

CrossTownConnect



Your Community, Your Transportation, Your Way

Transportation Management Association: A Public-Private Partnership

A Unique Model

- CrossTown Connect (CTC) Transportation Management Association (TMA)
 - A public-private partnership (PPP) between communities and businesses that leverages both private and public resources to gain maximum benefits
 - In addition to commuter services, CTC facilitates community transportation options including providing centralized dispatch services for Council on Aging (CoA) and other community van services in Acton, Boxborough, Littleton, and Maynard

A Unique Model *(Cont.)*

Goal: To reduce traffic congestion and air pollution while improving transportation and mobility options in the region

CrossTown Connect Focus Areas

- “Daily needs” trips such as shopping or medical appointments
- Traditional commuting from the service area into the immediate Boston area
- Suburb to suburb commuting between area communities
- Reverse commuting from the immediate Boston area to this service area

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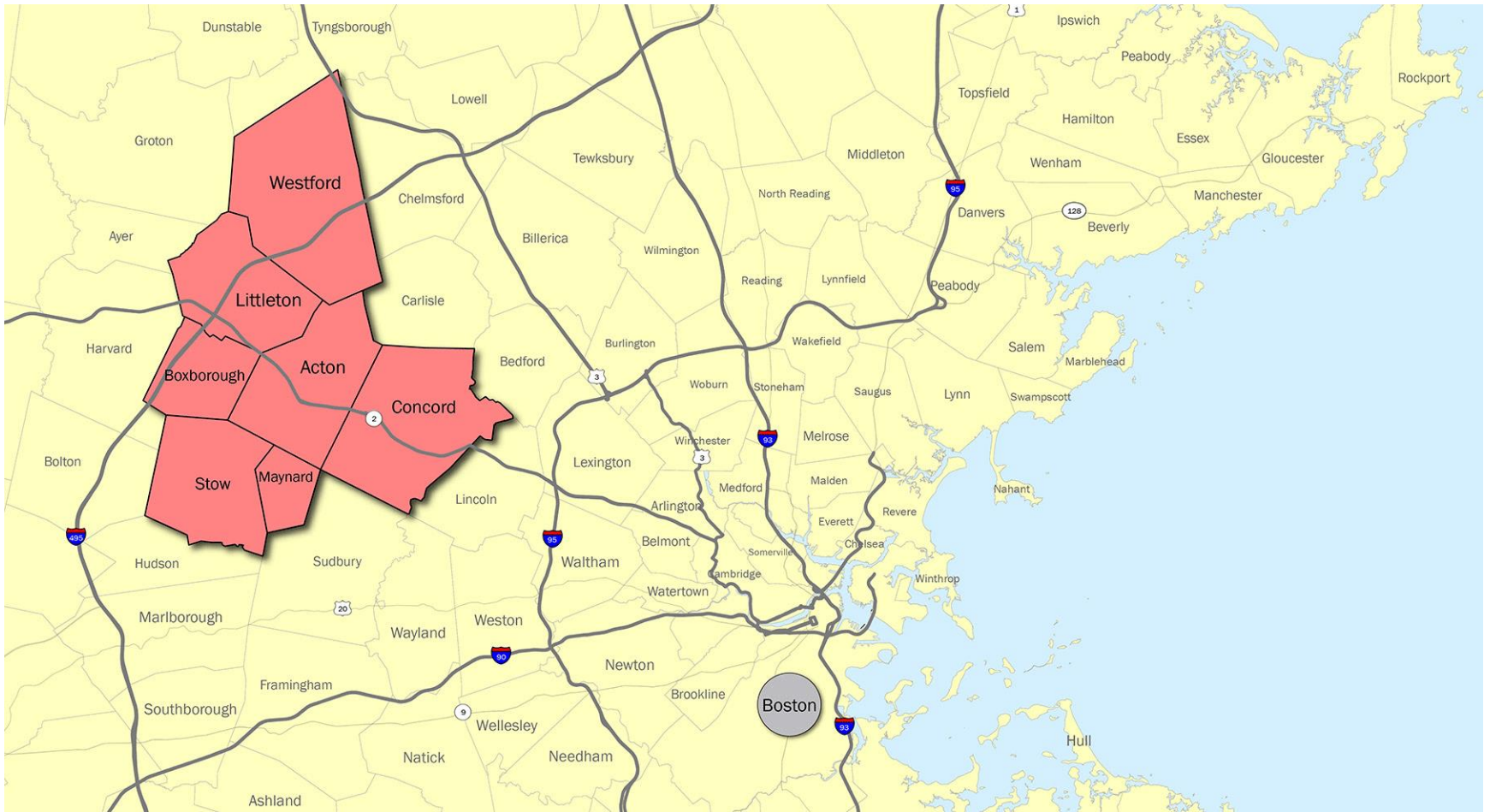
THE GUTIERREZ COMPANY



JUNIPER NETWORKS



CrossTown Connect Region



Business Partner Programs

- Ridematching
- Guaranteed Ride Home
- Carpool/Vanpool Programs
- Active Commuting Options
- Program Marketing/Events



Central Dispatch Call Center

- One of the most unique characteristics of CTC is our Central Dispatch Call Center
 - Municipal partners opt-in
 - Program provides a full day of dispatching for community-based services including Council on Aging vans (currently Acton, Boxborough, Littleton, and Maynard)
 - In addition, the center dispatches for other Acton services:
 - The Road Runner for seniors and disabled (LRTA vehicle)
 - The MinuteVan Dial-a-ride for on-demand service to the general public

Establishing CTC and the Central Dispatch Call Center

- 2009: group of committed local transportation advocates participated in the Massachusetts Institute for Transportation Coordination
- 2012: the Governor's Office funded a collaboration of Acton, Boxborough, Littleton, Maynard, Stow, and Clock Tower Place through the Community Innovation Challenge Grant
 - **Goal:** To regionalize transportation services and establish a formal structure for future collaboration
- CrossTown Connect was the result of this collaboration

Establishing CTC and the Central Dispatch Call Center (*cont.*)

- The Center was established to further the goal of regional coordination
- By dispatching centrally, data can be gathered on a regional level
 - Patterns and unmet needs can be better tracked and understood
 - CTC handles reporting, sends to service provider for submittal as usual
- **Goal:** To further regionalize by sharing all CoA services across current boundaries
 - This will increase efficiency and decrease redundancies like duplicated trips
- **Challenge:** Member communities straddle two Regional Transit Authorities (RTA's); LRTA and MART
 - CTC is currently working with the RTA's to establish guidelines for sharing that meet the requirements of both

Mobility Management

- Personalized service is important
 - Dispatchers are very good at getting to know individual users and accommodating them
 - On the community level, apprehension about this personal touch was a hurdle that needed to be overcome
 - Ultimately, the Center has shown that with the right dispatchers and good communication between the Center, the CoA and drivers and staff, the level of service does not suffer

Mobility Management (*cont.*)

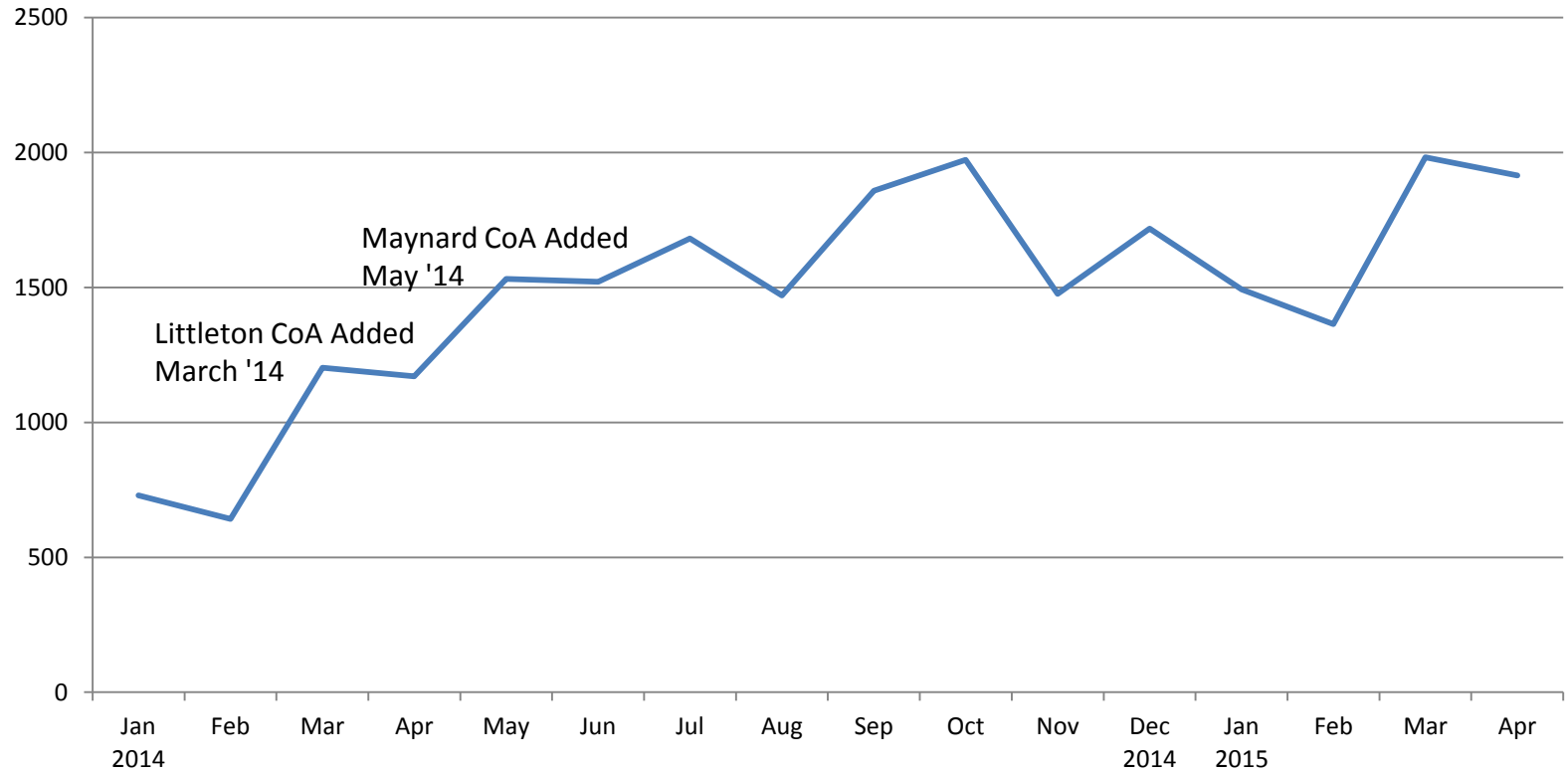
- With extended dispatch hours, service is increased and customer access is improved
- Trips are prioritized with medical at the top of the list and incidental use at the bottom
- Schedules transmitted via on-board tablets allow for flexibility and the ability for same-day scheduling of trips
 - Cancellations can be back-filled with new reservations
- Dispatchers are focused on staying up to date on best practices by attending conferences and trainings
 - Travel training (most recent)
 - This information is passed on to drivers

Mobility Management (*cont.*)

- CTC strives to accommodate people with limited English proficiency (LEP)
 - Google Translate on www.crosstown-connect.org
 - Translated brochures have been produced in several languages
 - CTC has a translator to schedule trips for the Chinese population. She then books through the Central Dispatch Call Center.
- Inventory of area services on website

Ridership

CrossTown Connect Dispatch (w/o Rail Shuttle)



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Questions?

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For more information: www.crosstown-connect.org