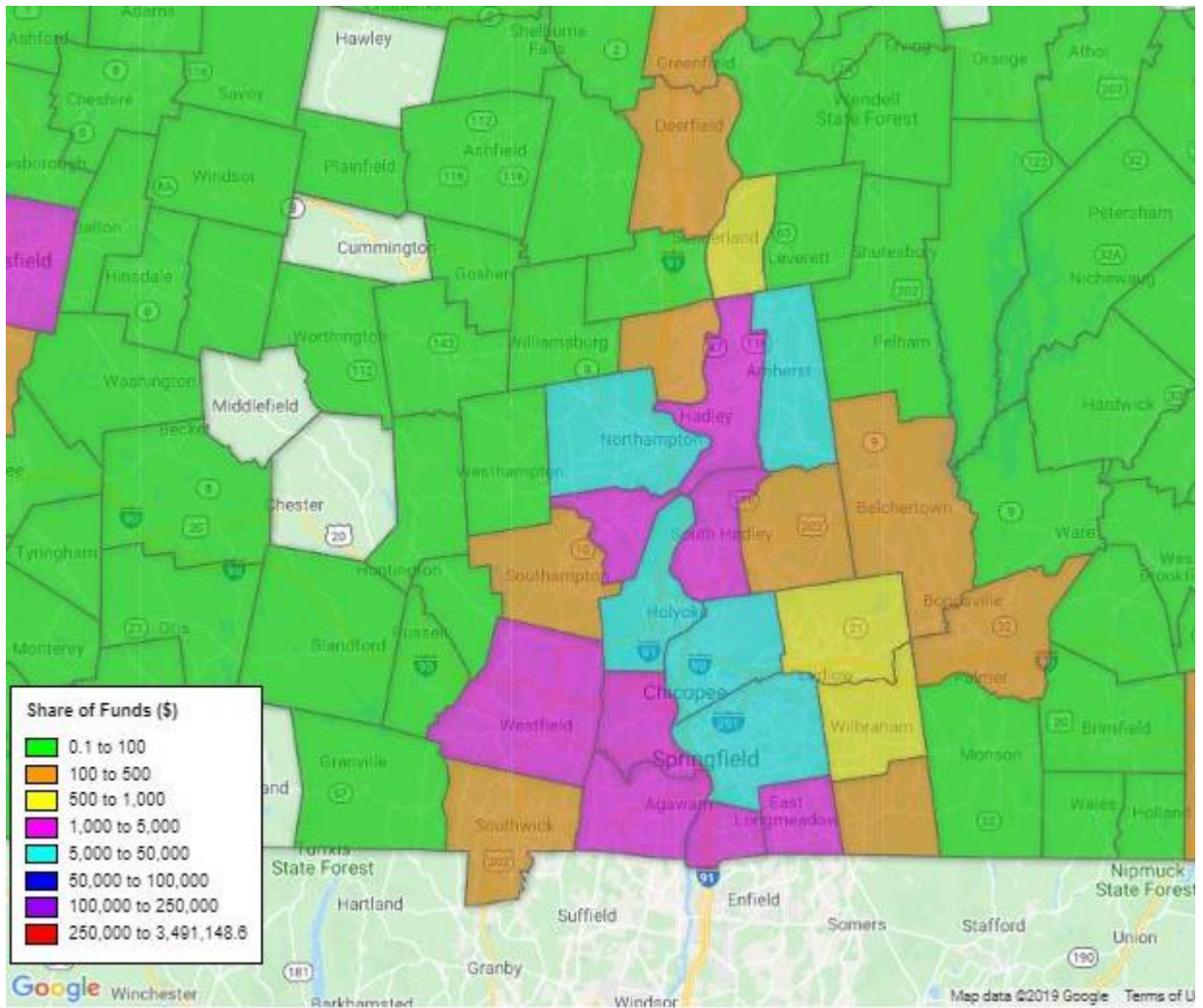
The Transportation Network Company (TNC) Division of the Department of Public Utilities (DPU) oversees rideshare companies, rideshare services, and rideshare drivers in Massachusetts. Through state statute, TNCs must provide \$0.20 per ride which originated from each Massachusetts community. This funding is placed within the Transportation Infrastructure Enhancement fund to mitigate the additional vehicle miles traveled on each roadway.

Records of spending of this funding by Massachusetts communities from 2017 is provided online through the Massachusetts Department of Public Utilities, ([2017 Municipal Rideshare Fund Report](#)).

It is not required that applications are consistent with the Coordinated Plan, although these funds can be used for similar projects to the Community Transit Grants. This funding is specific to towns and municipalities.

⁹ AARP. (2019). About the AARP Community Challenge. Retrieved November 25, 2019, from <https://www.aarp.org/livable-communities/about/info-2017/aarp-community-challenge.html>

Figure 4: 2017 Distribution of TNC fund assessments



Source: MassDPU, <https://www.mass.gov/info-details/2017-municipal-rideshare-fund-report>, 2019

11. Other Funding Sources

MassDOT provides a webpage dedicated to current funding sources by state, federal and other categories. These sources are detailed by application deadline and project criteria.

Applications are available online ([Funding for community transportation](#)).

III. Regional Characteristics and Demographics

The Pioneer Valley region measures 1,179 square miles and includes major urban areas, suburban development and rural communities. The region is bisected by the Connecticut River and is bounded on the north by Franklin County, on the south by the State of Connecticut, on the east by Quabbin Reservoir and Worcester County, and on the west by Berkshire County.

The Pioneer Valley Metropolitan Planning Organization (MPO) area includes the 43 cities and towns of Hampden and Hampshire Counties. The MPO region is home to 631,652 people (2013-2017 ACS 5-year average). Hampden County, measures 635 square miles and contains 23 municipalities including the Springfield-Chicopee-Holyoke urbanized area. Springfield, the third largest city in Massachusetts, is the region's cultural and economic center. It is home to several of the region's largest employers, including Massachusetts Mutual Life Insurance, MGM Springfield, Baystate Medical Center, Mercy Hospital Incorporated, Eastman Chemical, Smith & Wesson, and Verizon. Hampshire County measures 544 square miles, with the major population centers of Northampton and Amherst, where University of Massachusetts main campus and its ~30,000 students and staff are located.

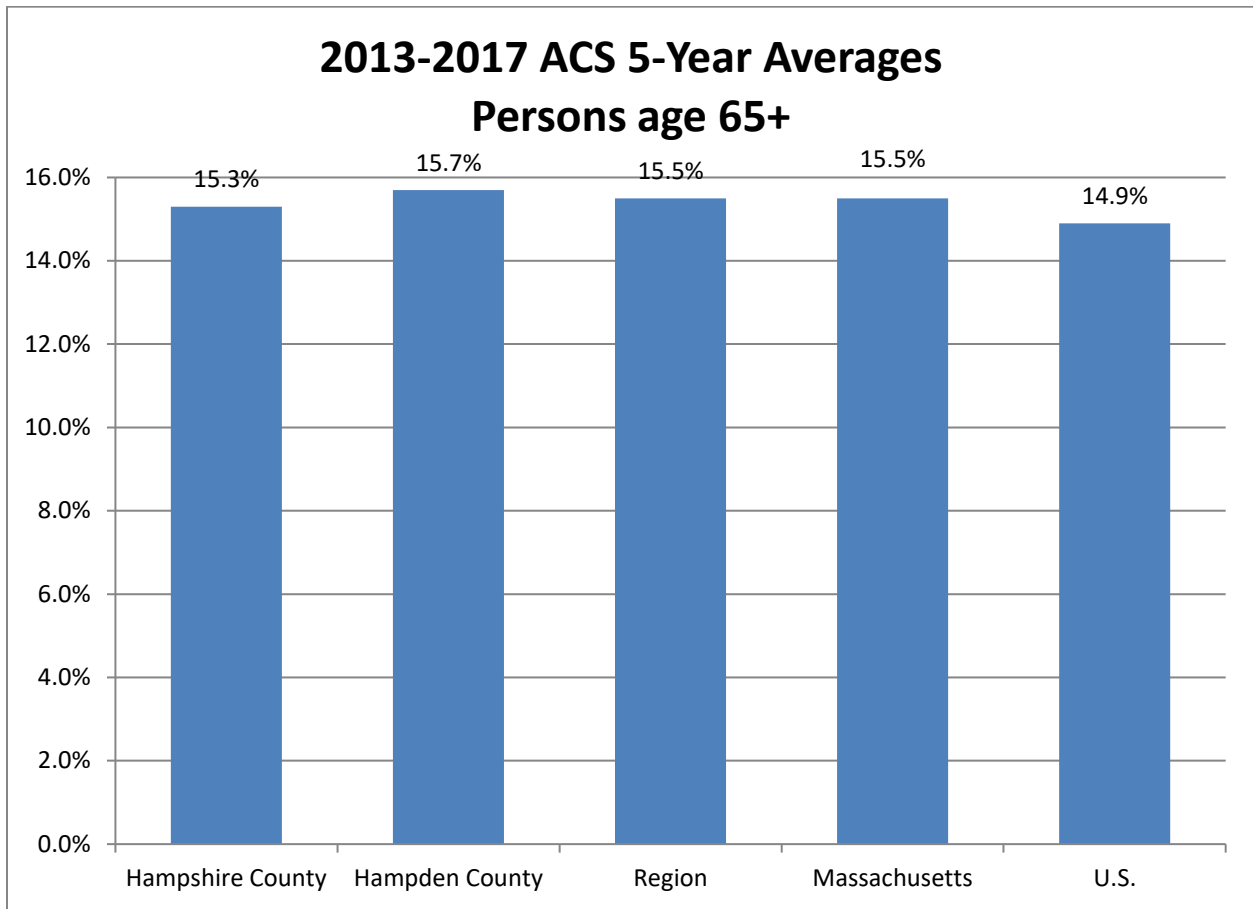
1. Target Populations

Seniors, people with disabilities, low incomes and the unemployed populations are the primary target groups to be examined for this plan. Understanding the distribution of these different population groups not only assists in improved coordination of transit services but also enhances efficient resource allocation. In identifying the target populations for the Coordinated Plan, PVPC also included the identification of racial demographics. This addition defines a more accurate demographic profile of the Pioneer Valley Region that located socio-economic groups, including low-income and minority populations as covered by the Executive Order on Environmental Justice and Title VI Provisions.

2. Identification of Senior Populations

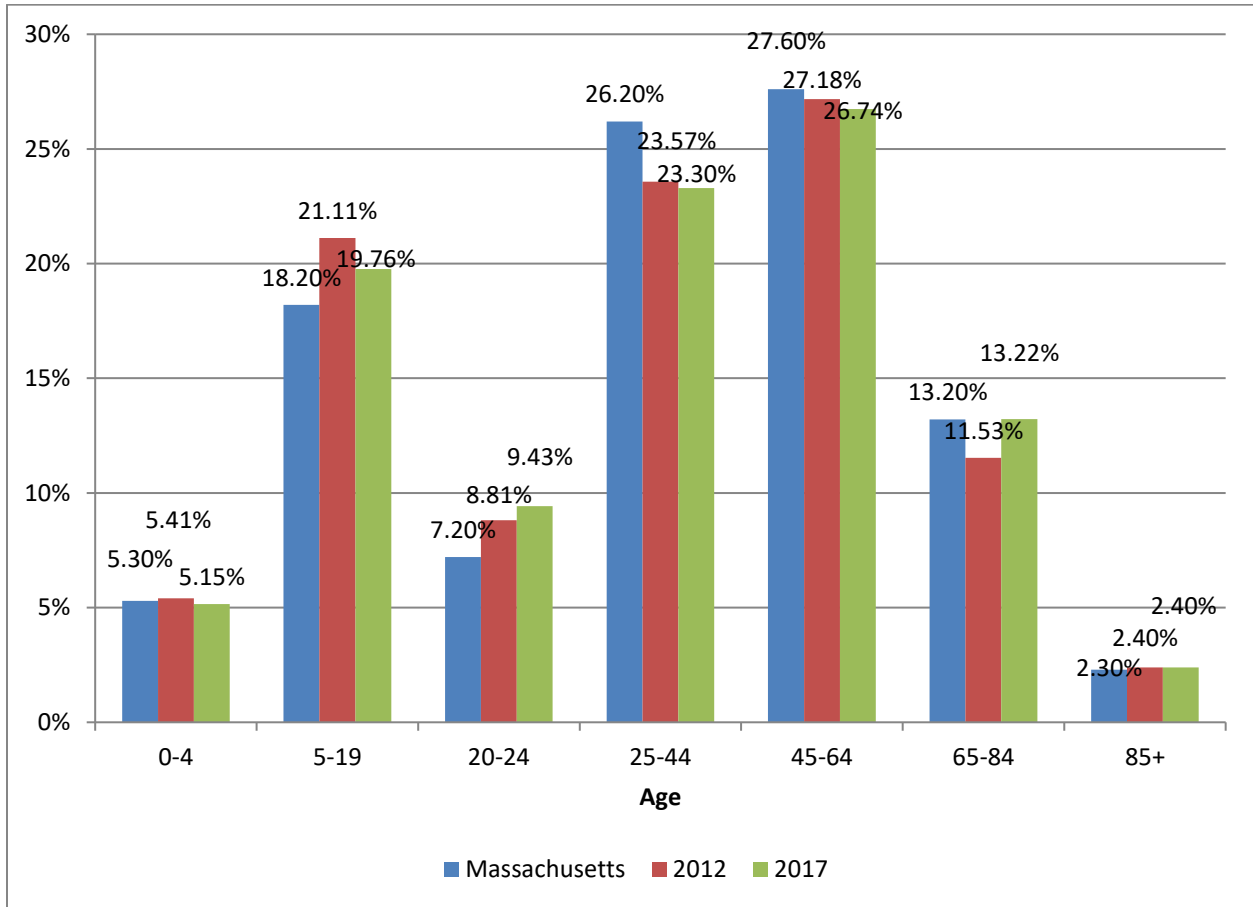
While the age distribution continues to mirror state trends in the Pioneer Valley, changes since 2012 show that residents in their most productive ages (25 to 64) are decreasing. An increase in those between 5 and 19 and between 20 and 24 may be due to the increasing student population, particularly in Hampshire County. When the last HST Plan was released in 2015, it was estimated that 27% of the population was likely to move out of the labor force within the next decade. Four years later, the Pioneer Valley is seeing a slight increase of 1.69 percentage points. This is still a trend that impacting employer recruitment and the medical field.

Figure 5: Persons age 65+



Source: Census ACS 5-Year Averages, 2013-2017

Figure 6: Population by Age in the Pioneer Valley Region



Source: U.S. Census Bureau American Community Survey, 2017 5-Year-Estimates

3. Regional Trends in Populations¹⁰

Between 2010 and 2017, the Pioneer Valley region’s population increased by about 1.7%. While some of that growth occurred in the urban areas, many of the more rural or suburban towns saw the most significant proportional increases. Conversely, other rural towns experienced the most significant population decreases during the same period. Collectively, the population of the more urban communities of Agawam, Chicopee, Holyoke, Springfield, Westfield, and West Springfield grew just over 1 percent between 2010 and 2017, with much of this growth occurring in Westfield and West Springfield.

Figure 7: Hispanic or Latino Population in the Pioneer Valley Region 2000-2017

	Hispanic or Latino Persons			% of Total Population		
	2000	2017	% Change	2000	2017	% Change
Pioneer Valley Region	74,409	120,936	62.5%	12.2%	19.2%	7.0%
Hampden County	69,197	112,302	62.3%	15.2%	23.9%	8.8%
Hampshire County	5,212	8,634	65.7%	3.4%	5.4%	2.0%
Massachusetts	428,729	760,177	77.3%	6.8%	11.2%	4.4%
United States	35,305,818	56,510,571	60.1%	12.5%	17.6%	5.1%

Source: Pioneer Valley CEDS 2019, U. S. Census Bureau, 2000 Decennial Census and 2017 ACS 1-Year Estimates

Figure 8: Population by race 2017

	White	African American	Native American	Asian	Pacific Islander	Other Races
Pioneer Valley Region	82.9%	7.7%	0.2%	3.2%	0.0%	5.9%
Hampden County	91.2%	9.3%	0.3%	2.5%	0.0%	6.6%
Hampshire County	87.8%	2.9%	0.1%	5.3%	0.0%	3.9%
Massachusetts	78.5%	7.8%	0.2%	6.6%	0.0%	6.9%
United States	72.3%	12.7%	0.8%	5.6%	0.2%	8.4%

Source: Pioneer Valley CEDS 2019, U.S. Census Bureau, 2017 1-Year County Population Estimates

The populations of the Pioneer Valley Region’s urban communities have remained relatively stable over the past seven years, with modest growth occurring in Westfield, West Springfield, Holyoke, Springfield and Chicopee. Several suburban and rural communities, such as Tolland, Chesterfield, Chester, and Westhampton, experienced significant population growth of over 14% from 2010 to 2017, while other small towns like Huntington, Russell, and Cummington experienced substantial decline, with each town losing over 10% of its population. The northern urban areas of Amherst and Northampton have experienced distinct growth patterns since the early 2000s. While Amherst climbed back to well beyond its 1990 level, with a population

¹⁰Pioneer Valley Planning Commission. (2019). Comprehensive Economic Development Strategy 2019-2024. Springfield: Pioneer Valley Planning Commission. Retrieved November 7, 2019, from <http://www.pvpc.org/sites/default/files/FINAL%202019%20CEDS%20Report%20web%20optimized.pdf>

increase of 6.6% between 2010 and 2017, the population of Northampton decreased slightly during the same period. The general pattern of large proportional increases happening in smaller towns also occurred in communities around these northern urban areas, with Hadley growing by 10.6% since 2000.

In a seventeen year time frame (2000-2017), the region's Hispanic and Latino population grew by 62.5%, a rate of growth that was slightly higher than that of the nation and lower than that of the state (see Figure 7). While the rate of growth in the Hispanic and Latino population has been slower than that of the state, at approximately 19% of the total population, the Hispanic and Latino population is actually significantly higher than that of the state. In this sense, the Pioneer Valley region looks less like the rest of the state as a whole and more like nation-wide demographics. Conversely, the proportion of the Pioneer Valley region population identifying exclusively as White (82.9%) is closer to that of the state (78.5%) than to the nation (72.3%). (Figure 8).

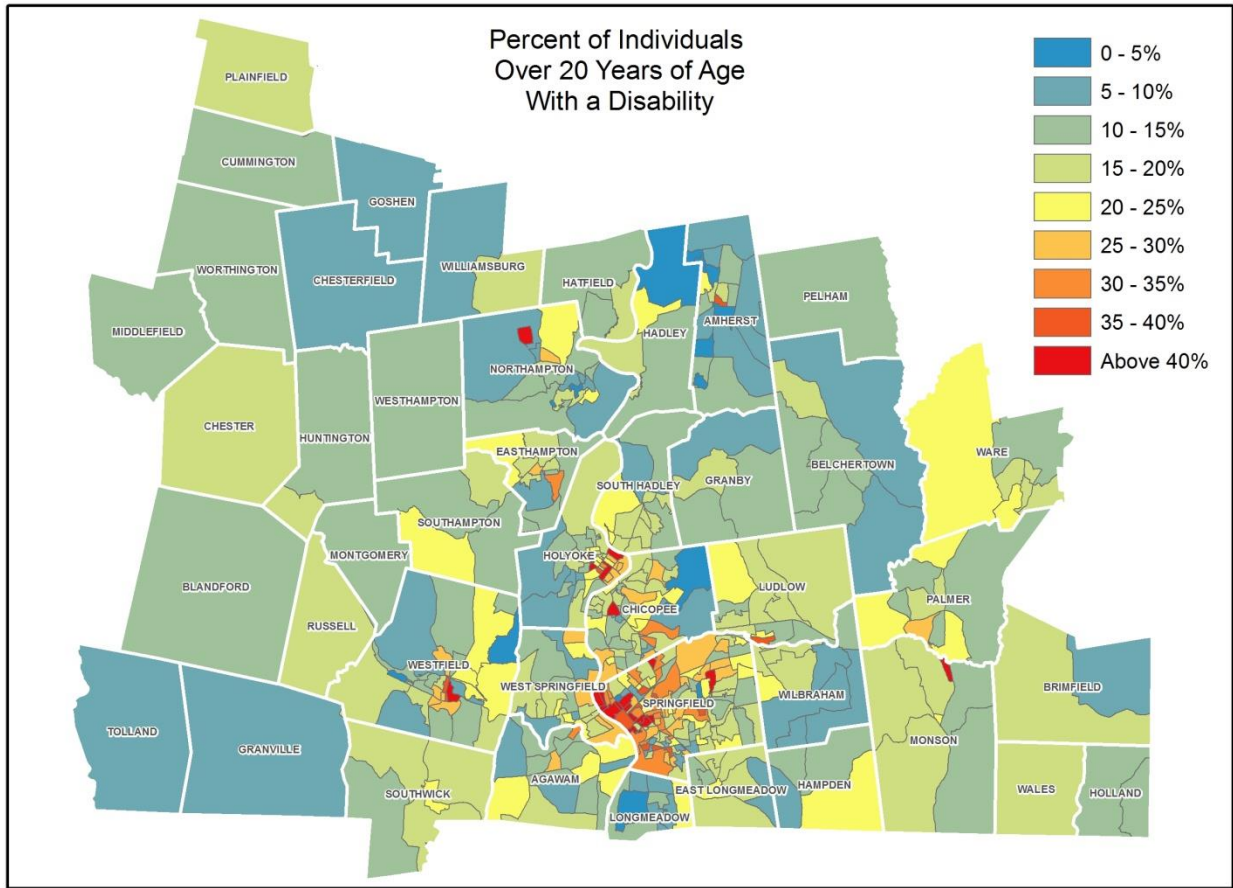
While the proportion of people who identify as White in the Pioneer Valley region is now slightly higher than that of Massachusetts as a whole, the breakdown of people who identified as races other than White were varied. The Pioneer Valley region was nearly identical to the state in the proportion of people who identify as African Americans, Native Americans, or Pacific Islander, 3.4% lower in the proportion of people who identify as an Asian race and 1% lower in the proportion of people who consider themselves a race other than the main five classifications recognized by the U.S. Census Bureau.

4. Identification of Persons with Disabilities Populations

In identifying "Persons with Disabilities" PVPC used the Census definition of employed persons with a disability between ages 21-64. While this excludes children with disabilities who are dependent on others to help them provide transportation, children are not included within available datasets. As those living in the area continue working later into traditional retirement ages, the definition of disability extends to individuals over the age of 65 (Figure 9).

The map of persons with disabilities closely resembles the map of families in poverty. Geographic based human service transportation programs could potentially impact both those with low income and those with disabilities. There may also be a correlation, meaning those with disabilities may also have lower income.

Figure 9: Census Block Groups-Individuals in the Pioneer Valley with Disabilities over the age of 20

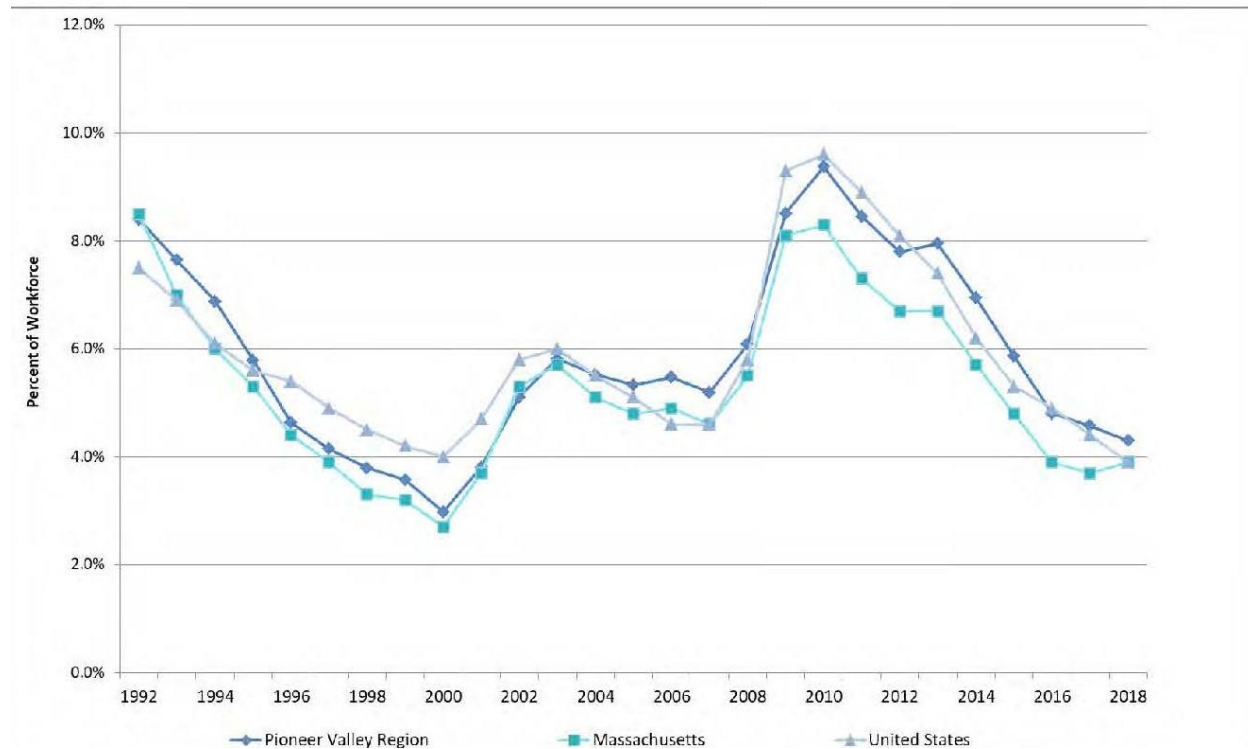


Source: Census American Fact Finder, ACS 5-year estimates 2013-2017

5. Identification of Unemployed Populations¹¹

After the economic event known as the Great Recession, the Pioneer Valley experienced its highest level of unemployment in January 2010. The economy continued to improve with the exception of the months surrounding January 2013. The unemployment rate has decreased to ~4% in Hampden County from 12% in 2010 and ~3% in Hampshire County from ~8% in 2010. Within Hampshire County in particular, the labor force as a percentage of those of working age continues to decrease since 2010, from 66.4% to 64.4%. Hampden County showed growth in the labor force until 2015 when the labor force started dropping as a percentage of the population. This is showing that Hampden and Hampshire Counties have a growing population that is leaving the workforce. With the largest increase in population coming from those between the ages of 65 and 84 and the largest decrease in those between 5 and 19 and between 25 and 64, the Pioneer Valley is growing older. A growing share of those leaving the labor market could be due to age. Considering the decrease in the percent of 25 to 64, the Pioneer Valley is losing residents at their most productive age. The increase in the population toward traditional retirement age shows a trend of older residents moving in.

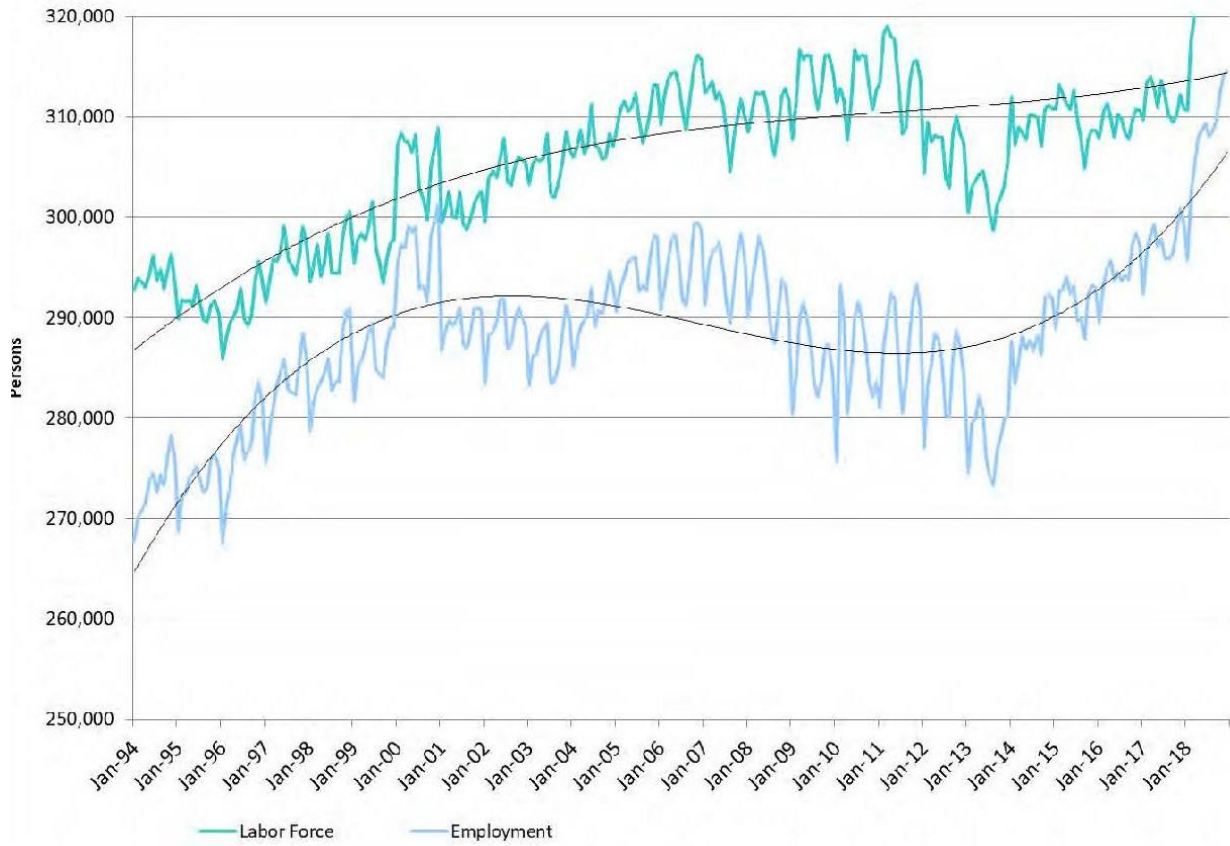
Figure 10: Unemployment Rates over time



Source: Pioneer Valley CEDS 2019, BLS 2018

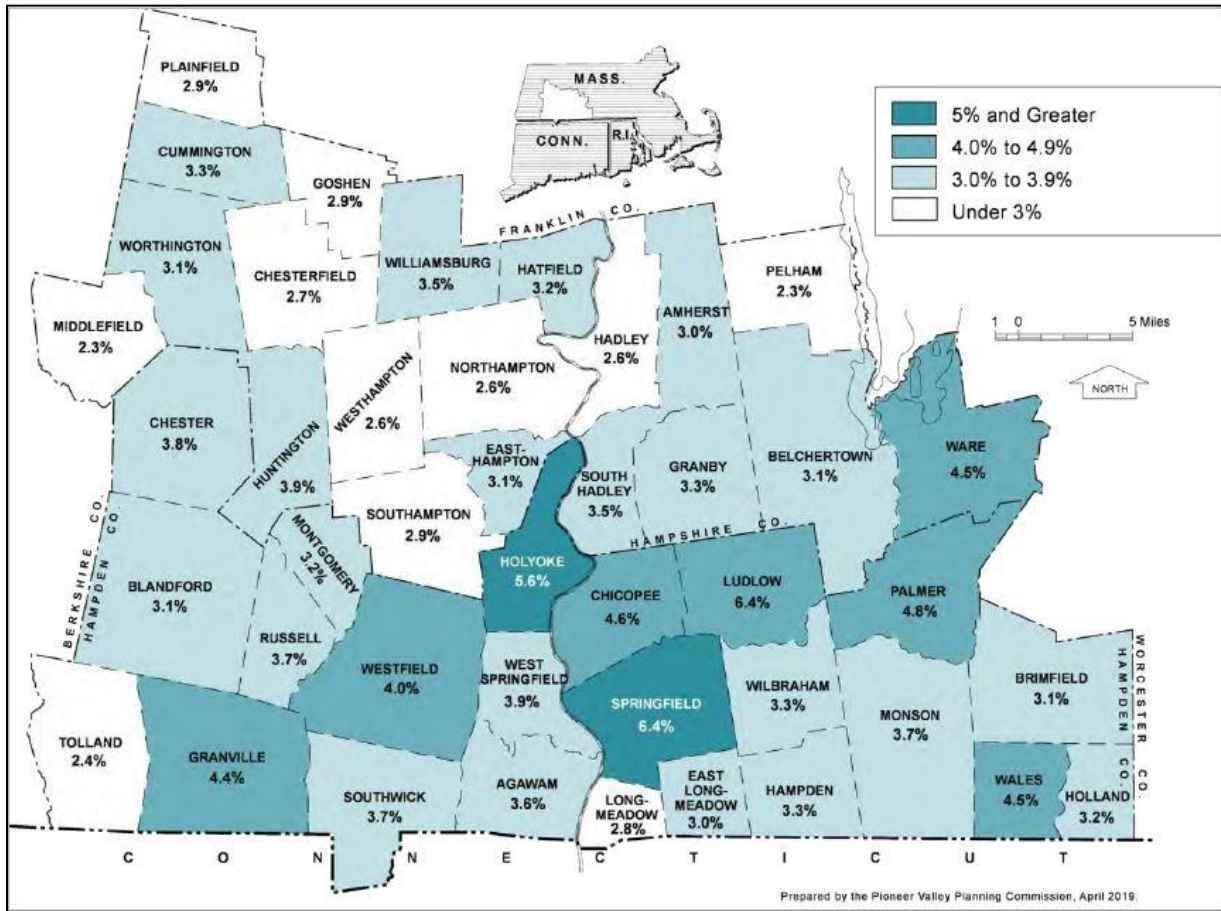
¹¹ Pioneer Valley Planning Commission. (2019). *Comprehensive Economic Development Strategy 2019-2024*. Springfield: Pioneer Valley Planning Commission. Retrieved November 7, 2019, from <http://www.pvpc.org/sites/default/files/FINAL%202019%20CEDS%20Report%20web%20optimized.pdf>

Figure 11: Pioneer Valley Region Labor force and Employment with Trend Lines



Source: Comprehensive Economic Development Strategy 2019-2024, PVPC, 2019; MA Office of Workforce Development, 1994-2018

Figure 12 : Unemployment Rates by Worker's Place of Residence, 2017

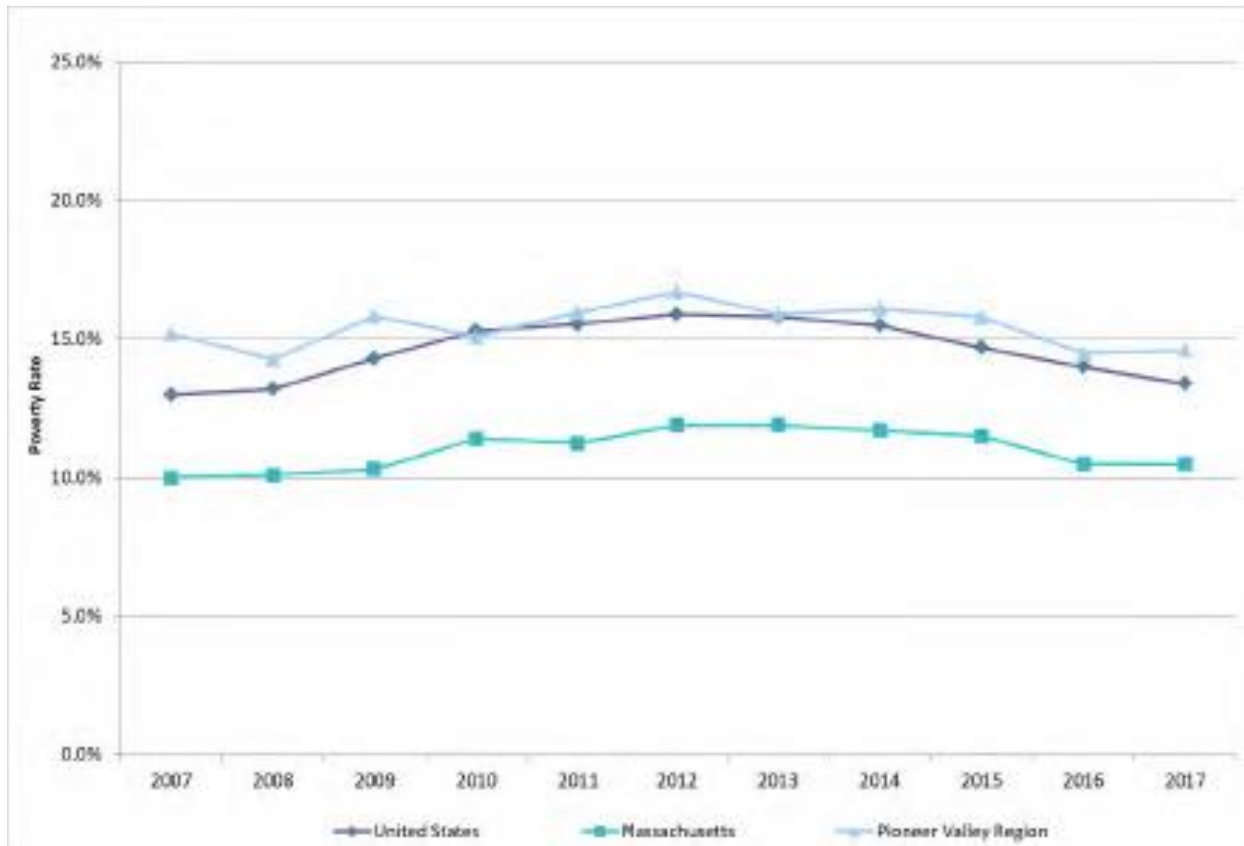


Source: Comprehensive Economic Development Strategy 2019-2024, PVPC 2019

6. Identification of Low Income Populations

Poverty rate is another measure used to determine quality of life and economic well-being. In the Pioneer Valley region, poverty rates among the general population climbed from 15.2% in 2007 to 16.7% in 2012. Between 2007 and 2010, poverty rates hovered consistently around 15%, dropping slightly in 2008 to 14.3% but then increasing in 2009 to 15.8% and again in 2012 to 16.7%, a rate higher than has existed for over a decade. However, since then, poverty rates in the Pioneer Valley region have decreased to 14.6% in 2017 (as seen in Figure 9). Despite lower poverty rates in recent years, the poverty rate in the Pioneer Valley region continues to follow a decade-long pattern of exceeding Massachusetts' overall rate by several percentage points. In 2017, this difference was 9%. The poverty rate trends, and the per capita income growth patterns previously mentioned, suggest that the region did not share equally in the state's economic growth at the end of the 1990s, nor in the middle portion of the 2000s. While in 2010 the total poverty rate in the Pioneer Valley region was lower than that of the nation as a whole for the first time in over a decade, the current 2017 rate is about 1% above the national rate.

Figure 13: Poverty Rate in the Pioneer Valley Region, 2007-2017



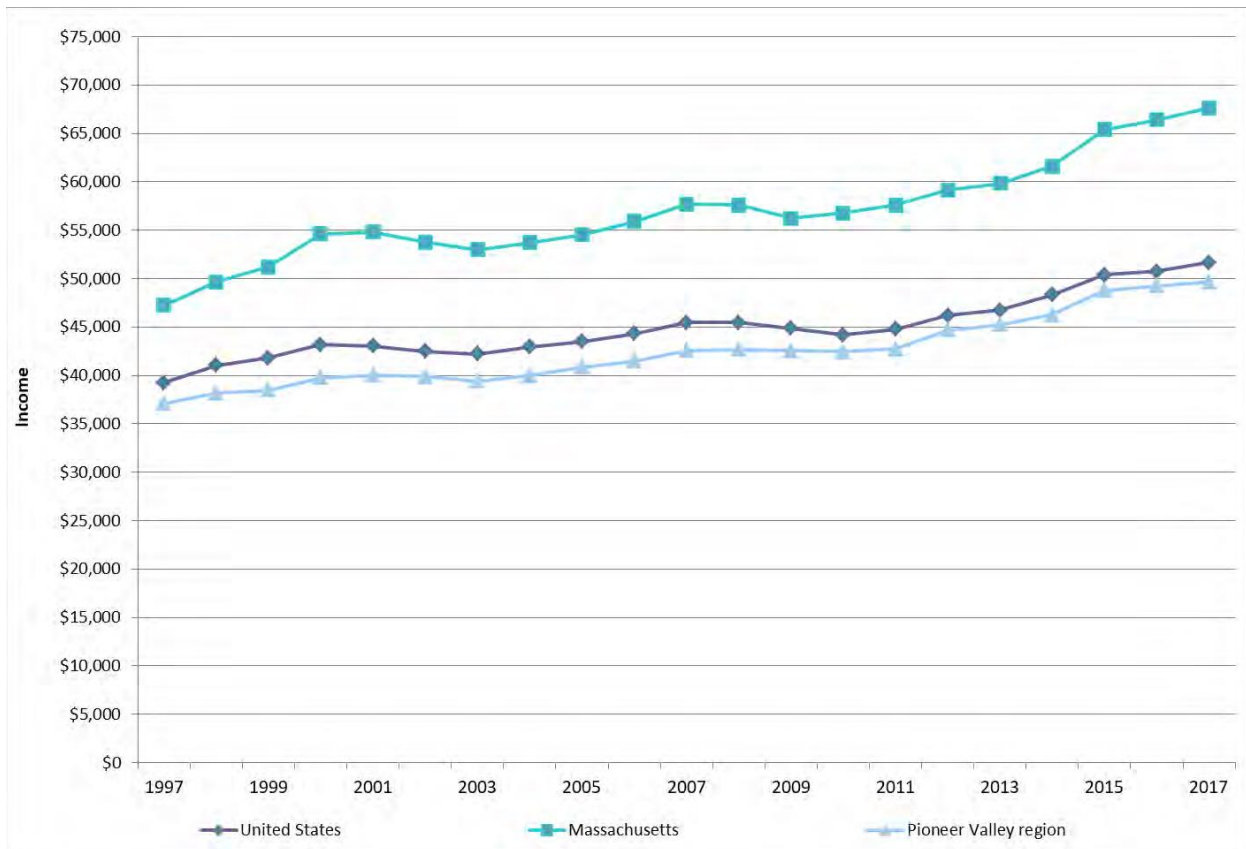
Source: Comprehensive Economic Development Strategy 2019-2024, PVPC 2009

Per capita income is a useful measure of economic growth because it controls for population change by measuring total income as it relates to population size. Inflation is controlled by converting the annual values to current year dollars using the Consumer Price Index for the Northeast. As seen in Figure 7, the region's per capita income is significantly less than the per capita income for the Commonwealth and slightly below that of the nation. Much of the economic growth is the result of economic changes in the 1990s. In 1980, the difference between

incomes in the Pioneer Valley and state, adjusting for inflation, was \$3,685, but by 2017 it had increased to \$17,987. This difference exists despite significant regional growth, as evidenced by the 37.3% growth of per capita income between 1990 and 2017. However, in a comparable time period, Massachusetts per capita incomes grew by 54.1%. Since 2000, this trend has shifted and growth rates in the Pioneer Valley region have surpassed those of the state and nation: The region’s per capita income gains have equaled 24.8% while statewide gains have been a more moderate 23.82%.

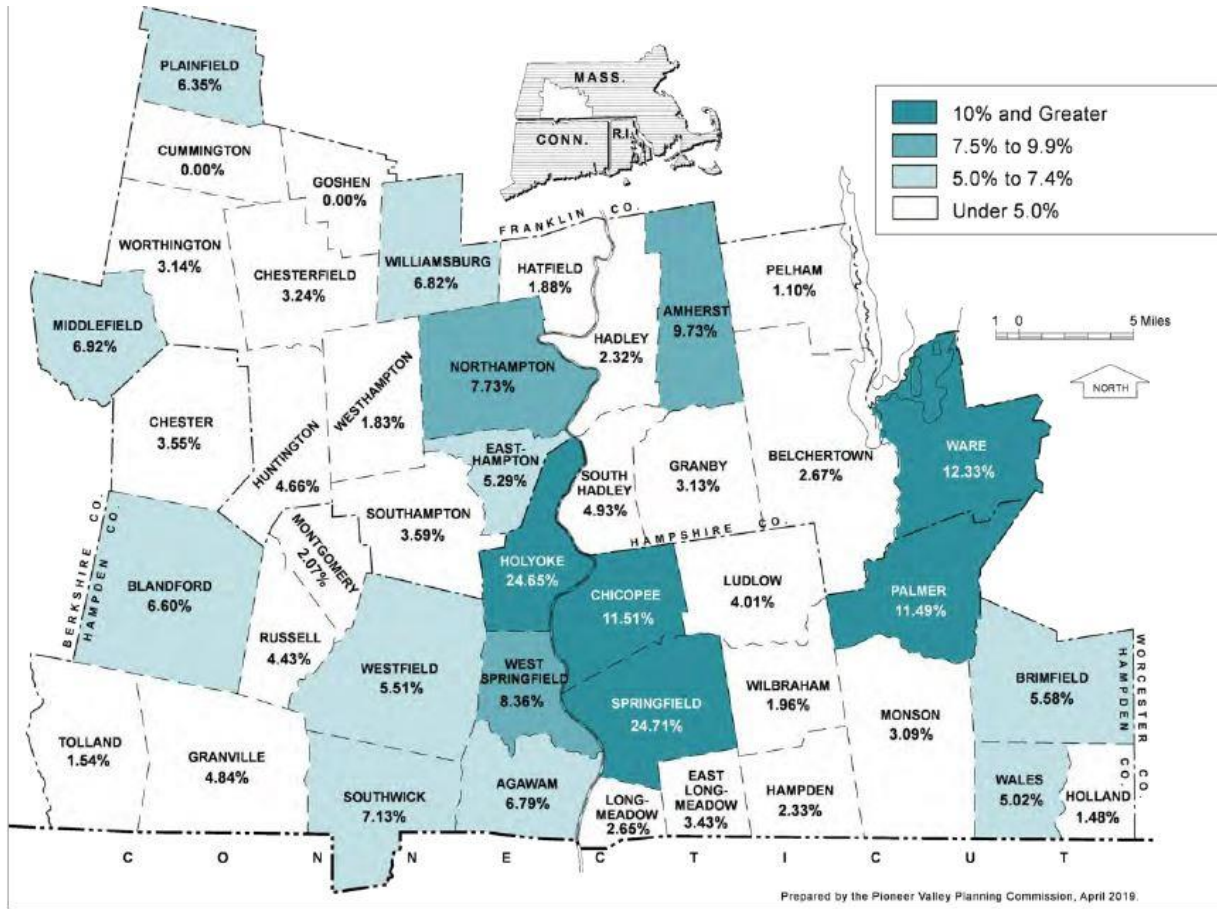
According to 2013-2017 5-year estimates from the U.S. Census Bureau, “real” per capita income rose between 2000 and 2017 in 24 Pioneer Valley region communities (see Figure 14). Middlefield, Chesterfield, Belchertown, and Chester all experienced increases exceeding 15%. In contrast, Amherst, Wales, and Springfield experienced double-digit decreases in per capita income (see Figure 15).

Figure 14: Per Capita Income (Adjusted to 2017 \$)



Source: U.S. Bureau of Economic Analysis, Regional Economic Information System, 1992-2017

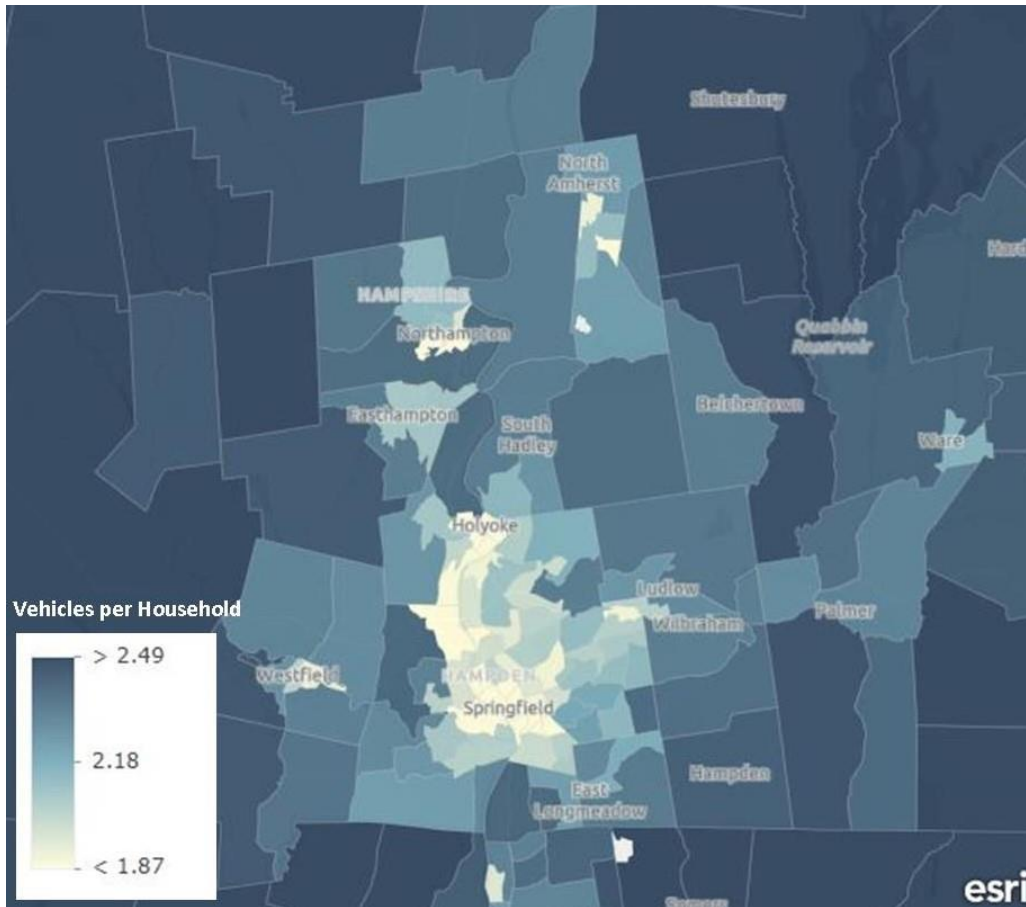
Figure 15: Families in Poverty



Source: Comprehensive Economic Development Strategy 2019-2024, PVPC 2019

The Location Affordability Index (LAI) describes the household average car ownership.

Figure 16: Vehicles per Household by Location



Source: Location Affordability Index, <https://hudgis-hud.opendata.arcgis.com/datasets/location-affordability-index-v-3>

Concentrations of lower car ownership tend to be closer to urbanized areas and public transit. Amherst, Northampton, Westfield, Springfield, Holyoke, and Chicopee show fewer vehicles per household, while more rural communities tend to have a higher number of vehicles per household: Pelham, Belchertown, Plainfield, Cummington, Goshen, Worthington, Middlefield, Huntington, Chesterfield, Westhampton and Williamsburg in Hampshire County, and Brimfield, Holland, Wales, Granville, Tolland, Blandford, and Chester in Hampden County.

Car ownership rates are closely inversely correlated to families in poverty as shown in Figure 15 and Figure 16. This shows, visually, the purpose of 5310 funding. An individual with low-income has less of an ability to rely on a personal vehicle.

IV. Overview of Existing Transportation Services

This section describes the available transit resources in the region and offers an analysis of the gaps and unmet mobility needs of transit-dependent residents.

1. Services Identified as Strengths and Opportunities within the 2019 Pioneer Valley Comprehensive Economic Development Strategy (CEDS)¹²

Economic development is closely tied to transportation and infrastructure access. The CEDS provides general background on the region's strengths and opportunities within a SWOT framework.

Strengths

Strategic location at the crossroads of Southern New England.

Increased and improved north-south rail service; new Hartford Rail Line serves Springfield to New Haven with trains every 45 minutes. [Not mentioned is the Valley Flyer pilot conducted through an agreement between MassDOT and Amtrak].

Downtown revitalization occurring throughout region in addition to the urban core, including ongoing mill redevelopments in Easthampton; new development in Amherst Center and North Amherst; and two new residential/mixed use developments and Pulaski Park in Northampton. [Stronger downtowns increases walking and biking trips and the potential for public transit routes to food, medical appointments, shopping, and entertainment].

Broadband has been extended to nearly all communities in the region and is in the process of reaching the final few rural towns. [Access to the internet can serve some of the same purposes as transportation].

Interstate 91 viaduct throughout Springfield has been repaired, with improved access ramps. [This alleviates some traffic congestion concerns and promotes faster public transit].

Union Station multimodal transportation center and new train stations in Holyoke and Northampton provide enhanced train and transit services along the Amtrak corridor. [These multimodal hubs increase north/south Intercity access].

New regional bike-share program with electric-assist bicycles began in five communities: Springfield, South Hadley, Holyoke, Amherst, and Northampton. It will be expanding into Easthampton in 2019. [The expansion of ValleyBike has entered Easthampton].

Bradley International Airport, the second largest airport in New England, is within an hour of most Pioneer Valley region communities. The airport offers numerous air carriers and flights including a transatlantic link to Ireland with connections to Europe. The airport has modernized 2019 its facilities and increased non-stop flights, resulting in passenger growth of 23% over the past six years.

Opportunities

Pilot of expanded north-south passenger rail service which began on August 30, 2019; if the

¹² Pioneer Valley Planning Commission. (2019). Comprehensive Economic Development Strategy 2019-2024. Springfield: Pioneer Valley Planning Commission. Retrieved November 7, 2019, from <http://www.pvpc.org/sites/default/files/FINAL%202019%20CEDS%20Report%20web%20optimized.pdf>

service is sufficiently utilized after a two-year trial it will become permanent.

New East-West Rail study under way with 31-member advisory committee; the study is due by the end of 2019.

Expanding network of bicycle and pedestrian routes and trails that contribute to the region's attractiveness and livability.

Coordinated policies and investments in areas of land use, economic development, housing and transportation that can support a dynamic and competitive region.

CEDS Evaluation Framework

Goal #3

Implement and Enhance the Infrastructure that Connects, Sustains and Ensures the Safety and Resiliency of the Region and Its Economy

High Speed Internet

Without a modern, high quality network of infrastructure, a region cannot sustain economic activity, retain its students and workers, or attract visitors, tourists and investment. High-speed internet access has become a core requirement for economic development well beyond technology and business fields. It is now an expected service for most businesses, governments, and educational institutions, even for activities like elementary school homework. This indicator measures the percent of the population with access to high speed internet, as defined by the Federal Communications Commission (FCC). In 2015, the FCC increased the download speed standard for broadband, which is now 25/3Mbps.

Between 2016 and 2017, the percent of the population with access to high-speed internet remained stable, increasing just 1% (from 94.04 to 94.96%). This rate is just under the Massachusetts state average of 97.8%.

The FCC recently updated their standards and calculations on this measure. These new standards are not easily comparable to previous measures. For this reason, there is only trend data available between the years of 2016 and 2017.

Bridge Conditions

Safe and efficient transportation of people and goods are essential to an economically vibrant region. The network of roads and bridges must continue to be developed and maintained as both are degraded by use and weather over time. Bridges are considered structurally deficient through a rating system developed by the Association of State Highway and Transportation Officials (AASHTO). A bridge is deemed "structurally deficient" when it scores poorly on "structural adequacy, functional obsolescence and serviceability" by the Massachusetts Department of Transportation (MassDOT). Since 2008, MassDOT's Accelerated Bridge Program sought to identify and reduce the number of structurally deficient bridges across the state, several of which are located across the Pioneer Valley. This indicator measures the total number of bridges deemed structurally deficient within the region. The data was only available for bridges eligible for federal aid.

Since the last report in 2015, the number of structurally deficient bridges has decreased slightly.

In 2015, 100 bridges were noted as being deficient, whereas in 2018 there were 95, a 5% decrease.

Road Pavement Conditions

Similar to bridge maintenance, quality of road pavement conditions affect freight deliveries, tourism, and daily commuters. Road pavement conditions are measured using the Overall Condition Index (OCI). While the Pioneer Valley Planning Commission collects data for all 43 municipalities in the region, the Franklin Regional Council of Governments conducts a survey of road conditions in Franklin County using a different system. Thus, a comparison between the two areas is not possible. OCI values span from 0 to 100, where zero indicates that the road is impassable and 100 indicates that a road is in excellent condition. Average OCIs are computed for each community for the total number of miles of road eligible to receive federal aid.

Most recently, data was collected for the Pioneer Valley Region (Hampden & Hampshire Counties) in 2011 and again in 2015. During this time, pavement conditions across the Pioneer Valley region worsened by an average of 3.9% annually. Trends were fairly similar in both counties, though the decrease was more significant in Hampden County which experienced an average annual drop of 4.4%. This data is collected and reported over a four year period. The next available data will be in 2019.

Transit Ridership

Public transit use and access directly reflect the degree to which a regional transit network and its corresponding schedules meet the needs of residents, workers, and employers. An effective public transit system with extensive, regular ridership decreases traffic and travel times, reduces pollution, and creates desirable places to live and work for a diverse area of people. People who cannot afford cars or would rather not drive on a regular basis are more likely to live near extensive and efficient public transit networks. In this scenario, businesses are also more accessible to employees and customers. This indicator measures the total annual rides on the two major transit authorities within the region (PVTA and FRTA) as well as Amtrak trains that service the region.

Between FY2016 and FY2017, ridership decreased significantly by 5.9%. Both bus and train ridership decreased, although the decrease in bus ridership was much more pronounced at an almost 6% reduction. This is a nationwide trend, but in the Pioneer Valley in particular, this decrease is similar to all transit agencies in the Northeast, with likely causes including Uber/Lyft, lower unemployment, and cheaper car loans.

Bike Infrastructure

Bicycling is generally regarded as one of the most efficient means of transportation, both for the user and the environment at large. Providing and continually extending bicycle-friendly paths can assist communities improve connectivity between destinations, provide transportation options to all users, and reduce transportation impacts on the environment. The availability of bicycle transportation is also an important factor in individual health outcomes. This indicator measures the total number of miles of on and off-road improved bike facilities. 'Bike facilities' is a broad term that encompasses sign-posted in-road bike routes, bike lanes, shared use paths and paved bike shoulders.

There has been a steady increase in bike infrastructure, averaging annually to about 3.2%. In 2013, a total of 84.7 miles of bike facilities existed across the Pioneer Valley. Since that time, many proposed bike facilities have been built, and the total has increased to about 113 miles.

2. Pioneer Valley Transit Authority (PVTA)

PVTA is the largest Regional Transit Authority in Massachusetts. PVTA was created by Massachusetts General Law 161B in August 1974 to provide oversight and coordination of public transportation services in the Pioneer Valley Region. PVTA's geographic service area covers approximately 627 square miles, encompassing 24 communities that contain urban center, suburban and rural areas. PVTA's Annual cost of fixed route operation was \$47 million in FY2018. The mobility that PVTA provides through its fixed route and paratransit services is critical for riders who do not, or cannot, drive. PVTA brings essential daily access to places of work, education and shopping. For the region's businesses and institutions, PVTA provides essential links to economic, academic and cultural activity centers throughout Western Massachusetts.

PVTA oversees the operation of 191 buses on a system that includes 42 fixed route bus routes and three community shuttles. PVTA customers made approximately 10 million bus trips in FY2019. PVTA also oversees an extensive paratransit van service that provided over 260,000 demand response trips for people with disabilities and senior citizens using 150 vans in FY2019.

PVTA's mission states:

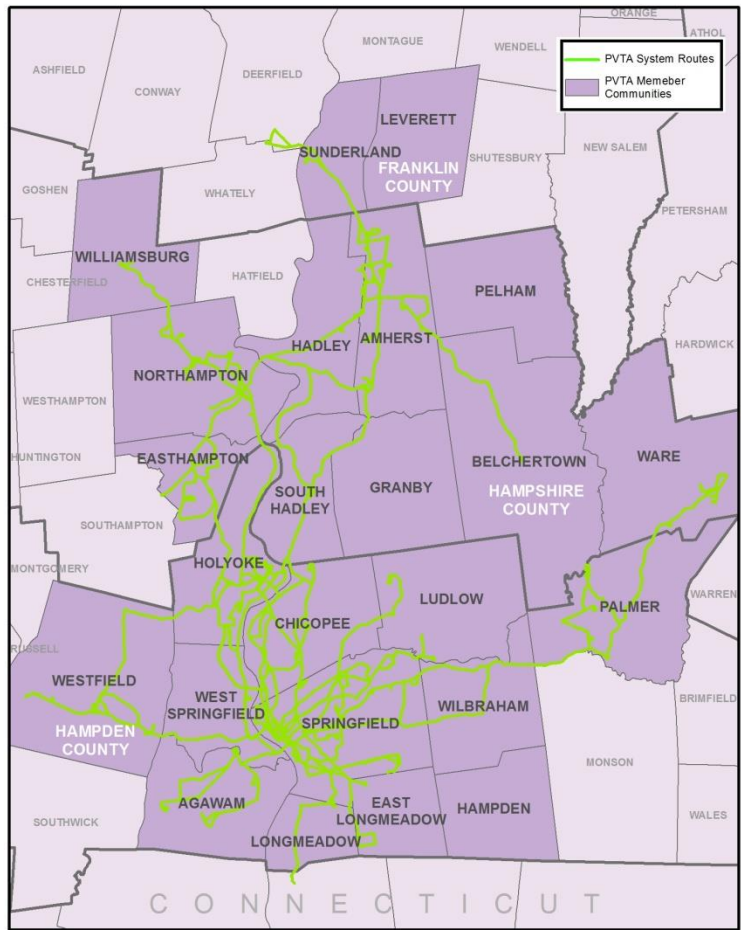
The PVTA is committed to providing the highest quality of convenient and accessible public transportation service that meets the needs of our customers in an efficient, cost effective manner.

The vision of PVTA is to assist the Pioneer Valley in making our communities more livable through transportation services.

The personal mobility that PVTA provides is critical for the large number of residents of the region who do not, cannot, or choose not to drive. For these people, PVTA is vital to their access to places of work, medical appointments, educational opportunities, and shopping establishments.

The PVTA's 600-square mile service area is diverse in terms of land uses and demographic composition. It is organized in two broad areas (Figure 17).

Figure 18: PVTA Service Area



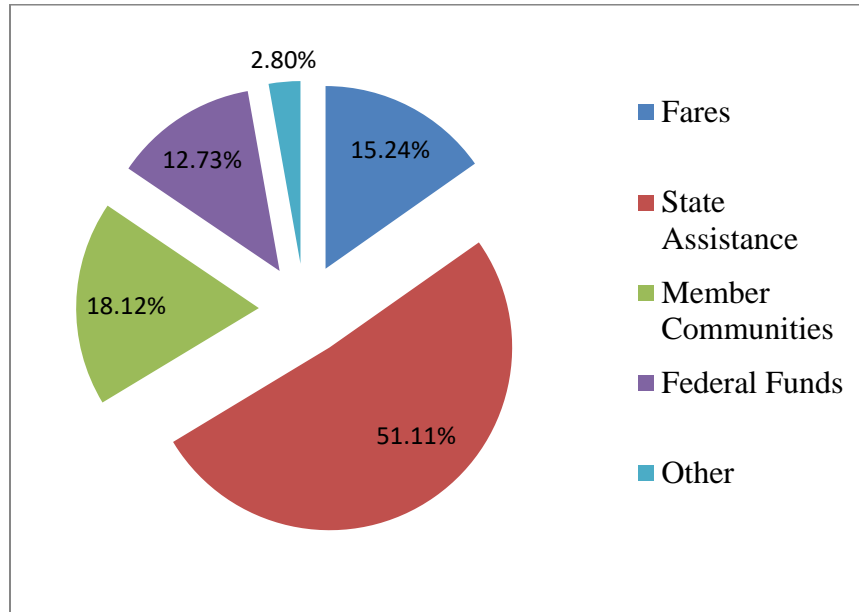
Source: Map developed by PVPC

Figure 19: PVTA Member Communities

Agawam	Granby	Ludlow	Sunderland
Amherst	Hadley	Northampton	Ware
Belchertown	Hampden	Palmer	West Springfield
Chicopee	Holyoke	Pelham	Westfield
Easthampton	Leverett	South Hadley	Wilbraham
E. Longmeadow	Longmeadow	Springfield	Williamsburg

PVTA Budget

Figure 20: PVTA Operating Revenue



Source: PVTA Annual Report 2019, pvta.com

Figure 21: Operating Revenue Dollar Amount

<i>Revenue and Income</i>	<i>Amount</i>
Fares	\$7,526,668
State Assistance	\$25,233,938
Member Communities	\$8,947,886
Federal Funds	\$6,283,734
Other	\$1,381,218
Total	\$49,373,444

Source: PVTA Annual Report 2019, pvta.com

The PVTA Budget comes mainly from State Operating Assistance, making up 51.11% of funding. This funding is needed to offer the level of both fixed-route and paratransit service in demand by each community. This also means that due to inflation, a level funded budget is the same as a direct cut to operations and services. PVTA is inherently dependent on State Operating Assistance in the form of funding through the M.G.L. Chapter 90 sources.

Grants

Grants make up a substantial part of PVTA's budget. PVTA was able to provide additional

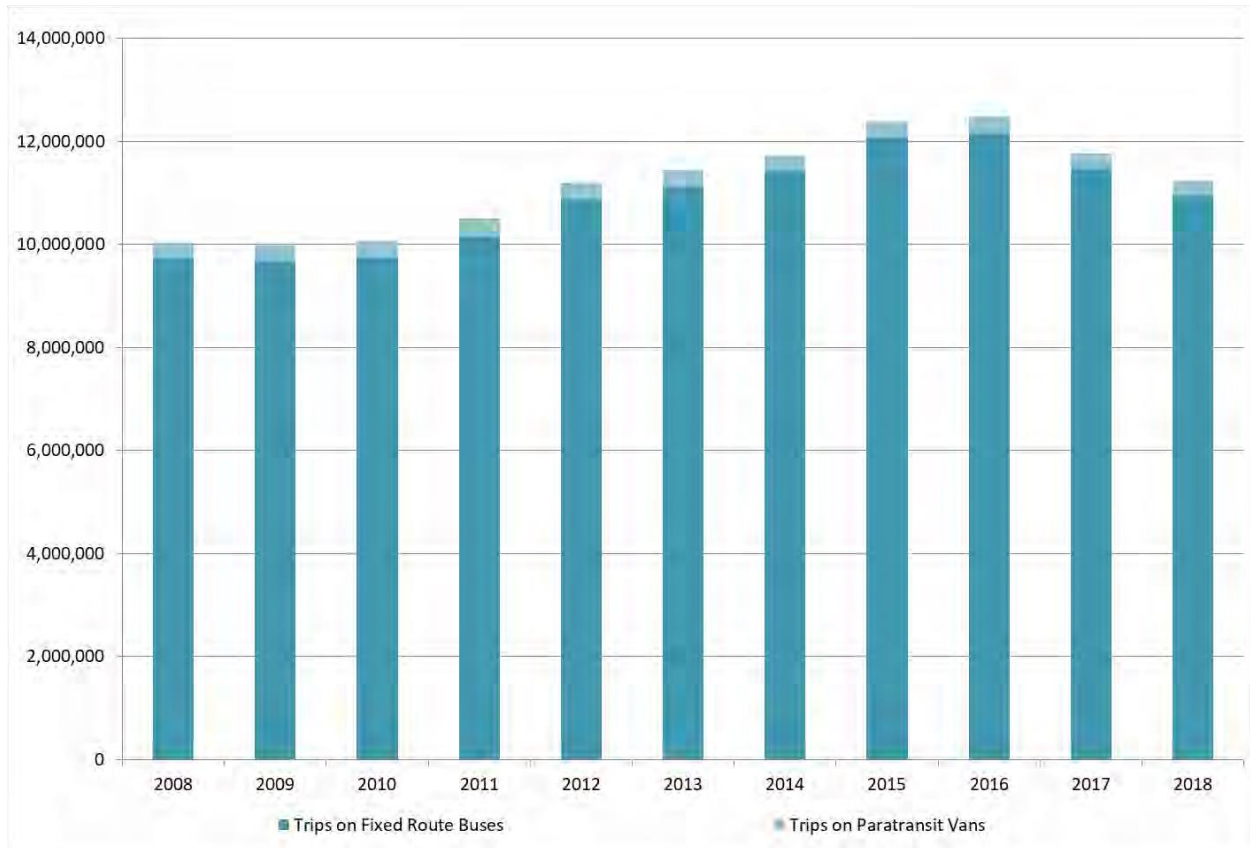
services or sustain services because of these grants.

Figure 22: PVTA Grant Awards 2019

<i>Grant</i>	<i>Grant Purpose</i>	<i>Award</i>	<i>Use of Award</i>
AARP Community Challenge Grant	Improvement of public spaces serving seniors	\$10,000	12 benches at bus stops throughout Springfield
Bus & Bus Facilities Infrastructure Investment Program	Facilities	\$2,400,000	2840 Main Street facility to paratransit operations
MassDOT’s Community Transit Grant Program	Vehicles	\$1,194,973	17 Ford E-350 paratransit vehicles

Source: PVTA Annual Report 2019, pvtta.com

Figure 23: Pioneer Valley Transit Authority System Wide Annual Bus and Van Trips 2008-2018



Source: PVTA Annual Reports

PVTA Fixed Scheduled Routes¹³

As a regional transit authority, PVTA has an advisory board that consists of town managers and

¹³ 2019 PVTA Onboard Customer Survey Southern Service Region.

city mayors throughout the service area, as defined by M.G.L. Chapter 161B. The advisory board has a number of committees including a route committee that approves each route. The PVTA administrator has the ability to approve routes for a trial basis for up to one year before approval is needed.

PVTA fixed route headways generally range from 15 minutes to two hours, 45 minutes, depending on the route and time of day. One route has headway of six hours to specifically serve the Hampshire Correctional Facility.

PVTA provides the most trips per year out of all regional transit authorities in Massachusetts.

PVTA implemented approximately \$700,000 in service reductions system-wide in FY19. Adjustments to routes in Hampshire County as well as system-wide changes to Sunday service on the majority of holidays allowed PVTA to balance the budget while impacting the fewest number of passengers and retaining the majority of service.

PVTA fixed-route service had expenditures of \$39,934,939 in FY2019 with revenue of \$6,732,600 that same year, for a net cost of \$33,202,339.

PVTA's Fare and Fare Media

Fare Increase

PVTA implemented a 20% fare increase for both fixed route and paratransit service effective July 1, 2019. Fixed route fare increased from \$1.25 to \$1.50 and paratransit base fare increased from \$2.50 to \$3.00. A \$5.00 premium fare for ADA and senior van trips that travel outside of the federally required ¾ mile distance from a bus route was also implemented. This is PVTA's first fare increase in almost a decade. Additionally, a policy was approved to examine fare increases in three year intervals with possible increases every third year ranging from a 5% to 25% increase.

Fixed-Route Fare Media

Figure 24: PVTA Fare Schedule

<i>PVTA Fare Schedule</i>	<i>Cost</i>	<i>Transfer Cost</i>
Cash On Board	\$1.50	\$0.25
Daily Passes	\$3.00	Included
Weekly Passes	\$15.00	Included
Monthly Passes (Purchased at PVTA Customer Service)	\$54.00	Included
Monthly Passes (Purchased with a Big Y Supermarket Card)	\$52.00	Included

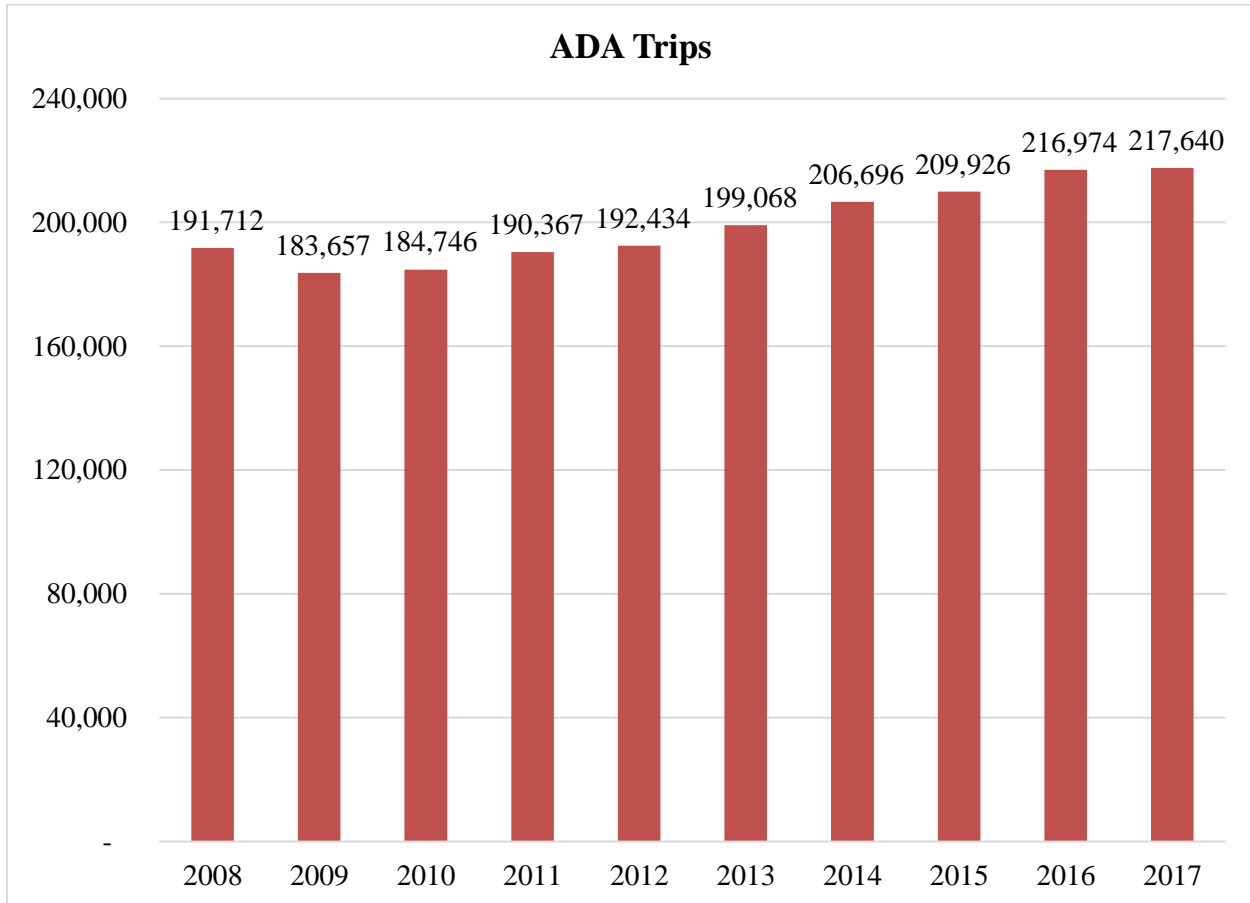
Source: pvta.com

New Fare Media at PVTA July 2020

PVTA implemented a new visual validation ticketing application for smartphones. PVTA is using Bytemark's Bus+Plus product, universal to Massachusetts through MassDOT. This allows customers to purchase tickets and passes conveniently from their smartphones. PVTA also Implemented Fare Capping. A rider purchases a day pass for \$3.00. As long as they continue to pay their fare through the app, once those day passes add up to the cost of a monthly pass (\$54.00), their ticket will switch to a monthly pass and the rest of that month has been paid for. PVTA understands riders with lower incomes have difficulty obtaining a lump sum payment of \$54. Previously customers were limited to Big Y market locations and PVTA Customer Service at Holyoke Transit Center and Union Station. This kind of pass would increase accessibility of discounted fare for lower income riders.

PVTA Paratransit Services

Figure 25: ADA Trips; Fiscal Years 2008 - 2017¹⁴



Source: 2017 ADA Paratransit Survey Results

ADA Service Overview

The Pioneer Valley Transit Authority provides community-wide demand response service to 21 out of the 24 member communities, with the exception of Hampden, Leverett and Pelham (see Figure 30 for a map of RTA and COA services, within section III. 8. Senior Van Service, Councils on Aging, and Town Based Transportation Services). This service is above and beyond the minimum-required paratransit service within a $\frac{3}{4}$ mile buffer around fixed routes, mandated by the ADA.

The PVTA ADA paratransit service has the following features:

20-Minute Window and 1-Hour Rule – As per the ADA regulations, PVTA uses a 20-minute window instead of giving an exact pick-up time (e.g. 10:40 AM – 11:00 AM). Any pick-up occurring after the close of the 20-minute window is considered “late.” Furthermore, the PVTA

¹⁴ **These are trip numbers, not ridership numbers. Ridership is slightly higher than trips due to PCAs and guests.

may schedule the trip for up to one hour before or after the requested pick-up time (depending on whether it is an appointment-based trip). However, PVTA strives to pick up customers as close to the requested time as possible.

Automated Phone Calls – When customers call to schedule their trip, they are not given a pick-up window at the time of their call. Rather, they are called the night before their scheduled trip through an automated system and given the 20-minute pick-up window. For example, a customer may request a 10:00 AM pick-up on Monday. Sunday evening, the customer will receive an automated message with their pick-up window; in this case, the window may be 9:50 AM to 10:10 AM.

ADA Certification – Customers must be certified for ADA service – that is, it must be verified that their disability prevents them from using regular fixed-route PVTA service. Every three years, ADA customers must come to the PVTA office to recertify their ADA-eligible status.

Shared Ride Service – PVTA operates a shared ride service. This means that an ADA customer may need to stop several times to pick up or drop off other ADA customers before arriving at their destination.

Comparable Fixed-Route Ride Times – In general, PVTA strives to keep all paratransit trips under 60 minutes in duration. However, there are times when trips exceed 60 minutes in duration, especially when those trips cover great distances (e.g. Westfield to Hadley).

ADA standards require that paratransit ride times not exceed the ride time of a comparable fixed-route trip. In most cases, comparable ride times for these long-distance trips is substantially longer than the paratransit ride time (e.g. 70 minutes for paratransit, 120 minutes for fixed-route).

In Fiscal Year 2017, PVTA provided 217,640 ADA trips on its paratransit system (not including its senior van service). It is expected that the ADA rider base will grow as the population becomes older on average (primarily driven by the Baby Boomer generation). The 2014 Paratransit Comprehensive Service Analysis estimated that PVTA should expect ADA demand to increase by at least 2% per year until 2030. This is primarily the result of an increase in the number of seniors in the service area. Given that the average increase over the last five years has been 2.5% per year, this estimate seems credible.

PVTA Paratransit Fare Media

Figure 26: PVTA Paratransit Fare Cost

<i>Fare Type</i>	<i>Cost</i>
Trip within town	\$3
Trip to a surrounding town	\$3.50
Trip beyond a surrounding town and within PVTA's service area	\$4
Paratransit van ticket beyond 3/4 mile	\$5
20 Pack of Ride Tickets (within town)	\$57
10 Pack of 50 cent Ride Tickets	\$4.75

Source: pvta.com

3. Franklin Regional Transit Authority (FRTA)

The Franklin Regional Transit Authority provides fixed route and paratransit services in Franklin, Hampden, Hampshire and Worcester Counties.

FRTA Fixed Route

FRTA operates eight fixed routes, including three routes that connect to other transit systems outside of Franklin County; two of these routes connect to communities in the Pioneer Valley Region (and to the PVRTA system):

- Route 31 operated between the Olver Transit Center in Greenfield and the Academy of Music in downtown Northampton via the communities of Deerfield, Whatley, and Hatfield. The current fare is \$1.50 and this route makes three trips in the morning and three trips in the afternoon. The route operates Monday through Friday
- Route 23 operating between Olver Transit Center in Greenfield and the Haigis Mall on the University of Massachusetts campus in Amherst. The current fare for this route is \$1.50. The route operates Monday through Friday with one trip down in the morning and one back in the afternoon.

FRTA implemented the Go! Card as part of a fare media update. This card allows riders to purchase a reduced monthly (31 day) pass for unlimited rides on the FRTA buses. The cost of this monthly pass is \$40. This is lower than the \$3 real cost per day per passenger assuming a passenger has a single destination.

FRTA Micro-Transit Pilot Program¹⁵

FRTA's new micro-transit pilot program (FRTA ACCESS) launched on October 1, 2019 and will go through June 30, 2020 (funded through MassDOT's Discretionary Grant Program). This new program will allow the general public to schedule next-day or same-day transportation utilizing our new mobile app which can be download at the Apple App Store or from Google Play by searching for FRTA. This pilot will operate in two zones: Zone 1 consists of Greenfield, Montague, Deerfield, Whatley, Gill & Leyden and service will operate Monday through Friday from 7:00am to 6:00pm; Zone 2 consists of Orange, New Salem, Warwick and Wendell and service will operate Monday through Friday from 8:00am to 5:00pm. For this pilot project riders can only travel within each respective zone and cannot travel between zones. All rides are \$5.00 per one-way trip and all additional riders are \$2.50. Rides are open to the public on a first come-first serve basis. In addition to FRTA ACCESS, Demand Response consumers in the above towns are also able to schedule their trips through our office during these extended hours/days.

FRTA Paratransit Service

There are 16 towns in the PVMPO region that contract with the Franklin Region Transit Authority (FRTA), based in Greenfield, for paratransit van service through their local councils on aging. These towns are: Blandford, Chester, Chesterfield, Cummington, Goshen, Granville, Hatfield, Huntington, Middlefield, Montgomery, Plainfield, Russell, Southampton, Southwick, Westhampton, and Worthington. In FY2019, a total of 7,248 one-way trips were provided by

¹⁵ Information on the FRTA Micro Transit Pilot Program provided by FRTA.

FRTA to riders in those towns at a cost of \$134,920.36.

FRTA provides demand response rides for each of these communities with the exception of Granville. Granville does not currently have senior or disability based transportation options. Because these communities are located in the furthest western and southern portions of the PVMPO region, they are not within the ¾ mile buffer of any fixed route bus service in the region and therefore no ADA paratransit service is available. Senior dial-a-ride service is offered for persons age 60 and older through municipal senior centers. In some cases, pre-certification of eligibility is required. Days, hours of operations, fares and service frequency vary by town. The FRTA paratransit fare within the same town is \$1.25 per ride; to an adjacent town is \$1.75; and to any town beyond that is \$2.25. FRTA provides a discounted fare to senior centers and community meal sites at \$0.75 within the same town, and \$1.00 to an adjacent town.

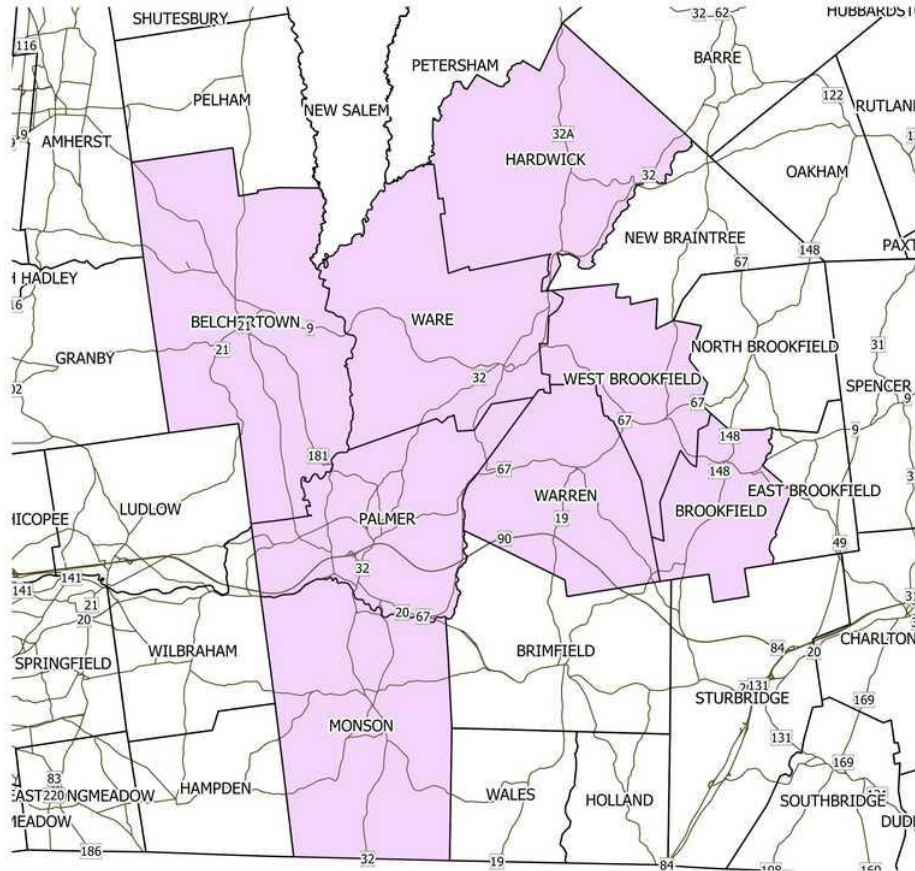
FRTA Demand Response Service

FRTA considers its senior services as Demand Response. Demand Response transportation is a curb to curb service offered to elders 60 years or older, eligible LifePath, Inc. (formerly Franklin County Home Care Corporation) consumers, nursing home residents, or Veterans with a disability rating of 70% or greater. Days, hours of operations, fares, and service varies depending on the town.

4. Quaboag Valley Connector and Amherst to Worcester Intercity Bus

Quaboag Valley Connector

Figure 27: Quaboag Connector Service Map



Source: Quaboag Connector, <https://www.rideconnector.org/quaboag-connector-coverage-map/>, 2019

The Quaboag Connector provides transportation to and from the following:

Jobs and employment-related services;

Education related services, including E2E: Education to Employment, the Quaboag Region Workforce Training and Community College Center located in Ware;

Needed social services in the region; and

Connections to the Pioneer Valley Transit Authority's (PVTA) trunk lines via the Palmer village shuttle and Ware shuttle operated by PVTA, as well as to Five College bus service in Belchertown, and to the Worcester Regional Transit Authority's (WRTA) trunk line in Brookfield.

Program Information:

- Hours of operation: Monday through Friday (except major holidays) 6:00AM to 7:00PM
- Rides cost: \$2 each way
- Requesting a ride: available over the phone

- Community members must call two days in advance to use the service

Amherst to Worcester Intercity Bus

PVTA administers the Amherst to Worcester Intercity Bus through the Quaboag CDC. Funding was provided through MassDOT grant to PVTA, providing payment to Quaboag CDC for the implementation and continued operation of this route. Drivers and dispatchers are employees of the Quaboag CDC, making the Quaboag CDC a subrecipient.

5. Executive Order 530 and Regional Coordinating Councils

In 2011 Gov. Patrick signed Executive Order 530 to examine and offer suggestions to improve/reform Community, Social Service and Paratransit transportation. The Order established a Commission of 16 members charged with making recommendations to improve transportation services used by persons with disabilities, low incomes, limited English proficiency, and seniors and visitors to the Commonwealth. The Commission held public listening sessions across the state and based on the findings, developed over 60 recommendations ranging from making more wheelchair-accessible taxis available to facilitating paratransit transfers between transit regions. One recommendation of the report ([Executive Order 530 Final Report July 2012](#)) was to establish Coordinating Councils (RCCs) as part of a statewide initiative to improve service quality and increase efficiency.

In 2013, MassDOT and the Executive Office of Health and Human Services (EOHHS) convened a Statewide Coordinating Council on Community Transportation to help with implementation of these recommendations. At the same time, MassDOT and EOHHS reached out to local organizations to form Regional Coordinating Councils around the state. The RCCs work on implementing the Executive Order 530 recommendations and other coordination efforts at the regional level and channel priorities up to the Statewide Council. Transportation providers, planners, human service providers, advocates and self-advocates, and other stakeholders work together to identify and address transportation needs in their region. While each Regional Coordinating Council is different and reflects local priorities they generally seek to:

- Identify unmet service needs
- Develop regional priorities
- Coordinate existing services to serve more people at the local level
- Report unmet needs to the appropriate government agency (i.e. MassDOT)
- Raise awareness of the important role community transportation services

Figure 28: Regional Coordinating Councils in the Pioneer Valley Metropolitan Region

RCC	Coverage Area	Contact	Meeting Schedule
Pioneer Valley	Agawam, Amherst, Chicopee, East Longmeadow, Easthampton, Granby, Hadley, Hampden, Hatfield, Holyoke, Longmeadow, Ludlow, Monson, Northampton, South Hadley, Springfield, West Springfield, Westfield, Wilbraham	Jennifer Lee	Meeting dates and times vary
Franklin County Transit Advisory Committee	Ashfield, Bernardston, Buckland, Charlemont, Colrain, Conway, Deerfield, Erving, Gill, Greenfield, Hawley, Heath, Leverett, Leyden, Monroe, Montague, New Salem, Northfield, Orange, Shelburne, Shutesbury, Sunderland, Warwick, Wendell, Whatley	Michael Perrault	Meeting dates/times vary. Meets in collaboration with Franklin Transit Advisory Committee
Hilltown	Becket, Blandford, Chester, Chesterfield, Cummington, Dalton, Florida, Goshen, Granville, Haydenville, Hinsdale, Huntington, Middlefield, Williamsburg	Kate Bavelock	Group still forming, meeting dates and times vary
Quaboag	Belchertown, Ware, Palmer, Monson	Gail Farnsworth French	Group is active, meets every two months
Central Mass	Brimfield, Holland, and Wales	Constance Mellis	Group is active, although participation from Pioneer Valley communities is minimal

Initial source: Massachusetts Department of Transportation, Rail and Transit Division, <https://www.mass.gov/service-details/regional-coordinating-councils-for-community-transportation>, 2019

Franklin County Transit Advisory Council

The Franklin County RCC is composed of human service providers throughout Franklin County and the North Quabbin Region and meets bimonthly in conjunction with the FRTA Transit Advisory Committee. In 2019, the RCC updated the Franklin Regional Transportation Inventory of all transportation services offered in Franklin County. The inventory also includes information about the cost, eligibility, and service area of all the transportation providers. The inventory was distributed to all human service providers in the region to better assist the needs of their clients. The inventory also provides an excellent basis for transportation coordination in the region as it highlights the overlaps and gaps in service that currently exist ([Appendix D](#)).

Pioneer Valley Regional Coordinating Council

Pioneer Valley Regional Coordinating Council does not currently meet on a regular basis. This

RCC was formed in 2012 and met regularly through February, 2018.

Hilltowns Coordinating Council

Hilltowns Coordinating Council falls within both the PVRTA region and FRTA region. Williamsburg is a PVRTA community while the rest are FRTA.

The Hilltowns Coordinating Council collaborates with local Councils on Aging; the local area agency on aging, Highland Valley Eldercare; Independent living advocacy organization, Stavros; and Cooley Dickinson Health Care.

while their focus is to help residents get to other locations through FRTA demand response vans and their own Hilltown Driver Pool, the Hilltowns Coordinating Council is also focused on economic development to revitalize rural downtown areas that will increase access to services, entertainment, and food.

The rural communities of Middlefield, Chester, Blandford, Huntington and Granville have fewer college or university graduates than communities like Northampton, Williamsburg, Amherst, Pelham, and Longmeadow. The Hilltown RCC and Hilltown CDC provide outreach to Councils on Aging throughout their area.

MassMobility Project

The MassMobility project provides free assistance to organizations to help coordinate with transportation services. The MassMobility project is coordinated by the EOHHS Human Service Transportation Office in cooperation with MassDOT is funded through a federal grant. The MassMobility project addresses barriers to quality of life for seniors, people with disabilities, and low-income individuals across Massachusetts. MassMobility works to build coalitions and collaborative efforts, helps partnering organizations save money and serve more people, and provides information on best practices and innovative strategies in community transportation. The EOHHS maintains a web for the project ([MassMobility](#)).

The MassMobility online interactive map can help individuals find contact information for organizations in their city or town that can help them arrange a ride or connect with local transportation services. (http://maps.massgis.state.ma.us/eohhs_hst/hst.html).

Mass Ride Match¹⁶

Greater Attleboro Taunton Regional Transit Authority (GATRA) provides a website of public and private transportation options throughout the state. A search option is offered. Based on a questionnaire on program eligibility, Mass Ride Match will find the transportation options in each community. Not all communities are fully represented within this application for communities in Hampden and Hampshire Counties.

6. Passenger Rail

As demand continues to grow for transportation options for intercity travel, passenger rail has gained support in both popularity and funding to become a viable alternative mode of travel in the Pioneer Valley.

¹⁶ <https://massridematch.org/>

The Vermonter

The Vermonter service runs one train/day in each direction between Washington D.C. and St. Albans, Vermont via Northampton, Holyoke and Springfield, MA.

CT Rail

CTRail service now includes a stop in Springfield. Riders are offered economical prices for rail service from New Haven to Springfield with stops throughout Connecticut. This is an implementation of the CTDOT plan discussed in the 2015 PVPT-HST Plan.

Valley Flyer

MassDOT negotiated and implemented a contract for additional Amtrak service between Springfield and Greenfield that started service August 30, 2019. This service is provided as a trial with potential for continuation based on ridership. PVPC received additional funding to market the new service.

The MassDOT pilot program adds passenger rail from Greenfield through Northampton, Holyoke and Springfield on the way to New Haven, CT, Union Station. This includes two south bound trips and two north bound trips each weekday to New York, NY. Weekend service includes one trip south and one trip north.

7. Regional Bicycle and Pedestrian Network / Complete Streets / Safe Routes to School

Bike Facility Mileage

The 2019 CEDS indicates that there are 112.8 miles of bike facilities throughout the Pioneer Valley. This is an increase of 8.5 miles since 2018. This is significant compared to the total square mileage of 1179 for the Pioneer Valley.

Bicycling and Walking in the Pioneer Valley

Bicycling and walking are popular transportation options in the Pioneer Valley. Historic town centers, vibrant central business districts and a variety of destination are within easy walking or bicycling distance from many residential neighborhoods. An expanding network of bikeways, sidewalks, and accommodating roadways provide residents with a variety of transportation alternatives. Many of the region's downtowns including Springfield, Holyoke, Northampton, and Amherst, offer easy accessibility to pedestrians and are supported by a strong transit network.

ValleyBike Share

The communities of Amherst, Holyoke, Northampton, South Hadley, and Springfield, along with the University of Massachusetts and the Pioneer Valley Planning Commission have contracted with Bewegen Technologies and Corps Logistics to bring bike share to our region.

To meet Pioneer Valley's unique challenges, ValleyBike Share is designed to promote short bike trips within core communities, where clusters of large employers, colleges, shopping, tourist destinations and residents can readily be connected¹⁷.

¹⁷VALLEYBike Share, <https://www.valleybike.org/system/>, 2019

Complete Streets

Many of the Pioneer Valley's communities have signed letters to the effect of considering complete streets in their new roadway developments.

The following Pioneer Valley Communiites have adopted complete streets.¹⁸

Agawam
East Longmeadow
Easthampton
Goshen
Holyoke
Longmeadow
Northampton
Palmer
South Hadley
Wales
West Springfield
Williamsburg

MGM Springfield and Complete Streets in Springfield

As part of a Community Host Agreement between MGM Springfield and the City of Springfield, MGM Springfield provided funding for complete streets projects in the Downtown area.

PVTA Support of Bicycling

The Pioneer Valley Transit Authority expanded its “Rack and Roll” bikes-on-buses program to the entire region. Now all fixed route buses in the PVTA fleet are equipped with frequently used racks, allowing cyclists to transport their bikes on public service transit lines throughout Hampden and Hampshire Counties. ValleyBike Share bicycles are not permitted on these racks.

MassDOT Traffic Safety Campaigns¹⁹

MassDOT Traffic and Safety Engineering promotes traffic safety by developing campaigns to raise awareness about safe driving, sharing the road, ensuring the safety of pedestrians and cyclist, work zone safety and traveling in inclement weather.

¹⁸ <https://www.mass.gov/complete-streets-funding-program>

¹⁹ <https://www.mass.gov/service-details/traffic-safety-campaigns>

“Scan the Street for Wheels and Feet” bicycle and pedestrian safety campaign

One in four deaths in motor vehicle crashes involve people walking or bicycling. "Scan the Street for Wheels and Feet" is a statewide safety campaign to raise awareness and reduce the number of motor vehicle crashes for motorists, pedestrians, and cyclists sharing the streets.

“Look! A Guide for Bicyclists, Pedestrians and Motorists” safety campaign

As part of the Bicycle and Safety Awareness and Enforcement Program, MassDOT has developed a comprehensive outreach campaign with the “Look! Share the Road” guidebook. The guide notifies roadway users of transportation infrastructure and policy changes, such as the introduction of Sharrows, bike boxes, bike lanes, and pedestrian countdowns. The “LOOK!” safety brochure is available in 7 different languages.

Bay State Bike Week

The Pioneer Valley participates in Bay State Bike Week. This program, initially started by MassDOT through the MassRIDES program is now supported by MassBike (a private non-profit) and PVPC.

Every May, Massachusetts residents and bike commuters come together to celebrate human-powered, two-wheeled transportation during Bay State Bike Week (BSBW). From Cape Cod to the Berkshires and everywhere around and in between, Commonwealth participants organize bike-centric events to encourage new riders and raise awareness about bicycle transportation²⁰.

Bike Trails

The region has an ever expanding network of off-road facilities ranging from traditional bike paths to multi-use trails or linear parks. The PVPC assisted local municipalities on the installation of more than 300 bicycle parking racks throughout the region’s urban cores with the capacity to secure more than 900 bicycles. The PVPC also produced a series of instructional bike-rack installation videos to assist communities and nonprofit organizations which are available at the PVPC’s video hosting site: [PVPC Youtube](#)

Currently sixteen communities provide 80 miles of bicycle lanes, multi-use paths or “rail trails” in the region, while several communities have similar projects in the design phase. Part of encouraging the use of bike facilities including bike paths are events that celebrate biking as a form of transportation, such as Bay State Bike Week (above).

The Norwottuck Rail Trail is one example of the region’s commitment to bicycling and walking. The ten-mile Norwottuck Trail links the communities of Northampton, Hadley, Amherst, and Belchertown, and facilitates travel to and from educational institutions, downtown commercial areas, major employment centers and residential neighborhoods.

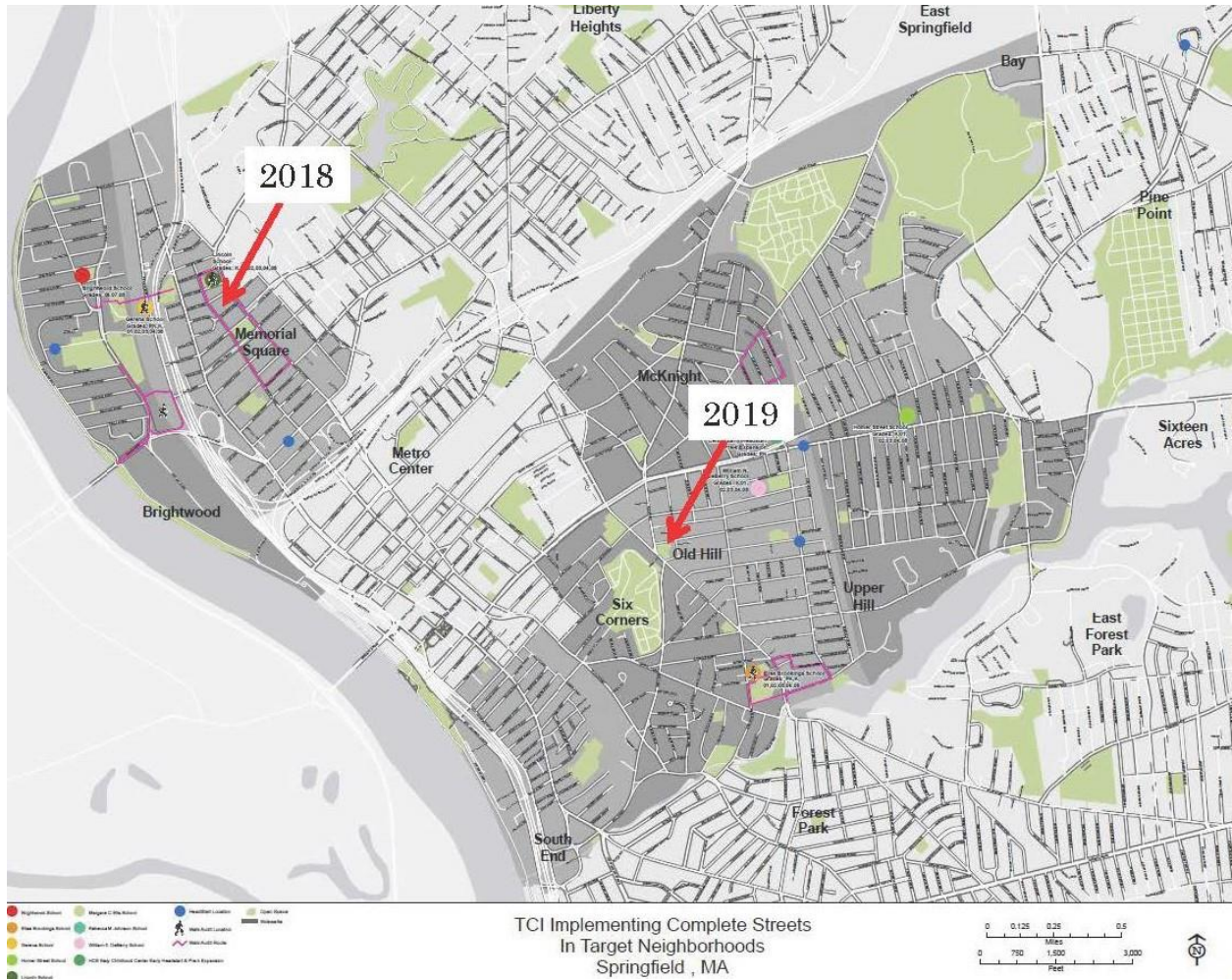
Complete Streets Demonstration Day, Springfield, MA

PVPC, MassBike/Rad Springfield, Walk Boston, ValleyBike Share, City of Springfield,

²⁰ <http://www.baystatebikeweek.org/>

Engineering Department, Parks Department, Police Department, and Water Department, WalkBike Springfield, MLK Family Center Peer Health Advocates, and Wayfinders Community Advocates come together once a year within a different section of the city to collaborate, educate, advocate, and celebrate complete streets.

Figure 29: The sites of the 2018 and 2019 Complete Streets Demonstration Days



Source: PVPC,
https://d3n8a8pro7vhmx.cloudfront.net/massbike/pages/5992/attachments/original/1562117166/1._Complete_Streets_Demo_Day.pdf?1562117166, 2019

Safe Routes to School

Many communities in the Pioneer Valley have begun to address pedestrian safety and health related issues through the initiation of “Safe Routes to School Programs.”

The Massachusetts Safe Routes to School (SRTS) Program works to increase safe biking and walking among elementary and middle school students by using a collaborative, community-focused approach that bridges the gap between health and transportation. SRTS utilizes the six E’s to implement its program- Education, Encouragement, Enforcement, Evaluation,

Engineering, and Equity.²¹ (Massachusetts Department of Transportation, 2019)

As of November 2019, 98 schools are participating in Safe Routes to School from 23 separate communities. This is almost ten times as many schools (ten schools in 2014). A complete listing of participating schools is available online ([Massachusetts Safe Routes to School](#)).

Safe Routes to School provides infrastructure projects through their own program. Infrastructure extends to within a quarter mile of a school. To be eligible, the community must apply along with a participating school. Applying for an infrastructure project can be done online ([SRTS Infrastructure Project Funding Program](#)). A new SRTS Signs and Lines Program provides funding up to \$6,000 for construction and installation of signage and pavement markings. This is also available on the same website.

Six schools in five communities (Agawam, Holyoke, Longmeadow, Northampton, and Southampton) are programmed to receive Safe Routes to School infrastructure projects.

²¹ Massachusetts Department of Transportation. (2019). Complete Streets Funding Program. Retrieved November 25, 2019, from <https://www.mass.gov/complete-streets-funding-program>

8. Senior Van Service, Councils on Aging, and Town Based Transportation Services

Figure 30: RTA, COA, Senior Van Service Map

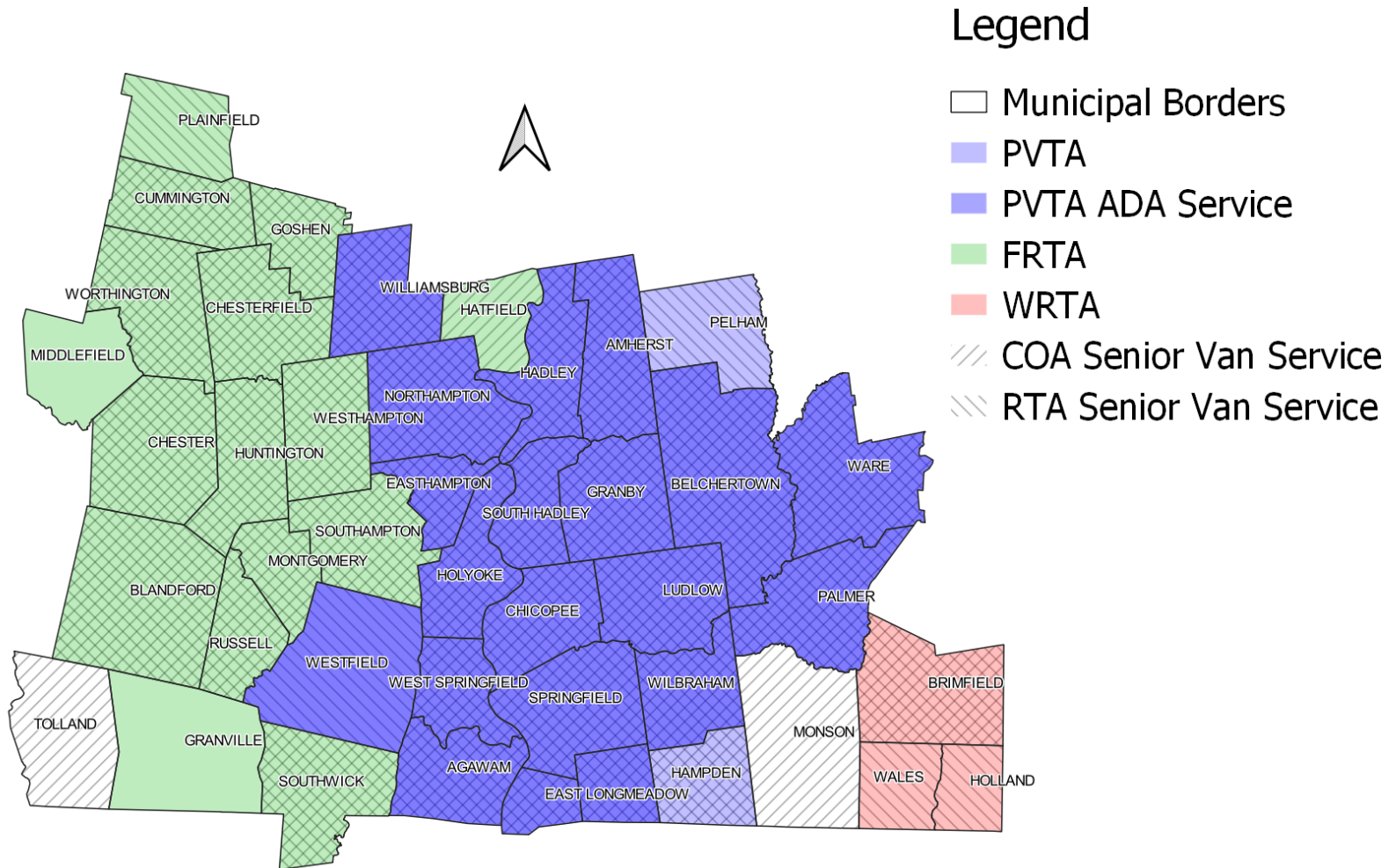


Figure 31: Hampden County RTA and COA Coverage

<i>Hampden County</i>	<i>RTA Region</i>	<i>COA Rides for Seniors</i>	<i>SCM Elderbus (WRTA)</i>	<i>PVTA Senior Vans</i>	<i>PVTA Paratransit</i>	<i>FRTA Demand Response (Seniors)</i>
Agawam	PVTA	Yes	No	Yes	Yes	No
Blandford	FRTA	Yes	No	No	No	Yes
Brimfield	WRTA	Yes	Yes	No	No	No
Chester	FRTA	Yes	No	No	No	Yes
Chicopee	PVTA	Yes	No	Yes	Yes	No
East Longmeadow	PVTA	Yes	No	Yes	Yes	No
Granville	FRTA	No	No	No	No	No
Hampden	PVTA	Yes	No	Yes	No	No
Holland	WRTA	No	Yes	No	No	No
Holyoke	PVTA	Yes	No	Yes	Yes	No
Longmeadow	PVTA	Yes	No	Yes	Yes	No
Ludlow	PVTA	Yes	No	Yes	Yes	No
Monson	No RTA	Yes	No	No	No	No
Montgomery	FRTA	Yes	No	No	No	Yes
Palmer	PVTA	Yes	No	Yes	Yes	No
Russell	FRTA	Yes	No	No	No	Yes
Southwick	FRTA	Yes	No	No	No	Yes
Springfield	PVTA	Yes	No	Yes	Yes	No
Tolland	No RTA	Yes	No	No	No	No
Wales	WRTA	No	Yes	No	No	No
West Springfield	PVTA	Yes	No	Yes	Yes	No
Westfield	PVTA	No	No	Yes	Yes	No
Wilbraham	PVTA	Yes	No	Yes	Yes	No

Figure 32: Hampshire County RTA and COA Coverage

<i>Hampshire County</i>	<i>RTA Region</i>	<i>COA Rides for Seniors</i>	<i>SCM Elderbus (WRTA)</i>	<i>PVTA Senior Vans</i>	<i>PVTA Paratransit</i>	<i>FRTA Demand Response (Seniors)</i>
Amherst	PVTA	Yes	No	Yes	Yes	No
Belchertown	PVTA	Yes	No	Yes	Yes	No
Chesterfield	FRTA	Yes	No	No	No	Yes
Cummington	FRTA	Yes	No	No	No	Yes
Easthampton	PVTA	Yes	No	Yes	Yes	No
Goshen	FRTA	Yes	No	No	No	Yes
Granby	PVTA	Yes	No	Yes	Yes	No
Hadley	PVTA	Yes	No	Yes	Yes	No
Hatfield	FRTA	Yes	No	No	No	No
Huntington	FRTA	Yes	No	No	No	Yes
Middlefield	FRTA	No	No	No	No	No
Northampton	PVTA	Yes	No	Yes	Yes	No
Pelham	PVTA	No	No	Yes	No ²²	No
Plainfield	FRTA	No	No	No	No	Yes
South Hadley	PVTA	Yes	No	Yes	Yes	No
Southampton	FRTA	Yes	No	No	No	Yes
Ware	PVTA	Yes	No	Yes	Yes	No
Westhampton	FRTA	Yes	No	No	No	Yes
Williamsburg	PVTA	Yes	No	Yes	Yes	No
Worthington	FRTA	Yes	No	No	No	Yes

²² While a bus route runs along a 100 foot stretch of Pelham, very few residents are eligible for the ¾ mile ADA Paratransit service provided by PVTA.

On-Demand Service Arrangements

Some towns are seeking public-private partnerships to fund transportation within their communities. Councils on aging have received preliminary indications that some of the larger private companies are willing to fund extended transportation to not just seniors but those of working age as well. To accomplish this, COAs are seeking outside resources to provide extended support to seniors in the case where the COA van is already on the road with passengers of working ages. These types of public-private partnerships can increase the reach of transportation options in smaller towns with few residents.

Future PVTA Senior Ride Plans

Similar to FRTA senior van service, PVTA is working with the communities of Agawam, East Longmeadow, and Hadley to offer rides through their councils on aging. PVTA's state funding determines the level of service throughout the PVTA service area. To make up for the funding gap between receipts and the current level of funding from the state, PVTA is working with COAs to develop low cost services that can provide a similar level of service. PVTA strives to avoid cutting senior rides altogether in certain communities.

9. Area Agencies on Aging

Area Agencies on Aging play a vital role for seniors throughout the Pioneer Valley. The region is served by WestMass Elder Care, Inc., LifePath, Inc., Highland Valley Home Care, and Greater Springfield Senior Services. These agencies help navigate services, including transportation, for seniors and individuals with disabilities. These agencies help seniors and those with disabilities continue their lives independently, within the community. Programs include personal care attendants, home health care, meal delivery, advocacy, counseling and transportation.

- LifePath, Inc. (<https://lifepathma.org/services/services-for-elders>)
- WestMass Elder Care, Inc. (<https://www.wmeldercare.org/#>)
- Highland Valley Home Care (<http://www.highlandvalley.org/causes-2/>)
- Greater Springfield Senior Services Incorporated (<https://www.gsssi.org/programs-and-services.html>)

10. Ambulance and Other Medical Vehicles

Many different municipal, private, hospital based and volunteer ambulance services transport patients to the local area hospitals. In addition, many first responder agencies (police and fire departments) do not transport patients, but provide direct emergency medical services in the community. There is the potential for the misuse and overuse of ambulance services to transport patients to routine medical appointments. Many insurance providers only reimburse ambulances for their service if they transport a patient to the hospital.

Additional privately funded service options include:

- National Ambulance
- New England Medical Transportation
- American Medical Response
- Baystate Medical Center
- Alert Ambulance Services

- Ram Ambulance Inc

Hadley²³

The Town of Hadley had recent success with a private ambulance contract. The ambulance company receives a set amount for services for the year. If receipts to the ambulance company total a set amount, an aspect of the contract is implemented and the town's contribution to the ambulance company is returned²⁴.

PVPC provides District Local Technical Assistance (DTLA) to many of the rural towns in the region. Additional innovative successes include the formation of collective emergency care plans. Many of these ambulance associations are supported through local donation and fundraising events. Many ambulance services are faltering due to a lack of funding and resources.

Highland Ambulance EMS, Inc. ²⁵

Highland Ambulance EMS, Inc. is the primary provider of 9-1-1 emergency medical services 24hrs a day 7 days a week to the residents of the towns of, Ashfield, Chesterfield, Cummington, Goshen, Plainfield and Williamsburg. Highland Ambulance also provides mutual aid services and Advanced Life Support intercept services to neighboring towns of Buckland, Conway, Northampton, Windsor, Worthington and others.

Highland staffs it's ambulances with Massachusetts certified Paramedics and Emergency Medical Technicians (EMT's). These individuals are trained in CPR, airway management, I.V. therapy, and Pharmacology for emergent care with medication administration and monitoring. They are also trained in Cardiology, with ECG (electrocardiograms) which allows them to perform 12 lead ECG diagnostic monitoring. Diagnostic monitoring allows for cardiac treatments and procedures, including defibrillation, cardioversion and pacing.

They are also skilled at assessing and initiating care for all medical and traumatic emergencies, Their goal is to stabilize patients prior to arrival at the hospital Emergency Department, where they will transfer care to Emergency Department staff.

Hilltown Community Ambulance Association²⁶

Hilltown Community Ambulance Association is housed at 1 Bromley Road in Huntington, MA and provides EMS services to the communities of Blandford, Chester, Huntington, Montgomery, Russell and Worthington.

[Hilltown Community Ambulance Association is] a 501(c)(3) nonprofit public safety

²³ Edwards, E. (2019). What if you call 911 and no one comes? NBCNews. Retrieved November 25, 2019, from <https://www.nbcnews.com/health/health-care/there-s-shortage-volunteer-ems-workers-ambulances-rural-america-n1068556>

²⁴ Mezbach, S. (2019). Private ambulance service saves Hadley money. Hadley, MA: Daily Hampshire Gazette. Retrieved November 25, 2019, from <https://www.gazettenet.com/Success-of-new-ambulance-service-for-Hadley-means-full-rebate-on-first-annual-payment-28842401>

²⁵ Highland EMS. (2019). Retrieved November 25, 2019, from <http://www.highlandems.org/services-we-offer>

²⁶ Hilltown Community Ambulance Association. (2019). Retrieved November 25, 2019, from <https://www.hilltownambulance.org/>

organization staffed by EMTs and Paramedics who are largely community members committed to giving top-notch prehospital care to those we serve.

Office of Local Health

The State of Massachusetts Office of Local Health, through the Boston University's School of Public Health, offers The Massachusetts Public Health Regionalization Project, as a roadmap for communities seeking to collaborate health services beyond traditional municipality borders.²⁷ Health services include town nursing, and emergency and non-emergency medical transport by ambulance.

Cooley Dickinson Hospital to Boston

Cooley Dickinson Hospital, an affiliate of Massachusetts General Hospital offers new shuttle service to patients going to Massachusetts General Hospital. There is no fee to the medical patient associated with the service. Reservations for this service must be made 24 hours in advance.

11.EOHHS Human Service Transportation Office²⁸

The Human Service Transportation Office manages transportation for six state agencies in Massachusetts: MassHealth, Department of Developmental Services (DDS), Department of Public Health's Early Intervention Program (EI), Massachusetts Rehabilitation Commission, Massachusetts Commission for the Blind, and Department of Mental Health.

Eligibility for transportation services rests with those agencies.

HST Mission: To promote access to health and human services, employment and community life by managing a statewide transportation brokerage network for eligible consumers and by providing technical assistance and outreach strategies in support of local mobility and transportation coordination efforts especially for transportation-disadvantaged Massachusetts residents.

MassHealth PT-1 transportation is delivered through contract with MART and FRTA throughout the Pioneer Valley. Rides are provided to certain populations based on MassHealth (Medicaid) determination. Each determination has its own level of service. MassHealth determinations have become more confusing with the opening of the Affordable Care Act marketplace on October 1, 2013. While determinations for health coverage for those with disabilities have not been changed, the process of applying has incorporated Massachusetts residents without disabilities or special circumstances. This means traditional PT-1 riders may find themselves without a ride due to their eligibility at the time of their appointment.

There has been a perception at doctors' offices that PT-1 rides are not worth the cost. Providers make other accommodations to see patients for fear of the patient not arriving for their appointment on-time. For this report PVMPO conducted a survey through Survey Monkey of

²⁷Boston University. (2019). MA Public Health Regionalization Project. School of Public Health. Boston University. Retrieved November 25, 2019, from <http://www.bu.edu/regionalization/our-work/tools/>

²⁸ Commonwealth of Massachusetts, Human Service Transportation Office. (2019). Get a ride through the Human Service Transportation Office. Retrieved November 25, 2019, from <https://www.mass.gov/service-details/get-a-ride-through-the-human-service-transportation-office>

providers who regularly use the system. During the "Getting to Healthy: Improving Access to Care" report described in the next section, a public survey was conducted.

Each Regional Transit Authority decides on either directly contracting their Medicaid eligible transportation services or contracting for service through MART. FRTA provides MassHealth PT-1 Transportation through the use of FRTA contracted operators. In contrast, PVRTA provides MassHealth PT-1 Transportation through MART's MassHealth service brokerage. MassHealth sends out notification of PT-1 Transportation eligibility. Either MART or FRTA will assign a transportation broker.

12. Additional Medical Transportation through Medicaid Eligible Programs

Under MassHealth (Massachusetts' Medicaid system), patients have a choice of the type of medical insurance reimbursement plan. MassHealth allows for three types of plans, Accountable Care Organizations, OneCare, and Managed Care Organizations. Managed Care Organizations use the traditional PT-1 process above.

Accountable Care Organizations

Accountable Care Organizations provide medical transportation based on MassHealth medical transportation rules. These organizations are reimbursed through a single sum for each patient. The Accountable Care Organization is usually comprised of a group of doctors working to decrease the medical costs of each patient. Any savings incurred by the ACO is kept by the ACO member organizations.

- BeHealthy Partnership (Hampden County)
- Pioneer Valley Accountable Care (Hampshire County)
- BMC HealthNet Plan Mercy Alliance (Hampshire and Hampden Counties)
- BMC HealthNet Community Alliance (Hampshire and Hampden Counties)
- Community Care Cooperative (C3) (Hampden, Hampshire and Franklin Counties)
- Tufts Health Together with Boston Children's ACO (Hampden and Hampshire Counties)
- Partners HealthCare Choice (Hampden County)
- Steward Health Choice (Hampden County)

OneCare (Medicare and Medicaid dual eligible plans)

One care provides medical transportation under MassHealth reimbursement rules. OneCare provides a wrapping coverage that includes all services traditionally provided through Medicare and Medicaid. Doctors are reimbursed based on traditional health insurance rules (the health of their patient panel and the number of visits per patient). OneCare plans offer additional services to increase the health of the patient. These policies provide wrapping services similar to Medigap. The model includes a team of doctors, nurses and specialists that consider the complete health of the patient. Patients are provided with a single point of contact for all health needs through the insurance carrier. Services provided include transportation coordination.

- Commonwealth Care Alliance (Franklin, Hampshire and Hampden Counties)

13. Veterans Administration Medical Center Shuttle Service

Veterans Administration (VA) clinic services are located in Fitchburg, Greenfield, Pittsfield, Springfield and Worcester to serve Western and Central Massachusetts. The local VA medical

center to Hampshire and Hampden Counties is in Leeds, MA. The VA Central Western Massachusetts Healthcare System provides shuttle service between VA medical centers and outpatient facilities. Vans run between Leeds and West Haven, CT; White River Junction, VT; Springfield, MA Out Patient Clinic; Boston, MA; and Worcester, MA Out Patient Clinic. This service is extended to VA patients. A complete schedule is available within their website (centralwesternmass.va.gov).

14. Bus Lines

- Peter Pan Bus Lines offers regular service to Northampton, Amherst, Holyoke, Springfield, and Boston Massachusetts, as well as Hartford, CT, New York City, and points south. A complete schedule is listed on their website (peterpanbus.com).
- VanGO offers fixed route service from Amherst to Boston. They have most recently proposed trips from Amherst to Bradley International Airport. Trips are based on demand and scheduled in advance.
- Greyhound offers Intra-city bus service throughout the United States with stops at Union Station in Springfield.

15. Taxis and Shuttles

There are more than 20 taxi companies operating in the region. Approximately half of these companies are based in Springfield, with another 9 operating in the Amherst/Northampton area, and one company each in Easthampton, Holyoke and Chicopee. Taxi companies provide a vital link in the transportation system by offering mobility during times and at locations where other transportation is not available.

Van shuttles serve an important segment of the region’s transportation market by serving destinations where demand is relatively frequent or involve passengers with special needs or schedule requirements. Service to Bradley International Airport is provided hourly from most locations the Pioneer Valley. Service to Boston, Providence, and New York is also provided, though not on a scheduled basis.

A limited list was compiled December 2019 below to provide potential service areas for taxi services out of the region:

Service	Service Area
Yellow Cab of Springfield	Springfield
	Chicopee
	Holyoke
	Agawam
	West Springfield
	South Hadley
	East Longmeadow
	Wilbraham

	Hampden
	Bradley International
Hulmes Transportation Services, LTD.	Berkshire, Hampshire, Hampden, and Franklin Counties
ASAP Royal Cabs	Springfield
	Chicopee
	Holyoke
	Wilbraham
	South Hadley
	Westfield
	Bradley International
A to B Cab	Western Massachusetts
	Northern Connecticut
	Bradley International
Lux Lines Cabs	Greater Springfield region
	Bradley International Airport
Metro and Ace Taxi	Springfield
	Holyoke
	West Springfield
	Agawam
	Chicopee
	East Connecticut
	Bradley International Airport
Go Green Cab Co.	Amherst
	Northampton

Valley Transporter

The Valley Transporter provides passenger transportation to regional train stations and airports. Advance reservations are required, but door-to-door service can be provided either via a shared van or exclusive ride. Charter service can be booked on an hourly basis.

King Ward Coach Lines

King Ward provides charter services throughout Western Massachusetts and Connecticut, with an office in Chicopee. This coach line provides transportation support to some of the largest events in Western New England and the Northeast.

MGM Springfield contracts with King Ward Coach Lines for special event transportation. This Includes:

- Shuttle service to MGM Springfield from patrons across the region
- Shuttle service between MGM Springfield and Six Flags

Informal Taxi and Shuttle Services

It is not known at this time the effect of rides available through TNCs on the informal taxi and shuttle services that the Greater Springfield region has been known for. In the past a more informal network of transportation providers existed that served primarily urban neighborhoods in Springfield. These included licensed and other carriers focused on transporting elderly and disabled customers who do not use PVTA's paratransit service because: 1) their destinations and/or requested hours of service were outside the ADA service area; 2) they did not wish to apply for ADA eligibility to use the PVTA paratransit service; or 3) they required or desire more personal care than PVTA paratransit vehicle operators are allowed to offer (i.e., walking assistance into medical offices, help with shopping, waiting during appointments).

One operator previously reported offering weekly trips to a local farmers market so that residents could obtain fresh produce, which is not conveniently available in some areas of Springfield.

In addition, some informal taxi/shuttle operators offered seasonal summer service for youths employed at the Six Flags Amusement Park in Agawam.

Some operators used lift-equipped vans, while others used unmarked mini-vans. At least three such carriers had been identified in Springfield, and it is estimated that several more were in operation up until 2015.

16. Transportation Network Companies (TNCs)

TNCs provide on-demand, door-to-door transportation. Drivers are recruited from the general public and work as contractors. In most cases, TNC drivers use their own vehicles and pay for their own vehicle maintenance. These apps act as a one-stop hub for all available independent drivers within a region. The cost to the consumer is related to the miles driven. TNCs allow for extended access beyond traditional public transit.

Third party TNC vendors offer assistance in using TNC technology. This allows help for seniors or individuals with disabilities in scheduling rides. Drivers are rated by riders. These third party vendors provide an additional driver screening tool.

17. Zip Car

Zip Car is a membership based national car sharing service. Annual membership fees are \$60/year with an initial \$25 application fee. Members may reserve vehicles from the Zip Car fleet at a rate of \$8.50/hour or \$69/day. Six cars are currently available for rent to members in the study area. These cars are housed at Smith College. An additional 2 cars were recently added to the local Zip Car fleet. They are located in downtown Northampton in a parking lot directly behind the Northampton City Hall.

V. Identification of Unmet Needs for Human Mobility Services

1. Stakeholder Outreach

This update to the Pioneer Valley Coordinated Plan was developed through outreach to a wide range of transportation stakeholders in the region that included representatives of public, private, and nonprofit transportation and human-services providers, as well as members of the public. Public input for the CHST was incorporated from the Pioneer Valley Comprehensive Economic Development Strategy 2019-2024, PVTA Southern System Customer Survey 2019, PVTA Northern System Customer Survey 2018, PVTA Paratransit Customer Survey 2017, Summary Report of Hilltown Transportation Study 2016, 2020 Regional Transportation Plan - Update, Rural Policy Plan of the Commonwealth of Massachusetts 2019, and Age/Dementia Friendly Communities in South Hadley, Chicopee, Holyoke and West Springfield. Additional opportunities for public comment are scheduled after the release of this draft document and at the scheduled MPO public meeting.

One of the most significant outreach efforts is the quarterly meeting with paratransit van riders in the region. PVPC provides technical assistance to these meetings on behalf of PVTA, which provides ADA and senior dial-a-ride service or service support in 24 municipalities. Meetings were held with paratransit riders and human service providers. PVPC staff also consults with the Franklin Regional Transit Authority (FRTA), which provides senior van service in 14 outlying communities.

Another important outreach effort that provides information on human services transportation needs are PVTA bus rider meetings, which are held four times per year at public locations and at major bus terminals and transfer locations in the region. PVPC facilitates these open-house style event and records customer comments regarding service.

Outreach for this plan was also conducted in conjunction with public involvement activities for the 2016-2020 Update to the Pioneer Valley Regional Transportation Plan (RTP). The RTP is updated every four years as required by federal law.

The public involvement process remains an ongoing effort. PVPC continues to seek the active participation of public, private and nonprofit transportation providers, human services providers and the general public on issues related to transportation for human services. Public input received at these discussions and by other means will be integrated into the final Coordinated Plan.

2. Needs identified by studies

Rural Transportation Infrastructure Needs

With the exception of the area Northampton to Springfield and from Springfield to Westfield (along with Amherst), the majority of Hampshire and Franklin Counties are rural (not urban) (Metropolitan Area Planning Council, 2018). The transportation infrastructure of the region provides the necessary backbone to transportation mobility. The Massachusetts Rural Policy Plan (MRPP), developed by the Rural Policy Advisory Commission (RPAC), a commission developed by the Massachusetts legislature in 2015, discussed the need for “adequate, equitable, and sustainable” funding programs to maintain transportation infrastructure. This need for

transportation infrastructure is also identified within the Pioneer Valley CEDS by which lists “insufficient support infrastructure for workers, including transit services, childcare, and housing” as a weakness. Communities continue to struggle with road and bridge closures, which increase travel times for community members. A lack of broadband communications and high-speed internet increases the need for reliable transportation but also hinders the development of innovative transportation services (such as autonomous vehicles and micro-transit), identified by both the Pioneer Valley CEDS and Massachusetts Rural Policy Plan. With transportation project cost estimates changing throughout the project process, loss of the rural population (Pioneer Valley Planning Commission, 2019), and a “flat” funding source from MassDOT (directly or indirectly based on population), communities struggle to maintain the roads and bridges that provide necessary human services transportation. The cost of unmaintained roads often falls on seniors, those with disabilities, and those with low-income in the form of added car maintenance, transportation cost, travel time, and speed of ambulance services.

Another goal within the MRPP is to develop and fund transportation options in rural areas to increase mobility is met with challenges of reliable RTA funding including a lack of:

- Joint contracting or shared resources,
- Sustainable traditional fixed-route transit,
- Passenger rail and intercity bus service,
- RTA funding to all communities,
- Green transportation infrastructure, and
- Complete Streets infrastructure where appropriate (MA Rural Policy Advisory Commission (RPAC), 2019).

The lack of green transportation, passenger rail and intercity bus service, and Complete Streets are specific challenges related to transportation and Information and Technology Services (ITS) infrastructure. Those seeking to be active community members lack access to necessary medical services, employment, and shopping/entertainment due to incomplete infrastructure, gaps in public transportation and inability to adapt to innovative transportation ideas.

Rural Transportation Self Reliance

Within rural communities, self-reliance or reliance on close friends and family are more necessary than urban centers. Quaboag Valley RCC's Summer 2019 Transportation Needs Survey Results identified just 4% of those surveyed that use services through a regional transit authority. 67% drive themselves. More than 50% rely on friends or family for transportation. This report did not discuss the results. The high reliability on close friends and family may stem from a feeling of distrust toward larger more complex corporate or government services. Some communities are in need of education surrounding transportation options. The lack of information and the need for information dissemination were identified within the CMMPO Coordinated Public Transit-Human Services Transportation Plan (CMMPO CPT-HST) related to more rural communities.

The Components of Infrastructure

The Regional Transportation Plan for the Pioneer Valley Metropolitan Planning Organization 2020 (RTP) identifies five main components to increasing the utility of infrastructure in the Pioneer Valley:

- Safety and Security,
- The Movement of People,
- The Movement of Goods,
- The Movement of Information, and
- Sustainability

Infrastructure that incorporates all five aspects will increase accessibility of employment, shopping/entertainment, and medical appointments. Employing safety and security concepts will increase the reach of emergency vehicles, increase low-cost transportation options such as bicycling and walking, and increase the efficient movement of goods and people. The movement of people directly refers to Complete Streets, seeking to increase the public right-of-way. In supporting non-vehicular modes of transportation, the MRPP also identifies Complete Streets as a strategy. The movement of goods can increase the economic vitality of the region. Sustainable projects reduce single occupant vehicles and supports livable communities. Road redesigns need Complete Streets concepts.

Within these five aspects, the rural communities must consider the social good of building infrastructure capacity to advance emerging transportation technologies (MA Rural Policy Advisory Commission (RPAC), 2019). Technology penetration determines the extent to which emerging technologies in transportation can be used. The Hilltown Transportation Study, 2016 identified just 33% of those surveyed as having a smartphone and just 51% who use any type of cell phone. A lack of ITS infrastructure inhibits adoption of these common devices. Ride hailing apps and Mobility As A Service (MAAS) pilots rely on populations with access to smartphones. The 2019 MassDOT Transportation Innovation Conference included a panel by GoGoGrandparent, an innovative app that combines a landline interface with existing Transportation Network Company (TNC) apps²⁹. Companies, including MassMutual Life Insurance, offer alternative work schedules and options to work from home for certain employees. A work from home option requires high-speed internet access. Transportation is no longer limited to the infrastructure of the roads. Transportation also comes from technology in the form of smartphone apps and internet connectivity.

Employment Transportation Needs

In many ways improving employment transportation improves transportation for all. The Pioneer Valley Labor Market Blueprint (The Blueprint): A Regional Planning Initiative of the Massachusetts Workforce Skills Cabinet and the Pioneer Valley Comprehensive Economic Development Strategy (CEDS) 2019-2024 identify gaps in existing employment transportation services. The Blueprint identified a slowing of the growth of small and medium sized enterprises (SMEs) and start-ups. A strategy for increasing SMEs and start-ups within The Blueprint is to explore increasing public transportation options to employer site. The Pioneer Valley CEDS identified similar weaknesses in the form of insufficient transit, childcare, and housing. The Central Massachusetts Metropolitan Planning Organization Coordinated Public Transportation-Human Services Transportation Plan 2019 (CMMPO CPT-HST) identified similar employment transportation gaps specific to the South-Central Massachusetts Regional Coordinating Council (SCM RCC) that encompasses Brimfield, Holland, and Wales (Central Massachusetts Planning

²⁹ Boogaard, J. (2019). GoGoGrandparent: Making TNCs Easy. Worcester. Retrieved November 11, 2019, from <https://www.umasstransportationcenter.org/Document.asp?DocID=644>

Commission, 2019). As identified by the Pioneer Valley CEDS, a threat to public transit includes new financial impacts on liberal arts colleges. PVRTA receives supplemental funding from colleges to provide routes through these institutions with linkages to employment centers, shopping, and medical facilities. In addition the Pioneer Valley CEDS identifies the continued lack of high-speed broadband services in 11 Pioneer Valley communities as a weakness. This weakness impacts the ability for employees to gain work-from-home options that limit transportation needs. In addition, the limits of cellphone service inhibit innovative MAAS transportation and ride hailing apps (TNCs). The lack of SMEs and start-ups can be directly linked, either as a cause or as the result of current transportation infrastructure and public transit access.

Gaps in Medical Appointments

During the 2017 Paratransit Survey Results, some riders stated the use of Personal Care Attendants for transportation when PVRTA paratransit was not available. Due to restrictions on personal care attendant payments from MassHealth (PCAs are not allowed to bill for time spent while a patient is in a medical appointment) medical visits can be a costly out of pocket cost or the PCA may decline to drive the patient.

MassHealth PT-1 rides fill this gap to some extent, but patients eligible for PT-1 must provide the requested trip in advance. Many provider offices are minimally knowledgeable on the PT-1 process. Other providers choose to advocate for out-of-pocket private transportation options. Even still, providers choose to offer their own free transportation to decrease their medical appointment no-show rate.

Gaps in Chapter 90 Funding

The MRPP identified gaps in future Chapter 90 Funding:

Commonwealth's MGL Chapter 90 Program ("Chapter 90") is the main source of funding used by municipalities to complete improvements and maintenance and is insufficient to keep up with needs. Many rural towns have large networks of aging roads, bridges, and culverts that are in need of maintenance and repair.

Rural communities struggle to pay for design and engineering plans in order to get projects included on the Transportation Improvement Program (TIP) or to apply for other grants. The low regional TIP targets in rural regions make the wait for federal transportation funding long, and project cost estimates can become inaccurate or design standards can change during that time leading to additional project design costs. In addition, lower project evaluation scores from the MassDOT selection process make it difficult for projects in rural communities to benefit from federal transportation funding.

Regional Transit Authority Access

With the exception of two routes from FVRTA, fixed-route transit is provided exclusively by PVRTA. Access to PVRTA's public transit is limited to the more urban communities. Fixed-route transit provides service through 22 of the 43 communities within the Pioneer Valley. Most of the area is not served by fixed-routes.

Coordination between the RTAs (PVRTA, FVRTA, WVRTA, BVRTA and CT Transit) is limited. Travel from Connecticut, the Berkshires, and Worcester County to the Pioneer Valley is costly

and performed by private transportation services.

In addition, two communities (Monson and Tolland) do not participate in Regional Transit Authorities at all.

Needs Identified in the PVTA Onboard Customer Survey Northern Service Region 2016³⁰

This 2016 survey of customers in the Northern Service Region identified 10 needs for improvement:

A.1.: Improve shelter conditions

Action: High Priority (1 year)

- Inventory existing shelter locations and conditions (complete)
- Identify candidate locations for new shelters (complete)
- Revise and improve maintenance program
- Work with property owners to install additional shelters

A.2.: Improve bus conditions

Actions: High Priority (1 year)

- On board announcements and signs encouraging patrons to take their belongings
- Review bus washing frequency (interior and exterior)

B.1.: Reduce total travel time

Actions: High Priority (1 year)

- Identify bus stops that can be consolidated to streamline bus service
- Avoid deviations and detours in route alignments
- Implement express services where possible and appropriate

B.2.: Review on-time performance

Actions: High Priority (1 year)

- Review and revise OTP performance measures and tracking
- Educate public and operators about what "on time" means
- Coordinate with MPO's Congestion Management Process

B.3.: Improve service frequency

Actions: Medium Priority (1-2 years)

- Ensure service frequency is integrated In annual service and schedule planning
- Identify opportunities for increased and optimized service
- Identify funding sources for increased service frequency/operations

³⁰ Pioneer Valley Planning Commission. (2016). PVTA Onboard Customer Survey Northern Service Region 2016. Springfield: Pioneer Valley Planning Commission. Retrieved August 12, 2016, from <http://www.pvta.com/documents/planning/PVTA%202016%20Northern%20System%20Survey%2008-12-16%20FINAL.pdf>

B.4.: Address "Service where desired" by improving service coverage in urban areas

Actions: Medium Priority (1-2 years)

- Integrate customer comments, demographic information, and economic development data in annual service planning

C.1.: Emphasize driver courtesy

Actions: High Priority (1 year)

- Bus driver training should include various techniques and strategies for Interacting with passengers

C.2.: Promote increased use of bus schedule apps

Actions: High Priority (1 year)

- Use onboard car cards to encourage riders to download and log in to MyStop app while riding
- Include MyStop logo or other info on schedules

C.3.: Promote greater use of pre-paid passes and tickets

Actions: High Priority (1 year)

- Use onboard car cards to encourage purchases of 7-day and 31-day passes, as well as purchase of ride tickets at area locations

C.4.: Promote greater use of real-time service notifications

Actions: High Priority (1 year)

- Use onboard car cards to encourage riders to "like" PVTA on Facebook and Twitter to receive notifications

Needs identified in the 2019 PVTA Onboard Customer Survey Southern Service Region 2019³¹

This year's Onboard Customer Survey transitioned from a customer service focused survey to an amenities and service based survey. The 2019 PVTA Onboard Customer Survey Southern Service Region 2019 provided five recommendations to improve PVTA's service.

1. Improved on time performance

Action: High (1 year)

- Develop schedules that allow for appropriate wait times at certain areas and not at others. This should be based on data collected through Avail and Data Point. This will determine exact stop configurations.

³¹ Pioneer Valley Planning Commission. (2019). *PVTA Onboard Customer Survey Southern Service Region 2019*. Springfield: Pioneer Valley Planning Commission. Retrieved November 15, 2019

2. Improved transfer methods

Action: High (1 year)

- Use a call ahead system similar to that being used on the B43 to connect with the B48. This allows the driver to call and request a bus to wait when passengers plan to transfer to specific routes.
- Consider asking drivers to wait for other specific connections. Review transfers between the busiest routes.

3. Review fare structure

Action: Medium (3 year)

Test different fee structures using new app technology.

- Consider testing student and employer groups before considering a larger system change.
- Every three years, PVTA must reevaluate the bus fares and consider an increase. Providing a fare decrease option to the Advisory Board would also be possible.

4. Review fare media access

Action: Medium (3 year)

- Consider a more accessible weekly and monthly pass system. Utilize mobile app technology to assist with ticketing through visual validation.

5. Reduce total travel time

Action: Medium (3 year)

- Identify bus stops that can be consolidated to streamline bus service.
- Avoid deviations and detours in route alignments.
- Implement express services where possible and appropriate.

Needs Identified in the 2017 PVTA Paratransit Survey Results and PVTA Van Rider Forums

In 2017, PVTA conducted a Paratransit customer survey by mail. A sample size was chosen based on the overall demographics and geography of the ridership. Since this survey, Paratransit and Van services have transitioned from Hulmes Transportation to National Express in 2019.

It is also important to note that during the September 16, 2019 PVTA Van Rider Forum in Springfield and September 18, 2019 PVTA Van Rider Forum in Amherst PVTA and Next Transit acknowledged that the current reservation system was being reworked. It is important that Next Transit, the operator of paratransit and senior dial-a-ride services actively participated in the discussion.³²

Most concerns at these two meetings were related to individual concerns. Some common concerns from those meetings include:

- Pick up location
- Drop off location
- Pick up time

³² PVPC provides technical assistance and note taking at these quarterly meetings.

- Drop off time
- Coordination of trips between multiple riders
- Driver courtesy

PVTA is assisting paratransit riders in the newly developed Paratransit Riders Council.

The first meeting of the PRC was held on October 23, 2019. Members of the council represented a wide range of riders throughout the region. The council's primary focus as noted in the mission statement will be:

"To provide a forum for paratransit riders to provide regular input to the PVTA and encourage positive change in the paratransit service with a goal of finding solutions to accessibility and rideability in the community."

The Council's membership includes 15 representatives from the paratransit rider community who live throughout our service area and who also use the service for a variety of purposes. We are hopeful that this committee can help us to provide an even stronger rider focus and ensure that the service we provide continues to meet the diverse needs of the rider community.³³

The 2017 ADA Paratransit Survey Results included many of the same themes expressed at the latest quarterly forum. The below next steps within the survey results identify a need and potential remedy for that need.

Next Steps³⁴

The results from this survey will be used as a basis for service improvements, equity analyses, and future innovations in service delivery. As a result of the survey, several areas have emerged for improvement or further investigation:

On-Time Performance – Customers identified being picked up too late or too early as a problem. Furthermore, on-time performance is a key metric used by the federal government for system performance. PVTA has made it a priority, and will continue prioritizing the timely pick up and drop off of passengers.

ADA Certification Process – The ADA certification process was identified as a low-performing aspect of the service provided by PVTA. In order to ensure that ADA service is only being given to those who are not able to use fixed-route service, PVTA requires in-person certification every three years. Depending on the nature of the dissatisfaction with the process, PVTA could make adjustments to the certification process. Further inquiry should be made to find specific details as to why the certification process is rated poorly.

Scheduling Process – The ability for Schedulers to “find trip times that work for the customers” rated poorly. PVTA uses a 20-minute pick-up window, which is a narrower window than the industry standard of 30-minutes. In the written comments, some customers noted that they would prefer receiving the pick-up window at the time they make the trip request instead of the night before. PVTA can look into ways to either more promptly provide pick-up window information,

³³ Pioneer Valley Transit Authority. (2019). PVTA Advisory Board Meeting: Wednesday, November 13, 2019. Springfield: Pioneer Valley Transit Authority. Retrieved November 15, 2019

³⁴ Pioneer Valley Planning Commission. (2017). 2017 ADA Paratransit Survey Results. Springfield: Pioneer Valley Planning Commission. Retrieved November 15, 2019, from <http://www.pvta.com/documents/planning/2017ParatransitSurveyResults.pdf>

or more effectively convey that information to the customer.

Online and Mobile Technology – This new section in the survey found important information about access to mobile and internet technologies. Only 40% of ADA customers have a smart phone, and only 51% have access to the internet. However, the survey also revealed that there is a substantial generational divide in access to technology. If PVTA makes use of internet technology (e.g. online trip scheduling), then it is likely that customers' abilities to use these capabilities will grow in the future. Especially in light of comments requesting these online and mobile services, PVTA should explore these options.

Finally, it is worth noting the responses to the question, "How do you make your trips when ADA van service is not available?" One-third of the respondents indicated that they do not make the trip, as they have no other means of transportation. That response underscores the importance of the ADA van service to the quality of life for residents in the Pioneer Valley, especially when the highest ranked trip purpose is for medical appointments. For this reason, PVTA remains committed to constant improvement of, and innovation in, paratransit service delivery.

PVTA and FRTA Service Coordination Needs

The UMass campus and downtown Northampton are both service hubs for the PVTA system and offer connections to a variety of other transit routes that bring travelers to local and regional destinations:

- **FRTA Route 31 should be extended to meet PVTA Route 31 in Sunderland.** This connection will allow people from Greenfield to get to/from the UMass campus. PVTA Route 31 has very frequent service departing from Sunderland center making transfers between routes convenient. Another opportunity would be to realign PVTA Route 31 so a portion of the trips would be scheduled to meet FRTA Route 31 at the Whately/South Deerfield Park and Ride lot.
- **Schedule FRTA Route 31 so it arrives in Northampton on the hour.** Arriving on the hour will facilitate connections to Holyoke, Hadley and Amherst and destinations within Northampton.

PVTA and CT Transit Service Coordination Needs

MassMutual Enfield is the current connection to Connecticut. PVTA currently offers tour trips to MassMutual Enfield on the G5. This service is not highly used. Currently, travel time from Union Station (the local hub with connections to all but a few Southern System routes) is about 50 minutes. Travel to Hartford from Springfield in a personal vehicle is about 35 minutes.

- **A stronger connection to CT Transit to meet the demands of commuter flows.** Current commuter flows provided through the American Community Survey show that Hartford County provides more than 30% of all county-to-county commuting trips (either to or from Hampden County) when comparing commuter connections to Franklin, Worcester and Hampshire counties. Travel times should be short and destinations should be established and popular.

Gaps in COA Rides for Seniors and On-Demand Rides through RTAs

As towns within the Pioneer Valley region are members of three separate Regional Transit Authorities (RTA) and two communities without membership in an RTA, the earlier Figure 31

and Figure 32 shows services provided within each community.

Seniors within the towns of Blandford, Chester, Holland, Monson, Montgomery, Russell, Southwick, Tolland, Wales, Chesterfield, Cummington, Goshen, Hatfield, Huntington, Pelham Southampton, Westhampton, and Worthington have access to van rides, but these towns do not have ADA qualified transportation through their Regional Transit Authority.

Neither Middlefield nor Granville have senior rides or ADA Paratransit rides. The most vulnerable residents in these communities do not have access to public transportation.

3. Needs identified by the Rural Policy Advisory Commission, Massachusetts Rural Policy Plan³⁵

The Rural Policy Advisory Commission identified transportation infrastructure and transportation mobility as goals for healthy rural communities.

Transportation Infrastructure

Our Goal: Development of an adequate, equitable, and sustainable funding program in order to maintain safe, reliable and resilient transportation infrastructure.

The Transportation Challenge in Rural Towns

Rural communities are overburdened by the costs of maintaining transportation infrastructure. The

Commonwealth's MGL Chapter 90 Program ("Chapter 90") is the main source of funding used by municipalities to complete improvements and maintenance and is insufficient to keep up with needs. Many rural towns have large networks of aging roads, bridges, and culverts that are in need of maintenance and repair.

Rural communities struggle to pay for design and engineering plans in order to get projects included on the Transportation Improvement Program (TIP) or to apply for other grants. The low regional TIP targets in rural regions make the wait for federal transportation funding long, and project cost estimates can become inaccurate or design standards can change during that time leading to additional project design costs. In addition, lower project evaluation scores from the MassDOT selection process make it difficult for projects in rural communities to benefit from federal transportation funding.

Broadband and cellular infrastructure is lacking in some places which will hamper future technological advances in transportation. A robust system of telecommunication and utility infrastructure is necessary to support the next generation of transportation technology. Inconsistent cellular service limits opportunities to use shared mobility transportation and to support the future of autonomous vehicles. A network of charging stations is needed to support the broad use of electric vehicles.

Transportation Recommendations

1. Perform an equity assessment of Chapter 90 apportionments. The Massachusetts Legislature should commission a study to identify how current Chapter 90 funds are spent; compare rural

³⁵ MA Rural Policy Advisory Commission (RPAC). (2019). Massachusetts Rural Policy Plan. Retrieved November 11, 2019, from https://frcog.org/wp-content/uploads/2019/10/Rural_Policy_Plan_10.01.19.pdf

and urban infrastructure needs; and develop recommendations to update the Program to ensure it is equitable for all cities and towns. The current Chapter 90 formula incorporates roadway mileage, population, and employment to derive the annual apportionment for each community. As a result, a rural community receives significantly less Chapter 90 funds than an urban community with similar roadway mileage due to its lower population and employment. For rural communities affected by tourism and seasonal population increases, recognize that local roads are used by seasonal residents and visitors, and consider the total number of persons served instead of solely the year-round resident population.

2. Match the Chapter 90 Program to inflation. It is recommended that the spending level for Chapter 90 be raised and increased at a rate comparable to inflation in future years to assist communities in advancing necessary transportation improvements. The bond authorization for this program remains ‘flat’ at \$200 million per year.
3. Build capacity in rural infrastructure for emerging transportation technologies and climate resiliency. Develop a new grant program specific to rural towns for the purpose of assessing and upgrading their current infrastructure to support emerging technology and climate resiliency. Investment in infrastructure to support new technologies such as autonomous vehicles, electric vehicles, microtransit services, broadband communications including 5G networks, and ITS are needed.
4. Expedite permitting and develop increased funding to address small bridge and culvert needs. MassDOT, EOEEA and MMA are facilitating a Small Bridge and Culvert Working Group that will be recommending policy, regulation and funding changes to improve access to technical assistance and funding.
5. Adopt Regional Ballot Initiative legislation. The Legislature should adopt Regional Ballot Initiative to allow communities to generate funds to support roadway improvements, emerging technologies and climate resiliency infrastructure.
6. Explore options to provide funding assistance for engineering costs. Create a grant program or regional capital trust fund to defray engineering design costs to advance rural town roadway projects to the TIP. Design funds should be eligible for Complete Streets where so desired by a community.
7. Support non-vehicular modes of transportation when feasible. The MassDOT Complete Streets Program helps with planning and construction funding, but support and funding for alternative modes of transportation are needed.

Transportation Mobility

Our Goal: Develop and fund sustainable, efficient, and convenient transportation options in rural areas to provide optimal mobility and accessibility to goods, services and employment.

Transportation Mobility Recommendations

1. Implement Recommendations #1 and #4 from the RTA Task Force - “A Vision for the Future of Massachusetts’ Regional Transit Authorities”:
 - a. Recommendation #1: “The legislature should fund the RTAs in fiscal year 2020 with a base of \$90.5 million in state contract assistance. Each subsequent year increase the state contract assistance by an automatic inflator.” This funding should not include discretionary funding.

- b. Recommendation #4: “Establish a Human Services Transportation working group to explore ways to better collaborate, improve service and save money through the brokerage system.”
2. Redesign public transportation in rural MA to allow for a more nimble system that uses smaller vehicles and information technology to serve different areas and needs throughout the day and evening. Explore options for coordinating shared transportation assets such as resources owned and/or operated by/for RTAs, schools, councils on aging, and private service providers to actively develop sustainable cross-border transportation partnerships. Develop a pilot project to expand on the existing best practices in shared transportation.
 3. Provide efficient, reliable, and affordable passenger rail and intercity bus service to connect rural areas in Massachusetts to one another and to urban areas. Secure funding to implement the recommendations of the ongoing MassDOT passenger rail studies, and ensure that pilot passenger rail initiatives like the expanded rail to Holyoke, Northampton, and Greenfield are marketed and operated to attract ridership and increase the chances of success.
 4. Reevaluate the RTA funding formula in order to create a more equitable distribution of transit funds to all areas of the Commonwealth. Even if SCA is increased in accordance with RTA Task Force recommendations, performance measures and incentives will favor transit operations in urban areas. It is recommended that the Massachusetts Legislature reevaluate the current funding formula to boost funding opportunities for rural areas and consider the seasonal population swell on the Cape and Islands.
 5. Support the expansion of green infrastructure and fleet vehicles in rural areas. Support the installation of charging stations and other infrastructure in rural areas to support and promote the use of electric vehicles by fleet owners, lessors, and the general public.
 6. Promote bicycle and pedestrian modes of travel to connect destinations. For households without vehicles, walking and biking combined with public transit are often necessary modes of travel. Increased funding to support the design and construction of sidewalks and bicycle routes, as well as funding for critical winter maintenance of these facilities, would increase the safety of residents.

4. Needs Identified in the Pioneer Valley Labor Market Blueprint: A Regional Planning Initiative of the Massachusetts Workforce Skills Cabinet³⁶

The Pioneer Valley Labor Market Blueprint uses data and evidenced-based research to drive and support collective decision-making going forward. The Blueprint identifies goals and strategies to be accomplished between 2018 and 2022, and articulates shared commitments by the regional core partners to ensure effective execution, communication, and measurement of the anticipated outcomes and deliverables.

The Pioneer Valley region is strong and its future looks very promising. The regional partnership that has evolved from this process is committed to implementing coordinated, sustainable, and bold actions that will drive regional economic expansion, increase job opportunities, and strengthen businesses, communities, and families.

³⁶ Fanklin Hampshire Regional Employment Board, Inc. and Regional Employment Board of Hampden County, Inc. (2017). Pioneer Valley Labor Market Blueprint: A Regional Planning Initiative of the Massachusetts Workforce Skills Cabinet. Retrieved November 18, 2019, from <https://www.mass.gov/doc/pioneer-valley-regional-workforce-skills-planning-initiative-regional-blueprint/download>

What are the top three challenges facing the region’s business and industry over the next five years?

According to data, research, and engagement with employers, the top 3 challenges facing regional businesses are:

(Challenge 3) Sustaining/expanding business growth will require more investment in systems critical to supporting the needs of workers, including transportation, housing, childcare, education, employment services, and job training.

Goals and Strategies: 2018, 2020, 2022

Pioneer Valley Regional Plan Goals and Strategies		
Year	Goals	Strategies
By End of 2020 Industry-Occupational Related	4. Increase Employment share in sub-regional industries characterized by small and medium size enterprises (SMEs) and start-ups.	Explore alternatives for improving and increasing public transportation access to employer sites.

With an employment focus, this report identifies transportation within the top three challenges facing the region's business and industry. A strategy of increasing SMEs and start-ups includes increasing access to employer sites by reliable public transportation. Better public transportation will lead to decreased unemployment and an increase in the labor market.

5. Needs Identified in the Comprehensive Economic Development Strategy 2019-2024³⁷

This economic overview of the Pioneer Valley provides a SWOT analysis of economic opportunities. The report discusses transportation throughout the SWOT analysis.

Weaknesses

- Insufficient support infrastructure for workers, including transit services, childcare, and housing.
- Continued deterioration of the region’s infrastructure assets including roads and bridges, public water and sewer lines, wastewater treatment facilities, and historic buildings.
- Continued lack of high-speed broadband service in several rural communities (11 in Pioneer Valley region)
- Insufficient public transit services, particularly for older adults, persons with limited incomes, and people with disabilities that prohibit driving.

Threats

- Loss of population in rural areas; towns struggling to maintain services and meet budget needs; deteriorating infrastructure. [The loss of population impacts the viability of public

³⁷Pioneer Valley Planning Commission. (2019). Comprehensive Economic Development Strategy 2019-2024. Springfield: Pioneer Valley Planning Commission. Retrieved November 7, 2019, from <http://www.pvpc.org/sites/default/files/FINAL%202019%20CEDSD%20Report%20web%20optimized.pdf>

transit].

- Loss of population in rural areas; towns struggling to maintain services and meet budget needs; deteriorating infrastructure.
- Negative impacts of reduced transit services on seniors, individuals with disabilities, and low-income workers.
- Financial challenges for small liberal arts colleges in New England recently evidenced locally at Hampshire College, which is seeking a merger partner. [Colleges and universities play a large role in supporting public transit services].

A Dozen Top Objectives for 2019-2024

CEDS identified 12 top goals as part of the strategy. Of those, three are related to infrastructure and transportation.

Goal Area	Project	Time Frame - Short or Long-Term	Lead Implementers
Infrastructure/ Transportation	Advocate for funding to both support and expand current fixed route transit service, e.g. fund the Regional Transit Authorities in fiscal year 2020 with a base of \$90.5 million in state contract assistance and increase this amount by an automatic inflator each subsequent year.	Short-term: By 2020	Regional Transit Authorities Regional Planning Agencies MassDOT
Infrastructure/ Transportation	Complete East-West Rail Study, including potential scenarios including Palmer, Hilltowns, and Berkshires	Short-Term: by 2020	MassDOT with Advisory Council
Infrastructure/ Transportation	Launch and test North-South pilot rail service to better serve Holyoke, Northampton and Greenfield. Ensure that pilot services are sufficiently utilized by local residents.	Short-Term: By 2021	MassDOT Trains in the Valley EDC of Western Massachusetts Pioneer Valley Planning Commission

Funding for the RTAs continues to be determined by political means. A more stable funding source that increases by an automatic Inflater each year would be adequate to fund continued services.

East-West Rail continues to be in the discussion.

The North-South pilot currently runs to add service to Greenfield, Northampton, and Holyoke. These trips also provide easy access to and from New York City. As a two year pilot, this route must prove to have

6. Pioneer Valley FY2020 Regional Transportation Plan Needs Assessment³⁸

Pioneer Valley Metropolitan Planning Organization's RTP FY2020 considers the needs across the population's abilities. All five emphasis areas include components to assist individuals of low-income, individuals with disabilities, and seniors. Chapter 14 of the RTP is included to display needs identified by the RTP planning process. Many of the projects include an aspect of walkability and congestion mitigation. These two factors assist the identified populations of concern for the Pioneer Valley Coordinated Public Transit-Human Services Transportation Plan.

While Chapter 14 of the RTP lists projects for future years, it is not certain that those projects will be funded. The Pioneer Valley will be in a better condition to serve the identified populations of concern with the development of these projects (Appendix B).

7. Needs Identified in the Hilltown Transportation Study, 2016³⁹

FRCOG, under the direction of the Hilltown Community Development Corporation, with grant funding through the Tufts Health Foundation conducted a study on transportation needs in the Hilltown region. The Hilltown region includes: Blandford, Chester, Chesterfield, Cummington, Goshen, Granville, Huntington, Middlefield, Montgomery, Plainfield, Russell, Williamsburg, Tolland, Westhampton, and Worthington. This included a survey of ~820 residents throughout the Hilltowns and surrounding communities.

- Almost 30% of those surveyed relied on others for their transportation needs. Of that, ~60% are seniors relying on others for transportation.
- 4% need wheelchair access to travel. 12% of those surveyed do not drive.
- 40% of those surveyed stated they would like to participate in group excursions through a van service.
- 93% of respondents stated they rely on driving themselves some or most of the time while 70% rely on others.
- Smartphone and cell phone penetration is low with just 33% of those surveyed who use

³⁸ Pioneer Valley Metropolitan Planning Organization. (2019). Pioneer Valley FY2020 Regional Transportation Plan. Springfield: Pioneer Valley Planning Commission. Retrieved November 18, 2019, from <http://www.pvpc.org/projects/2020-regional-transportation-plan-update>

³⁹Franklin Regional Council of Governments. (2016). Summary Report of Hilltown Transportation Study. Retrieved November 18, 2019, from <https://static1.squarespace.com/static/5bc0c70ec46f6d0967b227c4/t/5c1aa9c70ebbe8bffa6542eb/1545251329449/Hilltown+Transpo+Study+2016.pdf>

smartphones and just 51% who use cell phones. This question was asked with independent answers.

- ~8% of those surveyed missed medical appointments due to lack of transportation.
- 75% of those surveyed were willing to spend \$5 or more per ride.

8. Quaboag Valley RCC Transportation Needs Survey Results⁴⁰

Quaboag Valley RCC conducted a transportation needs survey in the summer of 2019. The survey included the views of 76 residents throughout Monson, West Brookfield, North Brookfield, West Warren, Belchertown, and Hardwick. While most (67%) drive themselves, more than half rely on friends and family to drive them around at least some of the time. Most of those surveyed do not use services through a regional transit authority (just 4% do).

9. South-Central Massachusetts Regional Coordinating Council (SCMRCC)

While SCMRCC does not formally include Brimfield, Holland and Wales, the decision of this RCC impact the service to that region. The RCC identified these overlapping transportation gaps:

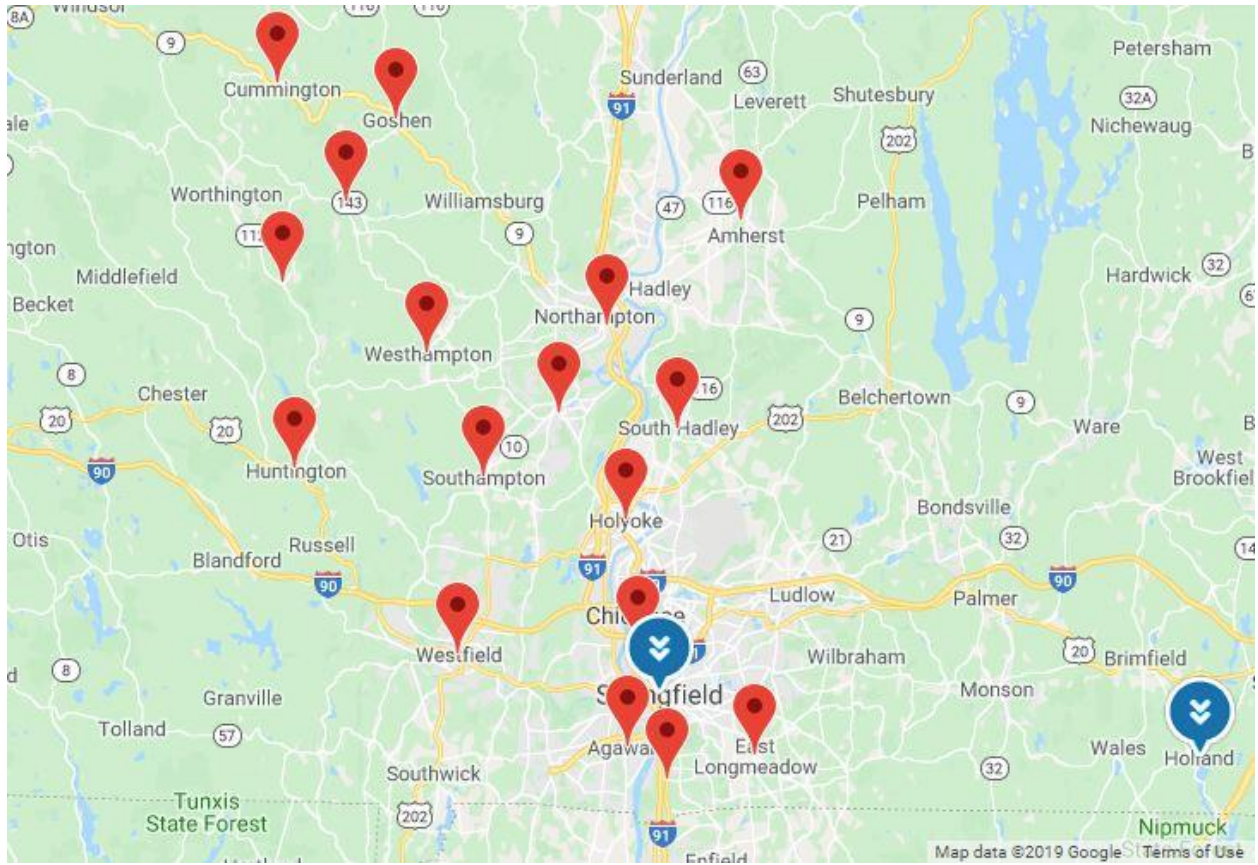
- Employment transportation;
- Transportation with additional support (door-to-door, escorts, etc.);
- Services outside of Worcester, including the edges of the region, and
- Lack of information and need for information dissemination.

These same priorities impact many of the communities throughout Hampshire and Hampden Counties.

⁴⁰ Quaboag Valley Regional Coordinating Council. (2019). Summer 2019 Transportation Needs Survey Results.

10. Age Friendly and Dementia Friendly Communities

Figure 33: Map of Dementia Friendly Communities



Source: Dementia Friendly America Massachusetts, dfmassachusetts.org, 2019

Figure 34: Age Friendly Communities

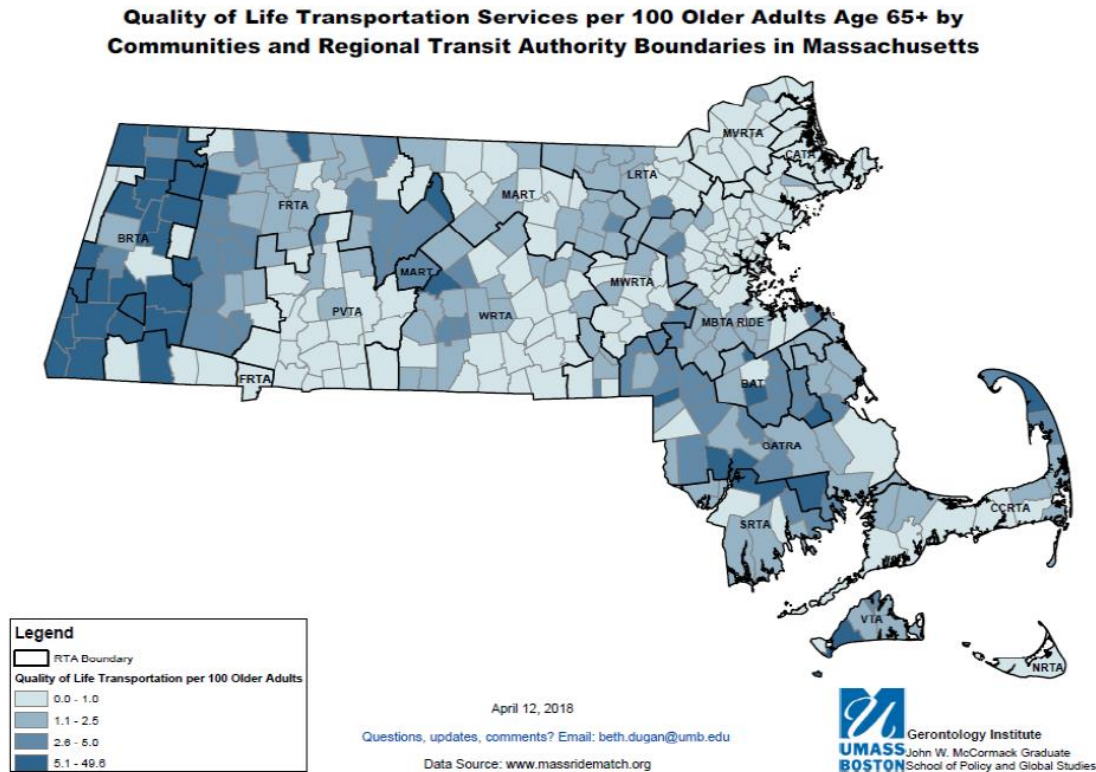
<i>County</i>	<i>Town</i>	<i>Date Joined</i>
Hampden	Agawam	2017
Hampden	Brimfield	2019
Hampden	Chicopee	2019
Hampden	Holland	2019
Hampden	Springfield	2019
Hampden	West Springfield	2016
Hampshire	Chesterfield	2019
Hampshire	Cummington	2019
Hampshire	Goshen	2019
Hampshire	Northampton	2018
Hampshire	Plainfield	2019
Hampshire	Westhampton	2019
Hampshire	Williamsburg	2019
Hampshire	Worthington	2019

Source: AARP Network of Age-Friendly States and Communities, <https://www.aarp.org/livable-communities/network-age-friendly-communities/info-2014/member-list.html>, 2019

Both the AARP Network of Age-Friendly States and Communities and Dementia Friendly America provide distinctions to communities in which certain criteria are met. Dementia Friendly Communities are equipped to support people living with dementia and their caregivers. The Age-Friendly distinction means the community's elected leadership has made the commitment to actively work toward making their town, city, county or state a great place to live for people of all ages.

11. Needs identified by the Age & Dementia Friendly Communities Initiative, 2019 Report⁴¹

Figure 35: Quality of Life Transportation Services in MA



Source: Age & Dementia Friendly Communities Initiative, 2019 Report, PVPC

Transportation

The availability of public transportation services during evening or weekend hours came up as an issue at both the Holyoke and Chicopee listening sessions. Although on demand para transit vans are available through the PVTA for disabled people, those who rely on regular PVTA buses or senior center vans for transportation are stuck at home in the evenings and on weekends. One younger person who did not own a car (in Holyoke) said that it was impossible to do anything in the evenings as public transportation did not run during evening hours. This issue was also highlighted on the municipal checklists for all three communities.

Senior Center vans (in all three communities) operate during the hours that the Senior Center is open, generally on weekdays until 4 or 5 pm. Older attendees of the listening session in Chicopee expressed interest in evening activities and the means to get to them.

⁴¹ Pioneer Valley Planning Commission. (2019). Age & Dementia Friendly Communities Initiative: Chicopee, Holyoke & South Hadley. Retrieved November 14, 2019

Figure 36: Transportation, Housing, Social Participation, and Community Health Services Goals & Strategies

Goal #2 Address the transportation needs for all residents, particularly older adults and people with disabilities.		
Transportation Strategies	Local or Regional Entity	Priority
2.1 Develop a coordinated transportation guide for public and private transportation services in the 3 community region.	Regional	
2.2 Survey existing users of senior center vans, PVRTA paratransit vans and volunteer driver services to determine times and locations of greatest interest for after-hours transportation services.	Regional	
2.3 Develop a pilot program to provide evening and weekend transportation services for the three communities using shared vans and drivers.	Regional	
2.4 Coordinate evening events between the three senior centers and provide vans or volunteer drivers to take people to these events.	Regional	
2.5 Expand deployment of transportation service options (private sector) (i.e. Lyft and Uber) for use by all residents	Chicopee Holyoke	High High
2.6 Ensure that transportation infrastructure (bicycles, pedestrian, transit and automobile) has good connections and that there are well marked travel routes	Chicopee Holyoke South Hadley	High Medium High
2.7 Set up training for emergency response, senior care workers, municipal employees, etc. on the unique needs of older adults, including best practices for how to interact, as well as recognize/respond appropriately to cognitive impairment, etc.	Chicopee South Hadley	High High/ongoing
Goal #3: Provide residents the ability to remain in their communities as they age.		
Housing Strategies	Local or Regional Entity	Priority
3.7 Encourage private sector property owners/landlords in supplying more age-friendly housing, close to village centers and public transportation	Chicopee Holyoke South Hadley	Medium Medium High
Goal #4: Ensure that people of all ages, backgrounds and abilities have the opportunity to engage in activities in the community at least once a week.		
Social Participation Strategies	Local or Regional Entity	Priority
4.4 Conduct outreach and information about events and programs through one central information source and multiple outlets (websites, social media, newsletters, newspapers, public bulletin boards, etc.); include details about accessibility of facilities, and transportation options for older adults.	Chicopee South Hadley	High High
Goal #8: Ensure that all residents have access to health care and that services are available to enable people to age in place.		
Community and Health Services Strategies	Local or Regional Entity	Priority
8.5 Ensure that services are available to allow people with dementia and people without access to transportation to stay in their home including home health care, chore services, grocery & pharmacy delivery, safety monitoring programs, transportation assistance.	Chicopee	High

Source: Age & Dementia Friendly Communities Initiative, 2019 Report, PVPC

Chicopee and Holyoke Listening Sessions

Priority Issues:

- Bus shelters
- Transportation nights and weekends
- Trolley system
- More public transportation – on Sundays, evenings
- Transportation to get from the Flats to the Transit Center - steep hill and difficult for older people or when sidewalk is icy

9.2 Address transportation service gaps through a collaborative effort that includes training and outreach on existing services and provision of additional services where possible.

12.LiveWell Springfield Priorities⁴²

Live Well Springfield partners include non-profit organizations and representatives from healthcare, regional transit authority, and Springfield city departments. The coalition is convened by the Public Health Institute of Western Massachusetts and the Pioneer Valley Planning Commission. Live Well Springfield is organized into committees based on currently funded initiatives and ongoing programs.

Age-Friendly City Advisory Committee

The Age-Friendly City Advisory Committee provides guidance and support for LiveWell Springfield to officially designate Springfield as an Age-Friendly city. Convened by the Public Health Institute of Western Massachusetts, the committee includes representatives of the Pioneer Valley Transit Authority (PVRTA), Springfield Health and Human Services Department, Baystate Medical Center, Springfield Partners for Community Action, Stavros, and Mass Senior Action.

Transforming Communities Initiative Committee

The Transforming Communities Initiative is a cross-sector effort to improve policies, systems, and environments of preschool and school aged kids around healthy eating, physical activity, and tobacco prevention. Mercy Medical Center convenes this committee which is supporting efforts to prevent obesity and chronic disease by addressing social determinants of health. Committee members include Public Health Institute of Western MA, Way Finders, Springfield Public Schools, Square One, MLK Jr. Family Services, Springfield Food Policy Council, and Pioneer Valley Planning Commission.

Marketing Committee

Supported by the Transforming Communities Initiative, the Marketing Committee is leading efforts on the “Guess What I Did?” campaign, the new website, social media and other communications. Public Health Institute of Western Massachusetts convenes this committee. To get involved, contact Samantha Hamilton, LWS Manager.

⁴² <https://livewellspringfield.org/how-we-work/>

Built Environment Committee

The Springfield Built Environment committee brings together City of Springfield staff members who work on the Built Environment to assure regular communication and collaboration. The group, which meets monthly, first started meeting nearly 20 years ago. Members include representatives from the following city departments: Public Works, Planning & Economic Development, Parks, Buildings & Recreation Management, Health & Human Services, Elder Affairs, Police and Springfield Public Schools.

R.O.A.D.S. Study

The Public Health Institute of Western Massachusetts has received one of only nine national Robert Wood Johnson Foundation Policies for Action Grants to study Springfield’s Complete Streets policy. “Complete Streets” refer to policies that support roadways that are designed and operated for the safety of everyone using it—whether by car or bike, foot or bus. PHIWM and Tufts University, led by principal investigators Kathleen Szegda, PhD, MPH, MS, and Erin Hennessy, PhD, MPH, will investigate whether “Complete Streets” policies lead to changes in the built environment, the economic environment, the social environment, and health/health behaviors.

The R.O.A.D.S. study is a participatory research project and will be looking for residents to participate. Learn more about the R.O.A.D.S. study.

Go Fresh Mobile Market

YMCA of Greater Springfield oversees all of the day to day operations with coordination and support from the Public Health Institute of Western. Go Fresh stops are located at public and senior housing, libraries, faith community, and health centers. Our Advisory Committee includes representatives from Gardening the Community, Springfield Health and Human Services, Mosque 13, Caring Health Center, and Baystate Health. We partner with U Mass Extension Nutrition Education to provide food demonstrations throughout the season.

The farms that grow produce for the market include Gardening the Community in Springfield, Next Barn Over in Hadley, and Mountain View Farm in Easthampton.

13. Massachusetts Community Health and Healthy Aging Funds

The Massachusetts Community Health and Healthy Aging Funds (the Funds) are committed to disrupting and removing barriers to health – structural and institutional racism, poverty, and deep power imbalances – through community-centered policy, systems, and environmental change approaches. The Funds provide the resources to enhance the capacity of multi-sector collaboratives to authentically engage residents and work together so that everyone has the highest quality of life possible in Massachusetts. The website is: <https://mahealthfunds.org/>.

The Funds are an initiative of the Massachusetts Department of Public Health (DPH) and were created as part of a landmark revision of the Determination of Need (DoN) regulations by DPH in 2017. The Massachusetts Executive Office of Elder Affairs (EOEA) partners with DPH on the Healthy Aging Fund. Health Resources in Action (HRiA) acts as the fiscal agent and is responsible for facilitating the planning and implementation of the Funds.

Three funding opportunities make up the Massachusetts Community Health and Healthy Aging

Funds. Click each to learn more:

- Policy, Systems, and Environmental Change Approaches
- Community Health Improvement Planning (CHIP) Processes
- Healthy Aging

14. Community Health Improvement Planning (CHIP) Process

Massachusetts Department of Public Health provides funding for health equity programs. From that funding, Hampden County has come forward to provide a county-wide CHIP.

Hampden County Health Improvement Plan⁴³

Hampden County Massachusetts has ranked last among Massachusetts' 14 counties with respect to health outcomes for the last six years according to the County Health Rankings and Road Map report produced each year by the Robert Wood Johnson Foundation in collaboration with State Departments of Public Health (www.countyhealthrankings.org). The Hampden County Health Improvement Plan presents a strategic path forward to improve health outcomes of the 467,319 people living in the county's 23 cities and towns. Five years ago, Frank Robinson, Ph.D., formerly the Executive Director of Partners for a Healthier Community, and currently Vice President, Public Health and Community Relations for Baystate Health, convened stakeholders—health and planning professionals, along with elected officials, to launch a collaborative process to improve health outcomes in Hampden County.

Since then the Hampden County Health Coalition has worked with the western Massachusetts Office of the Department of Public Health (MDPH) and staff from the Pioneer Valley Planning Commission (PVPC), together with other members of the Ad Hoc Hampden County Health Improvement Plan (CHIP) work group and the members of the Hampden County Health Coalition (HCHC) to advance this process.

A county health improvement plan is a long-term, systematic effort to address public health problems on the basis of the results of a county health assessment. This plan will be used by health and other governmental, education, economic development and human service sectors, in collaboration with community partners to set priorities and coordinate and target resources in order to enhance health outcomes for Hampden County residents.

A county health improvement plan is critical for developing policies and defining actions to target efforts that promote health. It should define the vision for the health of the county through a collaborative process and should address the gamut of assets, strengths, weaknesses, challenges, and opportunities that exist to improve the health status of the county, within the context of a region.

The problem identification portion of this CHIP, that is, the community (and in this case, 23 communities) health needs assessment (CHNA), was facilitated by the Coalition of Western Massachusetts Hospitals/Insurers, who, through a competitive procurement process, engaged a consulting team lead by Partners for a Healthier Community and including the Collaborative for Educational Services and the Pioneer Valley Planning Commission to complete their CHNA

⁴³ Pioneer Valley Planning Commission. (2017). Hampden County Health Improvement Plan: A strategic path forward to improve public health outcomes and health factors in Hampden County. Hampden County Health Coalition, Partners for a Healthier Community, Inc., Pioneer Valley Planning Commission.

from October 2015 to June 2016. In addition to the findings of the CHNA, we supplement our problem identification with the last five years of reports from the County Health Rankings and the Robert Wood Johnson Foundation.

The 2016 CHNA for Hampden County affirmed the need to continue working on previously identified problem areas:

An opioid epidemic and a county-wide higher than average rate of drug and alcohol use combined with disproportionately low access to mental health services and poor mental health status;

Access to care, including: 1) physical access, 2) affordable, accessible and culturally sensitive care, and 3) availability of quality providers—that is, can one get an appointment?

Adolescent sexual health with more than twice the state average of teen births—accounting for 6.5% of births in the county and combined with startlingly high rates of STDs, throughout the county— (rates of chlamydia and HIV 40% higher than the state - chlamydia was especially high in Springfield, Holyoke, Chicopee and Ludlow; teen rates of chlamydia and syphilis are 2-4 times the state rate), and Infant/Perinatal care (high prevalence of smoking during pregnancy (10.8%) - higher in Palmer and Chicopee; 21% did not receive adequate care in the first trimester - especially in Holyoke, Springfield and Westfield);

Chronic diseases correlate with the higher rates of physical inactivity among residents and poor nutrition (high rates of obesity/overweight, heart disease, stroke, diabetes, depression, and cancer).

In addition, systemic and institutionalized racism and unequal access to opportunity is hurting Hampden County residents as there are racial and ethnic disparities in disease morbidity and mortality (e.g. breast and prostate cancer, chronic liver disease, stroke). Inequitable access to opportunities, termed “social determinants of health” such as housing, education, employment, access to food, and public safety burden residents in Hampden County, in particular African American/Black and Hispanic residents.

Using a combination of the organizational structure of the Massachusetts State Health Improvement Plan, the typology of the County Health rankings modified by the Regional Plan Association to include Land Use Planning, and the categories identified in the “Compendium of Proven Community-Based Prevention Programs” (New York Academy of Medicine and Trust for America’s Health), we identified five Domains for Health Improvement Action Planning:

Five Domains for Health Improvement Action Planning Domain

- Health Equity and Health Disparities (access to opportunity in housing, employment and education) Domain
- Behavioral Health (mental health, substance use/abuse and treatment) Domain
- Primary Care, Wellness and Preventative Care (CVD, diabetes, asthma, and STIs) Domain
- Healthy Eating and Active Living (food access and the built environment) Domain
- Public Safety, Violence & Injury Prevention (domestic violence, gun violence, childhood trauma)

Active Transportation Partners of CHIP

Many groups have joined CHIP coalitions. As of October, 2019, these groups are listed:

Active Transportation Partners

- Communities That Care Coalition of Franklin County and the North Quabbin
- Hampshire Mass in Motion / Healthy Hampshire
- Holyoke Mass in Motion
- LiveWell Springfield / Partners for a Healthier Community
- North Berkshires Mass in Motion / Be Well Berkshires
- North Quabbin Community Coalition
- West Springfield Mass in Motion

VI. Criteria for Evaluation of Proposals

Proposals to address the above service gaps should have affirmative answers to the following questions in order to receive consideration for funding:

1. Does the proposal address a need in current service provisions as defined in the Pioneer Valley Coordinated Plan?
2. Can the proposal be achieved with the given technical capacity of the project sponsor?
3. Does the proposal serve a population and geographic area of need?
4. Does the proposal outline the operating, capital, and administrative costs?
5. Does the proposal outline the source of matching funds?
6. Does the proposal make use of available resources and leverage resources to the extent possible?

1. MassDOT Priorities for Funding

The Massachusetts Department of Transportation Community Transit Program identifies the following funding priorities with respect to service:

1. Providing a compelling case for the need for the service;
2. Lay out a realistic plan for collaborating with other organizations to leverage the resources we are providing to the greatest extent possible;
3. Commit yourself to performance reporting that demonstrates the effectiveness of your service.

VII. Examples of Projects and Strategies for Addressing Transportation Needs

The next page has project ideas and strategies that can be used to address transportation needs of elderly individuals and people with disabilities and to improve coordination of services. The examples cited below are not intended to limit the approach taken to meet the goals of the funding program. All eligible proposals will be considered for funding.

1. Funding Sources

There are many funding sources available within the Pioneer Valley. Our intent in mentioning these funding sources is to give our community greater access to resources. Applications for funding must comply with all regulations and rules. Not all applications are open to everyone. MassDOT Community Transit Grants and MassDOT Workforce Transportation Program Grants have a large number of eligible organizations. Funding is limited, making grants competitive.

Funding duration may also be limited.

Existing Service	New Service	Vehicles (Figure 2)	Other Support Services	Marketing/Travel Training
Maintain and improve coverage of night and weekend services	Expand transportation services from rural communities to urban centers	Purchase accessible vehicles	Provide escorts and assisting riders to or through the door of their destination	Promote the use of fixed route services by seniors and people with disabilities
Improve existing fixed route and paratransit coverage	Increase service coverage	Purchase accessible taxis	Purchase ITS or other computer software/hardware systems	Improve marketing and outreach
Enhance inner city bus service connecting major cities within and outside the region	Implement same day service	Purchase wheelchair lifts and restraints	Supporting coordination of mobility management programs (similar to Quaboag Connector , page 37)	Promote local livability, public health, and access
Extend hours to meet nontraditional work schedules	New or expanded routes	Implement vehicle procurement, testing, inspection, and acceptance costs	Purchase radios and communication equipment	Improve outreach efforts at medical facilities
Increase service frequency	Support community based mobility to sources of healthy foods (similar to Go Fresh Mobile Market, page 79)	Lease equipment when more cost-effective than purchasing	Install shelters for existing vehicles	Travel Training (similar to PVRTA's Travel Trainer)
Increase weekend service	Provide additional paratransit service in rural areas (Example, page 49)	Coordinate services to share vehicles	Introduce new technology into public transportation	Improve Travel Training of existing and potential transit passengers
Expand paratransit services beyond ¾ mile ADA requirement	Acquire transportation services under a contract, lease, or other arrangement	Taxi reimbursement for (accessible) taxis	Improve accessibility of existing services (similar to PVRTA's new benches, Page 30)	Provide one-on-one travel counseling
Expand service boundaries	Paratransit services beyond the ADA requirements	Undertake preventive maintenance	Improve amenities (shelters, maps, signs, non-English signs)	Provide travel training and trip planning/counseling resources
Improve access to stations/stops	Develop volunteer driver programs	Rehabilitate, manufacture, or overhaul vehicles	Improve driver training	
Modify eligibility requirements to allow passengers to ride in the same vehicle	Mobility As A Service (MAAS) Transit		Improve communications	
	Micro-transit		Improve scheduling systems	
			Smartphone app technology providing a platform to connect customers to services	
			Dispatching software	

Figure 37: Table of project ideas that fill needs identified within the Coordinated Plan

Figure 1: FAST Funding Allocation for FY 2016	3
Figure 2: Rolling Stock Awards 2019	5
Figure 3: Mobility Management and Operating Awards	5
Figure 4: 2017 Distribution of TNC fund assessments	10
Figure 5: Persons age 65+	12
Figure 6: Population by Age in the Pioneer Valley Region	13
Figure 7: Hispanic or Latino Population in the Pioneer Valley Region 2000-2017	14
Figure 8: Population by race 2017	14
Figure 9: Census Block Groups-Individuals in the Pioneer Valley	16
Figure 10: Census Block Groups Individuals in the Pioneer Valley	Error! Bookmark not defined.
Figure 11: Unemployment Rates over time	17
Figure 12: Pioneer Valley Region Labor force and Employment with Trend Lines	18
Figure 13 : Unemployment Rates by Worker's Place of Residence, 2017	19
Figure 14: Poverty Rate in the Pioneer Valley Region, 2007-2017	20
Figure 15: Per Capita Income (Adjusted to 2017 \$)	21
Figure 16: Families in Poverty	22
Figure 17: Vehicles per Household by Location	23
Figure 18: PVTA Service Area	28
Figure 19: PVTA Member Communities	28
Figure 20: PVTA Operating Revenue	29
Figure 21: Operating Revenue Dollar Amount	29
Figure 22: PVTA Grant Awards 2019	30
Figure 23: Pioneer Valley Transit Authority System Wide Annual Bus and Van Trips 2008-2018	30
Figure 24: PVTA Fare Schedule	31
Figure 25: ADA Trips; Fiscal Years 2008 - 2017	33
Figure 26: PVTA Paratransit Fare Cost	34
Figure 27: Quaboag Connector Service Map	37
Figure 28: Regional Coordinating Councils in the Pioneer Valley Metropolitan Region	39
Figure 29: The sites of the 2018 and 2019 Complete Streets Demonstration Days	44
Figure 30: Hampden County RTA and COA Coverage	47
Figure 31: Hampshire County RTA and COA Coverage	48
Figure 32: Map of Dementia Friendly Communities	73
Figure 33: Age Friendly Communities	74

Figure 34: Quality of Life Transportation Services in MA 75

Figure 35: Transportation, Housing, Social Participation, and Community Health Services Goals & Strategies76

Appendix A

VIII. Appendix A: Bibliography of Studies and Resources

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Appendix B

IX. Appendix B: Summer 2019 TRANSPORTATION NEEDS SURVEY RESULTS

1. N=76
2. Towns surveyed: Monson, West Brookfield, North Brookfield, West Warren, Belchertown, Hardwick (some respondents are from other towns)
3. Methodology: in person surveys, mail-in surveys, SurveyMonkey
4. Top five queries: current modes of transportation used, trip purpose, age, employment status, desired destinations

CURRENT MODES OF TRANSPORTATION:

Drive alone	Carpool	Friends/family	Bike/walk	RTA	COA van	other
67%	5%	51%	29%	4%	10%	3%

TRIP PURPOSE:

Shopping	Recreation/social	Medical & other appointments	Work	Education
79%	66%	61%	37%	9%

AGE:

Under 18	18 – 24	25-34	35-49	50-64	65+
4%	0	9%	12%	26%	65%

EMPLOYMENT STATUS:

Employed	Volunteer	Unemployed	Retired	Student	Other(disabled)
33%	9%	5%	49%	4%	5%

ORIGIN & DESIRED DESTINATIONS (in Quaboag Connector service area & nearby towns):

North Brookfield: within town, Barre, Monson, Palmer
Barre/Oakham: North Brookfield
West Brookfield: within town, North Brookfield, Warren, Ware
Warren: North Brookfield, West Brookfield, Palmer, Ware
Palmer: within town, Wilbraham, Ware
Hardwick: Amherst, New Braintree, Ware
DESTINATIONS of INTEREST: New Braintree, Wilbraham, Amherst, Oakham, Sturbridge, Worcester, Springfield

(Document provided by Quaboag Valley Regional Coordinating Council)

Appendix B

Appendix B

X. Appendix C: Summary Sheet: FTA Section 5310 & Massachusetts MAP Grant Programs

FTA Section 5310 Program Purpose: The overall goal of the FTA Section 5310 Enhanced Mobility of Seniors and Individuals with Disabilities grant program is to provide and strengthen the transportation services available to meet the mobility needs of seniors and individuals with disabilities. It is recognized that these populations have transportation needs which are often not met by conventional automobile or public transportation, and require specialized assistance in order to access services, employment, and medical care. All Section 5310 projects must provide service to seniors (65 years and over) and/or persons with disabilities of all ages. Agencies may transport a broader range of clientele, and are encouraged to use their vehicles in a coordinated manner, but the focus of the program is transporting seniors and/or individuals who have disabilities.

MassDOT is required by law to allocate *at least 55 percent* of Section 5310 program funds to “*traditional*” Section 5310 projects. *Traditional* Section 5310 projects are **mobility management** and **capital** projects planned, designed, and carried out to meet the specific needs of seniors and individuals with disabilities when public transportation is insufficient, unavailable, or inappropriate.

The remaining 35 percent of Section 5310 program funds (after traditional projects and state administration funds are allocated) can be used to support “*other nontraditional or expanded*” projects which follow the requirements for former FTA Section 5317 funding: **capital (to include mobility management)** and **operating** expenses for public transportation services and alternatives beyond those required by the ADA, designed to assist individuals with disabilities and seniors.

Massachusetts MAP Program Purpose: The goal of the Mobility Assistance Program (MAP) is to provide transportation services to elderly persons and persons with disabilities as defined in Chapter 637 § 13 of the Acts of 1983. MAP funding is exclusively used for the purchase of eligible vehicles, and is primarily used as a State financial match to federally funded capital vehicle purchases.

Eligibility Requirements

Appendix C



Eligible Applicants	<p>Traditional Projects: Private Non-Profit Organizations when publicly operated mass transportation services are unavailable, insufficient, or inappropriate. City, County, Town and Tribal Governments, including Regional Transit Authorities (RTAs), if approved by the State to coordinate services for seniors and individuals with disabilities <i>or</i> can certify to MassDOT that no private nonprofit organization is “readily available” in the service area to provide the needed service.</p> <p>Other Nontraditional/Expanded Projects: Private Non-Profit Organizations; City, County, Town and Tribal Governments; RTAs; Operators of Public Transportation that receive Section 5310 funds indirectly through another eligible recipient; and Private Taxi Operators of public transportation, to include Uber or Lyft. The definition of “public transportation” includes <i>shared-ride surface transportation services</i>. Private taxi companies that provide <i>shared-ride taxi service</i> to the general public on a regular basis are operators of public transportation. “Shared-ride” means two or more passengers in the same vehicle who are otherwise not traveling together.</p>
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Appendix C



Eligibility Requirements	
Eligible Activities / Projects	<p>Section 5310 funding is available for the purchase of: Capital Equipment (e.g., vehicles, dispatch software), Mobility Management activities, and Operations for transportation services that address the mobility needs of seniors and individuals with disabilities. MAP funding is available for the purchase of vehicles only.</p> <p>Capital Equipment: Vehicles*; Fleet Maintenance Equipment; Vehicle Equipment/Parts; Radios/Communication Equipment; Computer Hardware/Software; and Transit Related Intelligent Transportation Systems (ITS).</p> <p><i>*MassDOT conducts the procurement for Section 5310 and MAP funded vehicles. Therefore, vehicle types and sizes obtained through the Section 5310 and MAP programs are predetermined by MassDOT at the time of application.</i></p> <p>Mobility Management: Mobility management is considered a capital project and expense under the Section 5310 program. Mobility management projects consist of several different types of activities, to include: creating/managing mobility option inventories and resources; short range planning or demonstration projects; and technology such as scheduling software and hardware.</p> <p>Operating: Projects provided operating funds must be targeted toward meeting the transportation needs of seniors and individuals with disabilities, although they may be used by the general public. FTA encourages projects that are open to the public as a means of avoiding unnecessary segregation of services.</p> <p>Operating projects must be for public transportation services that address one of the following three purposes:</p> <ul style="list-style-type: none"> • Exceed the minimum requirements of the ADA. Project types include expanding paratransit service boundaries or hours. • Improve access to fixed-route service and decrease reliance by individuals with disabilities on ADA complementary paratransit service. • Provide alternatives to public transportation that assist seniors and individuals with disabilities with transportation. Project types include supporting voucher or volunteer driver program expenses.

Appendix C



Eligible Trip Purpose	<p>Equipment may be used for all trip purposes for seniors and individuals with disabilities to include: employment, meals, medical appointments, recreational activities, rehabilitation services, shopping, and social services.</p> <ul style="list-style-type: none">• Vehicles and related equipment may not be used <i>primarily</i> for the delivery of meals to persons in their homes. Applicants may coordinate and assist in regularly providing meal delivery service for homebound individuals, as long as the delivery service does not conflict with providing public transportation service or reduce service to public transportation passengers.• The Section 5310 program is not intended to provide emergency medical transport or ambulance service on a regular basis.• Section 5310 vehicles are not to engage in regularly scheduled school bus service.
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Appendix C



Eligibility Requirements	
Eligible Project Expenses	<p>In most instances, eligible costs for operating, mobility management, and planning projects must be considered direct project costs. Two exceptions are for those agencies with either: (1) an approved indirect cost allocation plan (ICAP) that was developed in accordance with OMB 2 CFR Part 200 and reviewed by a single auditor or (2) an approved 10% de minimis indirect cost rate in lieu of any central services charged. All applicants and/or grantees must be able to define what the 10% will be charged to and MassDOT must review and approve the methodology prior to reimbursement. Applicable indirect costs can be applied to operating and mobility management projects only.</p> <p>Direct costs are those expenses that can be associated on a one-to-one basis with a given service. Driver wages, fuel, and maintenance costs are all examples. Please note that administrative costs, such as the time a bookkeeper spends directly working on a Section 5310 transportation project, can also be included as a direct expense, along with proper timesheets denoting associated direct time.</p> <p>Indirect costs are those which cannot be associated on a one-to-one basis with a given transportation service. Some public transit systems, such as units of local government, or multipurpose non-profit organizations, perform many departmental or program functions and would likely incur indirect expenses. In these cases, the expenditures benefit not only transit but also other programs and departments. The majority of these shared or indirect costs are administrative costs. These costs cover items such as planning, accounting, and legal services.</p>

Appendix C



Local Match Requirements	<p>Capital, Mobility Management, and Planning projects utilize a local match ratio of 20 percent.</p> <ul style="list-style-type: none">• The 20 percent match requirement may be met using a combination of local and eligible State funds.• All capital equipment and planning local match funds must be in cash.• Mobility management local match can be either cash or in-kind resources, although MassDOT and FTA must approve in-kind contributions prior to an award decision. <p>Regional Transit Authorities (RTAs) receive federal and State assistance in the amount of 100 percent of the total project cost, usually at a ratio of 80 percent federal and 20 percent State MAP funds.</p> <p>Operating projects utilize a local match ratio of 50 percent.</p> <ul style="list-style-type: none">• The federal share cannot exceed 50 percent of the <i>total net operating deficit</i> of the service, which is defined as total operating expenses minus operating revenues (e.g., fares, donations in lieu of fares).• The 50 percent match requirement may be met using a combination of local and eligible State funds.• Operating local match can be either cash or in-kind resources, although MassDOT and FTA must approve in-kind contributions prior to an award decision.
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Eligibility Requirements	
Eligible Local Match Sources	<p>Cash: Local government appropriations; local dedicated tax revenues; private donations; net income from advertising/concessions; agency contracts (such as human service program funding); and non-DOT Federal Funds.</p> <p>In-Kind: Non-cash, or in-kind match, such as donated goods and/or volunteer services, may be used as local match only if the applicant formally documents and can verify determination of the value of each non-cash match amount and this match is approved by MassDOT and FTA prior to an award decision. Supplemental documentation will be required. Any non-cash or in-kind match must represent a cost that would be eligible under the project, cannot be used to match another federal grant, and must be applicable to the grant period to which the cost is applied.</p> <p>Toll Credits: The Federal Highway Administration (FHWA) defines “Toll Credits” as the use of certain toll revenue expenditures as a credit toward the non-federal matching share of all programs authorized by Title 23 and for transit programs authorized by Chapter 53 of Title 49. Toll credits do not generate any additional federal funding; these credits are used to meet the local match requirement of a federal grant. MassDOT reserves the right to decline any request for the use of toll credits as a local match.</p>
Planning and Coordination	<p>All Section 5310 and MAP projects funded must be designed to meet an unmet need that is included in (specifically described in and consistent with) a local Coordinated Public Transit-Human Services Transportation (CPT-HST) plan.</p> <p>Applicants are highly encouraged to discuss their proposed funding applications with their local Regional Coordinating Council(s), Regional Planning Agencies, and other providers in their service area in order to better utilize existing assets and provide improved connectivity for passengers.</p>

XI. Appendix D: Greater Franklin County Regional Transportation Inventory, December 2019

<i>Program</i>	<i>Rider Eligibility</i>	<i>Trip Type</i>	<i>Service Area</i>	<i>Days & Hours of Service</i>	<i>Wheelchair-Accessible</i>	<i>Cost</i>	<i>Phone</i>	<i>Website</i>
Franklin Regional Transit Authority (FRTA) fixed route	General Public	All	Connecting Greenfield to Amherst, Athol, Charlemont, Montague, and Northampton & towns along the way	M-F	Yes	\$1.25 each way; discounts for seniors, people with disabilities, & veterans	(413) 774-2262	www.fрта.org
Pioneer Valley Transit Authority (PVTA) fixed route	General Public	All	Hampden and Hampshire Counties, plus Sunderland, Leverett, Deerfield in Franklin County	7 days a week	Yes	\$1.25 each way; discounts for seniors, disabled, & children	(413) 781-7882	www.pvta.org
Montachusett Regional Transit Authority Athol/Orange Shuttle	General Public	Employment & medical trips get priority	Athol & Orange	M-F	Yes	\$1.25 each way; discounts for seniors, disabled, & children	(978) 575-9966	www.mrta.us
About Town Taxi	General Public	All	All	Sun-Thurs 6am-midnight; Fri&Sat 6am-1am	No		(413) 774-4000	
GAAMHA, Inc.	General Public	All	Anywhere in MA; out of state sometimes	24/7	Yes	\$1.25 per mile and \$15 per hour wait time	(978) 632-0934	www.gaamha.org
Franklin Regional Transit Authority (FRTA) Demand-response	Seniors age 60+, Franklin County Home Care Corporation consumers, nursing home residents, veterans with rating 70% or higher	Varies by town	FRTA service area	Varies by town	Yes	Varies by town	(413) 774-2262	www.fрта.org
FRTA Americans with Disabilities Act (ADA) paratransit service	People with disabilities who apply and are found eligible	All	Within 3/4 mile of a fixed route bus	Same as fixed route	Yes	Twice the fixed route fare	(413) 774-2262	www.fрта.org
FRTA Med-Rides volunteer driver program	Seniors age 60+	Medical, out of county	from Franklin County to out of county locations	M-F	No		(413) 774-2262	www.fрта.org
FRTA Access	General Public (Smartphone App)	All	Two Zones: 1) Deerfield, Gill, Greenfield, Leyden, Montague, Whately; and 2) New Salem, Orange, Warwick, Wendell	M-F: Zone 1 - 7:00am-6:00pm; Zone 2 - 8:00am-5:00pm	Yes	\$5.00 eay way; \$2.50 additional passengers	(413) 774-2262	www.fрта.org
LifePath	Home care consumers	Medical & grocery	Franklin County & North Quabbin				(413) 773-5555	www.lifepathma.org
Highland Valley Elder Services	Home care consumers	Medical & grocery	24 towns in Hampshire and Hampden County				(413) 586-2000	www.highlandvalley.org
Rides for Health volunteer driver program	Home care consumers	Medical	Franklin County & North Quabbin	M-F 9am-5pm	Not guaranteed	Donations accepted	(413) 775-5555	www.fchcc.org/services/services-for-elders/rides-for-health
MassHealth transportation	Eligible MassHealth consumers	Medical	Statewide & participating healthcare providers out of state	24/7	Yes	Free	(800) 841-2900	https://www.mass.gov/info-details/contact-masshealth-information-for-members
Road to Recovery - American Cancer Society	Cancer patients	Medical	Massachusetts		No	Free	(800) 227-2345	www.cancer.org/treatment/supportprogramsservices/road-to-recovery
Bay State Franklin - shuttle to Springfield	Radiation patients	Medical	Bay State Greenfield to Bay State Springfield	Leaves at 8:30 AM, returns at 11:30 AM			(413) 773-2251	http://tinyurl.com/BayState-shuttle
DAV Shuttle	Veterans	Medical	From Northampton VA to other VA facilities in MA	Varies		Free	(413) 584-4040 X2217	https://www.dav.org/veterans/i-need-a-ride/ & https://www.centralwesternmass.va.gov/locations/directions.asp

Mass General Hospital Shuttle	Mass General Hospital patients	Medical	From Northampton to Mass General Hospital	M-F: Leaves at 6:30am, returns at 3:00pm	Yes	Free	(888) 554-4234	https://www.cooleydickinson.org/mghshuttle/
Greyhound	General Public	Intercity Bus	All	7 days a week	Yes		(800) 231-2222	www.greyhound.com
Amtrak	General Public	Passenger Rail	Vermont/Valley Flyer	7 days a week	Yes		(800) 872-7245	www.amtrak.com

XII. Appendix D: VACWM SHUTTLE SCHEDULE

Revised: 7-23-2019

LEEDS/West Haven Mon - Fri

Leave LEEDS @ 7:30AM, arrive Springfield OPC @ 8:00AM

Leave SOPC @ 8:07AM, arrive Newington @ 9:00AM

Leave Newington @ 9:07AM, arrive West Haven @ 10:00AM

Leave West Haven @ 2:00PM, arrive LEEDS @ 4:30PM depending on stops at Newington and SOPC.

LEEDS/White River Junction Wed & Thu

As needed only. Please book your travel 5 days in advance.

Springfield OPC/ LEEDS Mon - Fri

Leave SOPC @ 8:00AM, arrive LEEDS @ 8:40AM

Leave LEEDS @ 9:00AM, arrive SOPC @ 9:40AM

Leave SOPC @ 10:00AM, arrive LEEDS @ 10:40PM

Leave LEEDS @ 11:00AM, arrive SOPC @ 11:40AM

Leave SOPC @ 12:00PM, arrive LEEDS @ 12:40PM

Leave LEEDS @ 2:00PM, arrive SOPC 2:40PM

Leave SOPC 3:15PM, arrive LEEDS @ 3:55PM

Leave LEEDS @ 4:00, arrive SOPC @ 4:40PM

LEEDS/Boston Mon - Fri

Leave LEEDS. @ 7:00am, arrive SOPC @ 7:30am,

Leave SOPC @ 7:37am, arrive WOPC @ 9:00am,

Leave WOPC @ 9:07am, arrive Boston 10:00am.

Driver departs Boston approx. 2:00pm each day.

Worcester OPC/ LEEDS Mon - Fri

As needed only. Please book your travel 5 days in advance.

TO BOOK YOUR SHUTTLE APPOINTMENT,

CALL 413-584-4040 X2217

PLEASE NOTE: Shuttle reservations should be scheduled 5 days prior to VA appointments.

Departure times are estimates dependent on weather, traffic, and duration of patient appointments.

Shuttles may be cancelled due to severe weather conditions or if no reservations are made for that shuttle.

No shuttle service on federal holidays or weekends.