

Route 10 Job Access Study



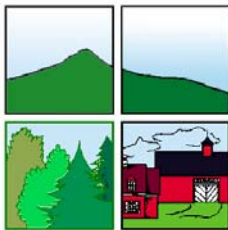
Keene

An Analysis of Market, Needs, and Transit and Paratransit Service Options for the NH Route 10 Corridor south of the City of Keene, NH.



West Swanzey

December 2008



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Winchester

Route 10 Job Access Study



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The Planning Commission acknowledges the contribution of time and energy volunteered by the members of the Route 10 Job Access Study Advisory Committee for their ongoing support, feedback and expert consultation in developing the Route 10 Job Access Study. Agencies and Towns represented on the Advisory Committee included:

American Red Cross-New Hampshire West Chapter
Greater Keene Chamber of Commerce
Home Healthcare, Hospice and Community Services
City of Keene
Keene Housing Authority
Monadnock Developmental Services
Monadnock United Way
New Hampshire Department of Transportation
Southwestern Community Services
Town of Swanzey
Town of Winchester

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Last but not least, the Commission acknowledges the hard work of planning intern Neel Patel, for his tireless support in performing surveys and tabulating survey data for this project.

Route 10 Job Access Study

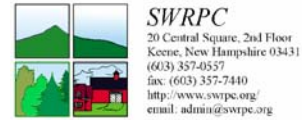


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1 INTRODUCTION

The lack of reliable personal transportation is a primary barrier to sustained employment and access to education, job training and other services for adults in low-income households in the Southwest Region. The Southwest Region Planning Commission's 2006 "Coordinated Community Transportation Plan for Southwest New Hampshire" and an earlier Community Assessment by the Monadnock United Way and Southwestern Community Services, document the unmet need for transportation assistance to access work and services.

Nearly half of the jobs in the Region and most of the post-secondary, continuing education and job training institutions are located in the City of Keene, while affordable housing (public and private) is dispersed throughout the Region. Transportation to work, education and services is also a significant problem for low-income households within the City due to limited public transportation and dispersed employment locations.

The Region's income-eligible housing programs are designed to graduate residents into market-rate housing. Organizations including NH Works, Keene Housing Authority and Southwestern Community Services coordinate assisting residents' access to education, counseling, job training, and job placement, but access to these by means other than the personal vehicle remains an unmet need in the programs.

In addition, the households representing the lowest quintile of income on average spend 30 cents of every dollar of their income on transportation. Households with incomes in the second to lowest quintile spend 20 cents of every dollar on transportation.¹ These transportation expenses include costs that commuters and policymakers take for granted. In addition, to spending income on vehicle purchases and fuel, there are also costs for motor oil, vehicle finance charges, maintenance and repairs, vehicle insurance, and other miscellaneous expenses like vehicle registration, licenses, parking and other fees. People living in more rural areas where housing is separated from working, shopping and other services raises the probability that the household is spending more on transportation. These are also areas that are less likely to offer alternative transportation choices other than the motor vehicle.

These documented needs are well matched to the purposes of the Federal Transit Administration "Job Access and Reverse Commute" (JARC) program—a program that is designed to support transportation services that improve access to employment and related destinations (e.g., training, child care, interviews) for low income individuals, defined as those whose family income is at or below 150% of the federal poverty line. Transportation services funded by JARC can be used to transport other population groups needing or seeking public transportation in addition to low income populations. JARC funds can be used for capital and operating costs of fixed-route and on-demand bus or van service, ridesharing/carpooling programs, guaranteed ride home for carpoolers, and car-sharing programs.

¹ US Bureau of Labor Statistics, Consumer Expenditure Survey for 2007.

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The Southwest Region Planning Commission (SWRPC) conducted a study to develop JARC-eligible transportation assistance or service as a strategic measure to bridge the gap between observed need and available resources. The study's focus was on the Route 10 Corridor, an arterial with a high number of commuters that connects a high proportion of affordable housing developments in West Swanzey and Winchester to employment in Keene. This study addresses the following needs as identified in the Coordinated Plan:

- The shortage of transportation services is the major impediment preventing people from accessing many services and opportunities available in the Region.
- Expansion of demand response and transit services is needed to bring low income individuals from Winchester and Swanzey into Keene.

The study is also designed to help the Southwest Region make strides toward the Coordinated Plan's vision statement:

Coordinated transportation services benefit our region by providing all members of the community equal access to services and opportunities such as housing, jobs, shopping, health care, participation in civic duties and recreation. Transportation services are an integral part of the community infrastructure, which should be supplied in a cost effective and environmentally friendly manner.

Moreover, the study tackles several action items identified in the Coordinated Plan.

- Develop new funding sources and continue to develop existing funding streams (1d)
- Better document the needs of various target populations (3b)
- Identify and address gaps and duplication in service (3c)

OVERVIEW OF REPORT

This report consists of five chapters that provide an overview of the alternative transportation needs on the Route 10 Corridor, present and evaluate service options, and present recommended priorities for the future:

Chapter 1:	Introduction
Chapter 2:	Market Analysis
Chapter 3:	Needs Analysis
Chapter 4:	Service Options Analysis
Chapter 5:	Conclusions and Recommendations

In addition there are appendices of surveys and other information that supplement the report.

It is the hope of the Southwest Region Planning Commission that local, state and federal policymakers, the private sector and other stakeholders will utilize the plan as a tool to develop more transportation choice for the residents of the Route 10 Corridor. For more information or questions about this study, please contact the Planning Commission at:

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2 MARKET ANALYSIS

INTRODUCTION

This chapter identifies and analyzes market factors that are relevant to the provision and the potential use of eligible transportation services through the Federal Transit Administration's Job Access Reverse Commute (JARC) Program. Included in this analysis are:

- Population, employment and socio-economic characteristics;
- Notable trip origins and destinations; and
- A summary of findings.

A JARC service is designed to assist families whose income status is 150% or less of the federal poverty guideline with transportation to jobs, daycare, work-training and education programs, job interviews and other employment-related trips. While these are the aims of the grant program, JARC services may also provide rides to families that do not belong to the aforementioned low-income bracket. Likewise, individuals that need transportation services unrelated to employment such as shopping, medical or other types of trips may utilize a JARC funded service. The service may be used by other individuals when there is excess capacity in a JARC transportation service that is already demonstrating meeting the needs of the target JARC population.

In this study, special attention is given to low-income populations who are likely to need transportation for employment-related trips. However, given that there is flexibility in the kinds of families and individuals to whom a JARC service can provide transportation service, the following sections look at all relevant segments of the population that may need transportation service. Other categories of riders may include youth, elderly, disabled and other households that either do not drive or do not have access to a vehicle.²

Matching Market Indicators with Transportation Services

Demand and viability for new or expanded transportation services are closely related to a number of market factors. A useful starting point for determining which information to collect is to examine the range of alternative transportation services typically funded with JARC funds (see Table 2-1 below).

² By recognizing the transportation needs of other non-labor force populations, the study addresses the federal United We Ride goals of transportation service for all as well as New Hampshire's community transportation goals as advocated by the State Coordinating Council.

**Table 2-1: Examples of Eligible Transportation Services
Funded with Job Access Reverse Commute Funding³**

Eligible Transportation Services
Late-night and weekend service
Emergency ride home service
Shuttle service
Expanding fixed-route public transit routes
Demand-responsive van service
Ridesharing and carpooling activities
Bicycle storage or bicycle racks
Local car loan programs

Source: US Federal Transit Administration Circular, FTA C 9050.1, May 1, 2007

Each of these services offers different benefits and drawbacks for providing people transportation depending on a number of factors. In addition to understanding potential ridership preferences (which is addressed in the Needs Analysis chapter), some other basic considerations for designing an appropriate service include an understanding of the location of residential units and degree of residential density along the corridor, the location and degree of density of employment, shopping and service centers, and the types of trip needs of potential riders. All of these factors provide useful clues that determine the relative premium placed on service characteristics such as accessibility, convenience, reliability, cost, and flexibility.

Some of the basic questions that are helpful to ask in understanding the layout of the study area and the ridership are:

- **What is population density in the study area? Are there pockets of density? What kind of transportation service might best accommodate the existing population density?**
- **Are employers in the study area large (over 100 employees), small (10 or less) or somewhere in between? Are there clusters of employers or is employment geographically disparate? What kind of transportation service might best accommodate the existing employers and densities of employers? Where are other services and shopping centers in the study area?**
- **What might the potential ridership look like? What are the numbers of different demographic populations within the study area having statistically higher transportation needs such as low income, seniors, youth, people with disabilities, people that do not own vehicles? What kind of trips might the ridership need (work, shopping, medical, etc.)? What unique needs might different ridership groups require that influence the success of different types of service?**

³ See the Circular for more examples of ways in which funding could be used. The list provided in Table 2-1 refers to the most common services provided with JARC funding. The table does not list other service possibilities or planning related activities that are eligible through the program.

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Information from state and federal data repositories as well as locally collected data can provide clues to some of these questions, thereby guiding a market study for alternative transportation in a meaningful way.

Study Areas

Given that the study examines the Route 10 Corridor, it is beneficial to define a corridor area, that focuses on a “travel-shed” geographically smaller area than the total area of the three towns involved in the study: Keene, Swanzey and Winchester. This study analyzes Route 10 and the three town area by examining places of residence and places of work, shopping, and other destinations providing services to residents. They are referred in this report as an origin study area (OSA) and destination study area (DSA) (See Map 2-1, “Study Areas”).

The OSA utilizes the smallest geographical data set available representing the population within ½ mile of Route 10 from the Route 10/12/101 Roundabout in Keene to the Massachusetts state line. The ½ mile measurement is used for two reasons. One of the reasons is that the ½ mile measurement is commonly used by transportation planners to best describe the distance a person is willing to walk to a destination including a transit stop.⁴ The second reason is that a ½ mile is often the measurement used for a deviated route transit system (i.e. a transit operation that can make pick-ups and drop-offs from a specific corridor and maintain a reasonably predictable and timely transit service).⁵

Due to findings indicating that destinations are limited on the Route 10 Corridor OSA, a DSA was expanded for this study. As following sections will describe, many of the destinations for Route 10 trips are in the City of Keene--a majority of which are outside of the DSA. It is important to point out that Keene’s existing City Express bus route, which runs just outside of the DSA, offers the possibility of connecting a Route 10 Service with many of the City’s employers, shopping destinations and other services. Recognizing the enormous influence of the City of Keene on travel destinations for a broad spectrum of trips, and the finding that there are some significant destinations outside of the OSA in Swanzey and Winchester, the DSA examines the entire three-community region. Most destinations in Winchester are found to be within or near ½ mile of Route 10. In Swanzey, many destinations are beyond ½ mile of Route 10, clustered on Old Homestead Highway (Route 32) and Route 12.

POPULATION, EMPLOYMENT AND SOCIO-ECONOMIC CHARACTERISTICS

Population

The communities of Keene, Swanzey and Winchester comprise 35,126 people, or about 45% of the entire population of Cheshire County. Keene, Swanzey and Winchester represent the first (23,653), second (7,129) and fifth (4,344) most populous communities in the entire county.⁶

⁴ Institute of Transportation Engineers, “A Toolbox for Alleviating Traffic Congestion,” 1989.

⁵ The majority of residents in the City of Keene are within a ½ mile of Home Healthcare, Hospice and Community Services’ City Express service making this a strong secondary group of potential riders connecting to a Route 10 service. This group is examined in the study, but because they already have access to alternative transportation were not the primary focus of the study.

⁶ All population information in this chapter is based on 2007 estimates developed by the New Hampshire Office of Energy and Planning’s estimates.

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Roughly 17% of the total population of all three communities resides within the OSA, which is about one third of the geographic area of the three communities combined. It is estimated that a total of 5,919 people reside in the OSA at an average density of 145 people per square mile.

South of the Route 10/12/101 Roundabout, Route 10 extends about $\frac{3}{4}$ of a mile through Keene. The abutting land contains a significant proportion of commercial development with some housing. All told, the OSA within the Keene City limits accounts for only 2% of the City's total population. Swanzey's resident population near Route 10 accounts for approximately 35% of the entire town's population while about 71% of Winchester's resident population is situated within $\frac{1}{2}$ mile of Route 10. The average population density of the OSA for Keene, Swanzey and Winchester is approximately 293, 149 and 133 people per square mile, respectively. With the exception of Winchester, the OSA populations in Keene and Swanzey are actually less dense than their respective town's average population density.

Table 2-2: Estimated 2007 Population Data

	Keene	Swanzey	Winchester	Totals
Origin Study Area (OSA) Square Miles	1.23	16.68	23.01	40.93
OSA Population	362	2,491	3,066	5,919
OSA Population Density	293/sq mi	149/sq mi	133/sq mi	145/sq mi
Town Square Miles	44.99	37.31	54.94	137.24
Town Population	23,653	7,129	4,344	35,126
Town Population Density	525/sq mi	191/sq mi	79/sq mi	255/sq mi
OSA Percent of Town Population	2%	35%	71%	17%
OSA Percent of Town Square Miles	3%	45%	42%	30%

Source: New Hampshire Office of Energy and Planning

As a whole, average population density in the OSA is low to moderately dense. This assumption, however, does not account for the fact that there are a number of neighborhoods on the corridor that are moderately to highly dense. In fact, approximately 45% of the OSA population resides in 5% of the study area where population densities range from the City of Keene's population density (525 people/sq mi) to over 10,000 people/sq mi. Map 2-2, "Population Density Per Square Mile" illustrates the relative population density within the OSA by census block.⁷ Notably, much of the density is attributable to the numerous assisted housing developments managed by Keene Housing Authority and Southwestern Community Services, as well as several mobile home parks along the Route 10 Corridor.

Employment

The Keene, Swanzey and Winchester municipal labor force population in 2007 were 12,205, 4,044 and 2,257 adults respectively or 44% of the county's total workforce. Unemployment rates

⁷ Census blocks are the smallest geographic unit available for this data.

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in Keene, Swanzey and Winchester in 2007 were 3.3%, 3.6% and 4.5% respectively.⁸ Keene, Swanzey and Winchester represent the first, second and sixth largest labor forces by town in Cheshire County. Based on the percent of population in the OSA, it is estimated that the total labor force accounts for roughly 3,353 people (See Table 2-3). While a very minimal percentage of Keene's labor force is in the OSA, the same OSA is estimated to comprise over one third of Swanzey's total labor force and almost $\frac{3}{4}$ of Winchester's labor force.⁹

Table 2-3: Estimated Total Labor Force Data

	Keene	Swanzey	Winchester	Totals
Origin Study Area (OSA) Labor Force Population	214	1,541	1,598	3,353
Town Labor Force Population	12,205	4,044	2,257	18,506
Percent of Town Labor Force Population in OSA	2%	38%	71%	18%

Source: New Hampshire Economic & Labor Market Information Bureau

In 2007, according to the NH Economic and Labor Market Information Bureau, it is estimated that there were 22,766 jobs in the three communities, or about 68% of all the jobs in Cheshire County. Keene, Swanzey and Winchester had 19,939, 2,116 and 711 jobs respectively.

The 2000 Census Journey to Work data provides useful information about job locations and commuting. In 2000, Keene, Swanzey and Winchester together comprised 64% of the job destinations in the entire county—a slightly smaller percentage than the 2007 figures, with Keene representing 56% of the job destinations. While Keene was the largest job market in the County (18,575), Swanzey and Winchester were fourth (1,650) and seventh (845), respectively. All told, there were 12,716 commuters that lived and worked in one of the three communities. That number represents 60% of all jobs in the three community area and 38% of all jobs in the entire county. Table 2-4 breaks out the distribution of workers by community and workplace among the three towns.

Table 2-4: 2000 Place of Employment and Residence

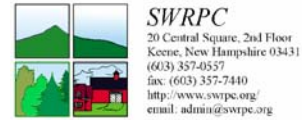
	Place of Employment		
Place of Residence	Keene	Swanzey	Winchester
Keene	8,297	372	92
Swanzey	1991	646	95
Winchester	667	108	448
All Origins	18,575	1,650	845

Source: US Census

⁸ Despite this report being written amidst a economic recession it should be pointed out that Keene, Swanzey and Winchester's median 2008 unemployment rates at the time of writing are fairly consistent with last year (January to October 2008) at rates of 3.6%, 3.65% and 4.65% respectively.

⁹ As will be shown for much of the data relating to Keene, the piece of the corridor in Keene tends to skew the overall picture of the corridor because of the minimal geographical area (and therefore population and households) that Keene represents in the OSA. It is worth noting, however, that if a half mile study area along Keene's existing City Express route was annexed to the OSA documented herein, then the coverage area would reach nearly all of Keene's labor force and more than 80% of the entire labor force residing in the three town area.

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The table above shows that in addition to having a number of jobs, the City of Keene offers a substantial labor force to the surrounding communities. More than 400 Keene workers work in Swanzey and Winchester. This commuting pattern is called a “reverse commute” by planners, because it is a workforce that travels against the tide of the predominant travel movement into the City.

The US Census does not provide place of employment data at the neighborhood or subregional level for the towns of Swanzey and Winchester, but major employment areas can be inferred based on Map 2-3, “Major Employers and Generalized Zoning”. Based on research by SWRPC, the map shows that Winchester’s major employers are located in or very near a ½ mile of Route 10, with major employers located on Route 119 and Route 78. In Swanzey, there are two employers that employ 100 or more employees on Route 32 outside of the OSA, as well as some larger employers near Route 10. The map does not show Route 12 in Swanzey, but it should be noted that there are a handful of larger employers and commercial areas on Route 12 as well.

Map 2-3 sheds light on place of employment data in the City of Keene as well. This map corroborates information available from the Census which shows that the majority of Swanzey and Winchester residents work at employers located near Route 101, Winchester Street, Key Road, Optical Avenue, adjacent to North Route 12, and in the downtown area. Map 2-4, “Place of Residence and Employment,” shows town to town workflow patterns between the three communities of the study.

Low Income Households

The target population for the JARC grant program are labor force low income households that earn 150% or less of the federal poverty guidelines. The 2008 poverty guidelines are shown below in Table 2-5. The table outlines the federal poverty definition as well as 150% of the guideline by size of family or household:

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Table 2-5: 2008 Federal Poverty Guidelines

Persons in Family or Household	Federal Poverty Guideline	150% of Federal Poverty Guideline
1	\$10,400	\$15,600
2	\$14,000	\$21,000
3	\$17,600	\$26,400
4	\$21,200	\$31,800
5	\$24,800	\$37,200
6	\$28,400	\$42,600
7	\$32,000	\$48,000
8	\$35,600	\$53,400

Source: Federal Register, Vol. 73, No. 15, January 23, 2008, pp. 3971-3972

It is estimated that over 400 households within the study area have a ratio of income of less than 150% of the federal poverty guidelines, representing more than 1,000 people.¹⁰ This information is captured below in Table 2-6 and graphically depicted by Census block in Map 2-5, “Number of Households Less Than 150% of Federal Poverty Guidelines”. These same low income households in the study area account for roughly 16% of all low income households in the three towns. The percentage is small partly because very few low income Keene households live within ½ mile of Route 10 South of the Route 10/12/101 Roundabout.¹¹ It is estimated that roughly 35% of Swanzey’s low income households and approximately 71% of Winchester’s low income households reside in the study area.

¹⁰ This number is based on the average community household size of each community from the 2000 Census. Ratio of income is determined by comparing the household size income divided by the guidelines above. Household incomes that are 1.5 times the threshold are considered the target population for JARC funding.

¹¹ As was shown with the labor force population data, an annexation of a ½ mile study area along Keene’s City Express route would considerably boost accessibility to the low income population of the three towns. Approximately 85% of low income households in the three towns would be within range of a transportation service under this scenario. As noted above there are approximately 450-500 workers commuting from Keene into Swanzey and Winchester according to the 2000 US Census.

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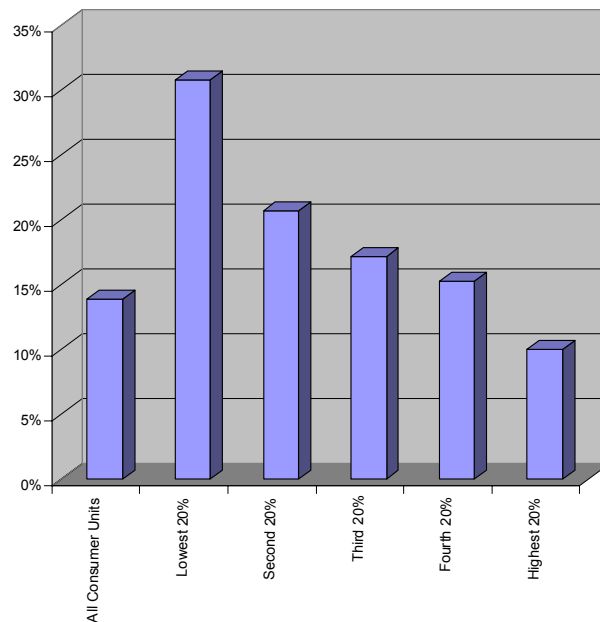
**Table 2-6: Estimated 2006 Low Income Household Data
(Ratio of Income of 150% or Less of Federal Poverty Line)**

	Keene	Swanzy	Winchester	Totals
Low Income Households in Origin Study Area (OSA)	28	128	251	407
Total Households in OSA	146	1,019	1,183	2,348
Low Income Households in Town	1,778	367	352	2,497
Total Households in Town	8,942	2,660	1,547	13,149
Percent Low Income Households in Town	20%	14%	23%	19%
Percent Total Low Income Households in OSA	2%	35%	71%	16%

Source: US Census Bureau

According to the US Bureau of Labor Statistics 2007 Consumer Expenditure Survey, people living in the lowest quintile income bracket in the United States, which includes the low income households in this survey, on average spend 30 cents of every dollar of income on transportation. Only housing is a larger expense. The lower middle class quintile of the US population spends roughly 20 cents of every dollar of their income on transportation. Transportation costs include average annual money spent on vehicle purchases, fuel, vehicle finance charges, maintenance and repairs, insurance and other miscellaneous expenses.

**Figure 2-1: Average Annual Percent of Household Expenditures On Transportation
By Quintile of Income Before Taxes**



Source: US Bureau of US Bureau of Labor Statistics 2007 Consumer Expenditure Survey

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Zero-Vehicle Households

Another important indicator of transportation need is the number of zero-vehicle households within the study. These households are dependent on rides from neighbors, family and/or private or public transportation services. This does not diminish the transportation needs of households with one or more vehicles however, since a household may still have more drivers than cars, more workers than cars, dependents that require rides, or vehicles that are unreliable. Table 2-7 below shows that there are estimated to be more than 100 zero vehicle households in the OSA.

Table 2-7: Estimated Total Households with No Vehicles

	Keene	Swanzy	Winchester	Totals
Zero Vehicle Households in Origin Study Area (OSA)	2	38	68	108
Total Households in OSA	146	1,019	1,183	2,348
Percent Zero Vehicle Households in OSA	1%	4%	6%	5%
Households with Zero Vehicles in Town	836	84	115	1035
Total Households in Town	8,942	2,660	1,547	13,149
Percent Zero Vehicle Households in Town	9%	3%	7%	8%
Percent Total Zero Vehicle Households in OSA	0%	1%	4%	1%

Youth

Youth are another important segment of the population that is disproportionately impacted by limited transportation options. In New Hampshire, individuals cannot obtain a driver's license until they reach the age of 16 and many youth that can obtain a license cannot afford to purchase a vehicle. According to US Bureau of Census Estimates Branch, Cheshire County's youth population age 19 and under has decreased about 7% since the US 2000 Census, but over the long term up to 2025 is expected to increase to roughly 14% of the US 2000 Census youth population. By far the largest segment of significant youth population is in Winchester.¹² In 2000, almost 850 persons from Winchester's study area population consisted of persons 19 and younger. At the same time, 246 youth were counted in the Swanzy portion of the study area and 81 youth in the Keene portion of the study area. Birth rates in Swanzy and Winchester have remained relatively stable over the last fifteen years, while Keene has seen a fairly substantial decrease from 232 births in 1993 to 169 births in 2005. Therefore, it is estimated that the number of youth in Swanzy and Winchester has remained relatively stable since 2000.

¹² It should be noted that about 200 Winchester students attend Keene High School. Winchester high school students do not have many transportation options for after school transportation outside of owning their own vehicle or arranging a ride with another person. Aside for the transportation that is available to Winchester students after school concludes at 2:02 pm, later transportation service from Keene High School to Winchester is offered on Mondays, Tuesdays and Wednesdays departing at 4:10 pm. Many clubs and practices, however, do not start until 3 pm making it difficult for Winchester students to participate in extra-curricular activities. There is no alternative transportation available for students that work after school (Personal communication with Mindy Hill, Administrative Assistant for the Gold House, Keene High School, January 5, 2009).

Route 10 Job Access Study



Seniors

While many seniors are drivers, there is a significant subset of non-drivers in this population. Some common transportation barriers experienced by seniors include physical disability and hesitancy to drive in certain adverse driving conditions due to a natural degradation of eyesight and personal reflexes. This coupled with the fact that the senior population is growing every year point to the need for senior transportation options. The population of individuals 65 and older continues to increase in the short and long term. The US Census Bureau Estimates Branch estimates that in Cheshire County, the senior population grew approximately 7% since the 2000 Census. The same age cohort of seniors is expected to grow more than 130% of the 2000 Census population by 2025. The OSA senior population during the 2000 Census was 51 persons in Keene, 276 in Swanzey and 445 in Winchester.

Persons with Disabilities

Persons with disabilities are disproportionately impacted by a lack of transportation options. The US Census does not publish disability information at the block or block group level, but it does release information on the town level. According to the 2000 Census, roughly 5% of the total adult population in the three communities combined had a disability in which it was difficult to go outside the home without assistance. Approximately 9% of the adult population reported having an employment disability and 64% of those with a reported employment disability were working at the time.

ORIGINS AND DESTINATIONS

With the exception of housing, many of the major destinations found in the study area are in Keene. This includes employment opportunities, medical services, daycare facilities, shopping, and other important services. Although Swanzey and Winchester do supply some essential services, the City of Keene is clearly a hub center for various services for all residential populations in the study. Revisiting Map 2-3, "Major Employers and Generalized Zoning," it is evident that a significant number of employers are located in Keene. Likewise, Map 2-6, "Educational, Medical, Human Service and Day Care Facilities," and Map 2-7, "Shopping Center Areas" show how Keene is the clear hub for other services as well.

Low Income Neighborhoods

As noted in the Population section of this Chapter, roughly 45% of the study area population lives in 5% of the OSA. Many of the clusters comprise residential developments or neighborhoods that are either workforce housing, senior housing, low income apartments or mobile home parks.¹³

Unlike West Swanzey and Winchester, there were no specific assisted housing developments or mobile home parks of note in the Keene segment of the OSA. While the City of Keene has

¹³ Mobile home parks do not necessarily represent low income populations. However, it is a good indicator of a residential cluster that is made up of inexpensive housing on relatively small lots. When considering the average consumer's household expenditures on housing, mobile home parks are a reasonable indicator of many low income households that could not afford to live in more expensive housing.

Route 10 Job Access Study



almost 1,800 low income households, the small size of the OSA used for the study represents a minute percentage of the City's total households. According to the 2000 US Census, roughly a third of the housing in the residential study area neighborhood consisted of rental units. The median rent at the time was estimated to be \$627 per month and the median value of owner occupied units in the area was \$72,400. Rent in the OSA was about 115% of the median rent for the City of Keene (\$554 per month), and 72% of the median value of a home in Keene (\$100,800). This information provides some clues supporting that the study area encompasses roughly low to middle income households.

In Swanzey, workforce housing neighborhoods within the study area include Swanzey Township (18 units), Riverbend (24 units) and Evergreen Knoll (32 units). Other clustered housing areas include the Winchester Woods Apartments (20 units) and Pine Acres Mobile Home Park (121 units). In addition to these residential developments, there are likely a sizable number of other low income households within West Swanzey Village. According to the 2000 US Census roughly 40% of the housing in West Swanzey Village were rental units.¹⁴ Median rent was \$433/month and median home value of owner occupied units was \$85,500. Median rent values stood at about 91% of the Town of Swanzey's median home value (\$448 per month) and 83% of the Town's median home value (\$103,400).

Winchester also has a number of low to moderate income residential clusters within the study area. These include the Wedgewood Duplexes (30 units) and Snow Brook (20 units) workforce housing developments, the Warwick (40 units) and Sunrise Village (37 units) senior housing developments, the Keene Road Apartments (10 units), and the New Beginnings (27 units) and the South Parish (59 units) mobile home parks. In addition to these residential developments, there are likely a significant number of low income households within Winchester Village. 2000 US Census data show that like West Swanzey, about 40% of the housing units were rentals in Winchester Village.¹⁵ Median rent in the area was \$428 and the median value of an owner occupied home was \$76,100. That is equivalent to 90% of the median rent (\$476 per month) and 93% of the median home value (\$82,100) in Winchester.

Employers

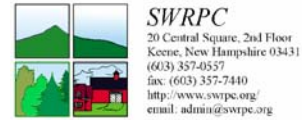
In an effort to understand employers that might be well served by an alternative transportation service, the study looked at large employers and clusters of employers.¹⁶ At the time of writing, there are thirty six (36) known employers located in the City of Keene that employ one hundred (100) or more people. Many of the employers, which include retail, call center, manufacturing, medical, food service and cleaning service jobs, likely hire a significant pool of low-wage workers. Keene businesses are located across the City, but many of these businesses are located within walking distance of the City Express bus route. One large Keene employer is located in the ½ mile of the OSA, and there are two additional large employers located on Winchester Street just outside of the OSA.

¹⁴ These figures represent the US Census designated place, "West Swanzey CDP".

¹⁵ These figures represent the US Census designated place, "Winchester CDP".

¹⁶ The definitions of a large employer used in this study is an employer with one hundred (100) or more employees. The study's determination of what constitutes a cluster of employers was largely based on zoning of land and a follow up staff field review of the study area.

Route 10 Job Access Study



The Keene portion of the OSA is largely commercial comprising a number of small and medium size businesses along Route 10. These businesses are not necessarily clustered, but they are adjacent to each other along the highway. There are clusters of employment in many other parts of the City which are mostly accessible by the City Express bus route. Many of these clusters likely hire a good proportion of low income employees because of the industry sectors that they represent. This includes the commercial area on Winchester Street just outside of the study area, the commercial area on West Street, and employment clusters in the downtown and the industrial park area in the vicinity of Optical Avenue. The multiple stores in the Monadnock Marketplace in Keene probably hire a number of lower wage employees also, but this area is currently not served by the City Express.

Swanzy has 5 known employers that employ more than 100 people. Two of its larger employers are located on Route 12, a significant distance from the Route 10 Corridor. Two additional large employers are located in Swanzy Center, closer to Route 10, but still outside the OSA. One of the large employers is located off of Route 10.

Like Keene's portion of Route 10, much of the employment in the study area is located adjacent to Route 10 and dotted with small to medium size employers. There is no sidewalk infrastructure directly on Route 10. Within the study area, there is also a cluster of employment in West Swanzy Village, including Cutler School and a number of small and medium sized businesses in a renovated mill building. There is some sidewalk infrastructure connecting these businesses from Route 10.

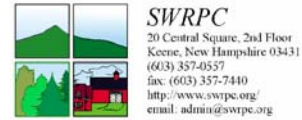
Winchester has two (2) large employers employing more than 100 people. Both employers are located just outside the study area on Route 119. It is estimated that a significant proportion of the workers hired by the two employers come from low income households. In addition, Winchester Village contains a number of small businesses. Sidewalk infrastructure is present in many parts of the core part of the village, making various employers somewhat accessible from one or two pick-up or drop off points.

Human Services Institutions

A scan of institutions that provide essential human services such as housing, food, fuel assistance, or other services associated with low income populations in the three town areas show that the institutions are mainly centered in Keene. The major institutions recognized through this study include Cheshire Housing Trust, Keene Housing Authority, New Hampshire Department of Employment Security, the New Hampshire Department of Health and Human Services Division of Family Assistance Keene Office, Southwestern Community Services and the Welfare Offices located at Keene City Hall, and Swanzy and Winchester Town Halls. There are four food pantries in Keene and one in Winchester. The Keene food pantries are near downtown and the Winchester food pantry is located adjacent to Route 10.¹⁷ All of the Keene destinations are accessible through the City Express bus service. The only destination in the list above that is not accessible from a Route 10 Corridor or City Express Service is the Swanzy Town Hall.

¹⁷ Information derived from the New Hampshire Food Bank.

Route 10 Job Access Study



Educational-Work Skills Training Institutions

One of the types of eligible rides recognized by the JARC program are trips for workers to advance their education or work skills in order to retain employment in the future. All of the known educational or work training institutions in the three town area are located in Keene.¹⁸

Educational programs offered in the area are available through the Keene Community Education Program, River Valley Community College, Keene State College, Franklin Pierce University and Antioch University offering educational classes ranging from Adult Basic Education and Literacy to Post-Secondary Education Degrees. Many programs are applied education programs specifically designed for niche employment sectors such as education or health.

Work skills training programs in Keene are available through the American Red Cross-NH West Chapter, Cheshire Career Center, Keene Beauty Academy, Keene Community Education Program, River Valley Community College and St. Joseph's Hospital School of Nursing & Health Occupations in Keene. These programs provide training for specific skill sets in a variety of fields including medical, construction, manufacturing, cosmetology, early education, automotive repair and others. The apprenticeship, secondary and post-secondary programs range from 55 hour requirements to two year programs.

Daycare Providers

Employment-related trips are eligible rides funded through the JARC program. This definition not only includes trips to educational and work skills training programs but also trips made to daycare facilities by working parents and guardians. The greatest number of licensed daycare facilities in the three town area are located in Keene.¹⁹

At the time of writing, Keene has 22 licensed child care programs. Eight of these are family child care programs run out of homes and 14 are group child care centers. Among the group child care centers, 10 of them identify themselves as having child care nursery slots, 9 have preschool programs, and 5 have school age programs. The locations of these programs are distributed throughout the city. None of these facilities are located on the Route 10 Corridor.

In Swanzey there are currently 5 licensed day care facilities, one of which is a family child care business. The remaining group child care center programs offer 3 child care nursery programs, 4 preschool programs and 2 school age programs. Four of the facilities are in the center of Swanzey on or adjacent to Old Homestead Highway (Route 32), which is located at or beyond the periphery of the ½ mile OSA. The remaining licensed child care program is a preschool program only.

¹⁸ Most of this information was collected from the New Hampshire Economic and Labor Market Information Bureau. Their database is available at <http://nhnetwork.nhes.state.nh.us/nhnetwork/>

¹⁹ This information was collected from the New Hampshire Department of Health and Human Services Bureau of Child Care Licensing.

Route 10 Job Access Study



Winchester has 3 licensed child care programs. Two of these programs are family group child care home programs. The remaining program is a child care nursery and preschool program. All 3 of the programs are on local streets just off Route 10.

Medical Institutions

The major hospital in the region is the Cheshire Medical Center in Keene. Cheshire Medical Center is a 169- bed hospital and regional referral center with centers of excellence in cancer care, rehabilitation, women's health, sports medicine, and adolescent and adult behavioral health. It is joined with Dartmouth-Hitchcock Keene, a 125 provider medical practice associated with the Dartmouth-Hitchcock Health System. The hospital is accessible through the City Express service. The Monadnock Dialysis Center on Winchester Street is also located in Keene just outside of the OSA. There is a satellite medical clinic in Winchester Village as well. The satellite clinic would be accessible from a Route 10 transportation service.

Shopping Areas

The City of Keene is the dominant shopping hub in the three town area. Within the City itself, there are four primary shopping destinations. The Winchester Street area contains a number of stores that provide grocery, home goods and other essential products. Major anchor establishments in this area include Wal-Mart and Shaw's Supermarket. The Monadnock Marketplace on Ash Brook Road (located off of Route 9) contains stores that offer essential and more specialized products. Major anchors in this area include Price Chopper, Target and Home Depot. The West Street area also contains a number of stores that draw a significant number of shoppers. Major anchor stores in this area are Hannaford Supermarket, Sears and JC Penney. Finally, there is the Main Street district, which contains a number of smaller locally-owned stores. There is no major grocery store in this district, although there is a natural foods store and in the warmer months there is a farmer's market. All of the shopping districts described above are accessible through the City Express with the exception of the Monadnock Marketplace.

In Swanzey, shopping areas are mainly concentrated on Route 10 and Route 12. On Route 10, there are a number of small businesses that sell a variety of goods. The major grocery store in the town is Gomarlo's Food and Circus, which is located on Route 10 in West Swanzey.

Winchester also has a number of smaller stores, mostly concentrated in the Winchester Village area. This includes the Town's largest grocery store, Kulick's Market, close to Route 10 on Warwick Road.

SUMMARY OF FINDINGS

This chapter examined existing factors that shape the market for an alternative transportation service on the Route 10 Corridor. Below is a bulleted list of the major findings of the chapter:

- There are about 6,000 people living within ½ mile of Southern Route 10 in Keene, Swanzey and Winchester (defined in the report as the Origin Study Area (OSA)), at an average population density of 145 people per square mile.
- Population density in the OSA is less dense than the average density of Keene and Swanzey, but denser in Winchester.

Route 10 Job Access Study



- There are significant clusters of population density on the corridor. Forty-five percent of the population in the OSA resides on 5% of the land.
- Almost 3,500 members of the labor force reside within the OSA. This labor force represents about 71% of Winchester's labor force, 38% of Swanzey's labor force and 2% of Keene's labor force.
- About 400 Keene residents make a "reverse commute" to their jobs in Swanzey and Winchester.
- There are almost 22,800 jobs among the three communities. This represents 68% of all the jobs in Cheshire County.
- About 60% of all jobs in the three community area and 38% of all jobs in the entire county are Keene, Swanzey or Winchester residents working in Keene, Swanzey or Winchester.
- There are over 400 households making 150% or less than the federal poverty guideline living within the OSA. For a family of four, this is a family making less than \$31,800.
- In addition to households, there are a number of other segments of population that are disproportionately impacted by a lack of transportation opportunities that live in the OSA. These include but are not limited to households with no vehicles, the youth, some seniors, and certain people with disabilities.
- Residential development along the corridor contains a number of clustered areas that are made up of low income groups. This includes several apartment complexes, affordable housing developments, senior housing, mobile home parks, and villages made up of older more affordable homes.
- While there is significant residential development along the Route 10 Corridor and some limited services, Keene is the major destination for Route 10 Corridor travelers, dominating the employment opportunities, educational and career advancement opportunities, human services, medical services, daycare services and shopping.
- By connecting a future Route 10 service to Keene's City Express, accessibility to ridership would be greatly enhanced by economies of scale. It is estimated that over 80% of all the low income households and over 80% of the entire labor force of all three towns would be within ½ mile of alternative transportation services.

Route 10 Job Access Study

Study Areas - Map 2-1

Town Boundaries

Roads and Highways (NH DOT)

Class I, Class II, State

Class V, Municipal

Class VI, Municipal

Private/Other

Hydrography

Lake or Pond

River or Stream

Intermittent Stream

Origin Study Area

Destination Study Area



0 0.25 0.5 1 1.5 Miles

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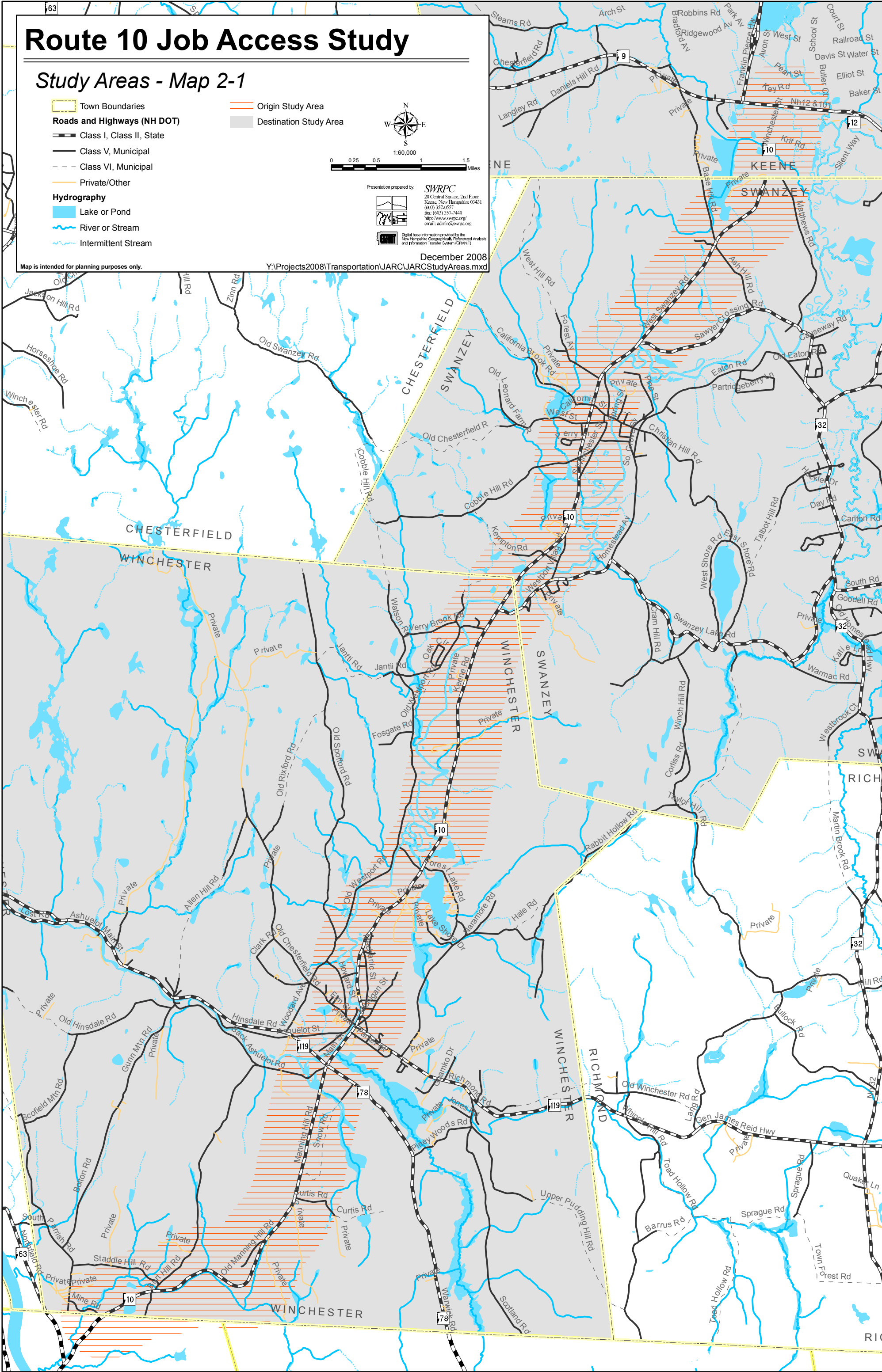
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December 2008

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Map is intended for planning purposes only.



Route 10 Job Access Study

Population Density by Square Mile - Map 2-2

Town Boundaries

Roads and Highways (NH DOT)

Class I, Class II, State

Class V, Municipal

Class VI, Municipal

Private/Other

Hydrography

Lake or Pond

River or Stream

Intermittent Stream

Route 10 Study Area

Pop. Density per Sq. Mile

0 - 500

500 - 1500

1500 - 4000

4000 - 9000

9000 - 25000

Households*

* Household locations are not specific location of buildings, but intended to serve as indicator of density distribution. Household data is based on tax parcels and e911 driveway locations.



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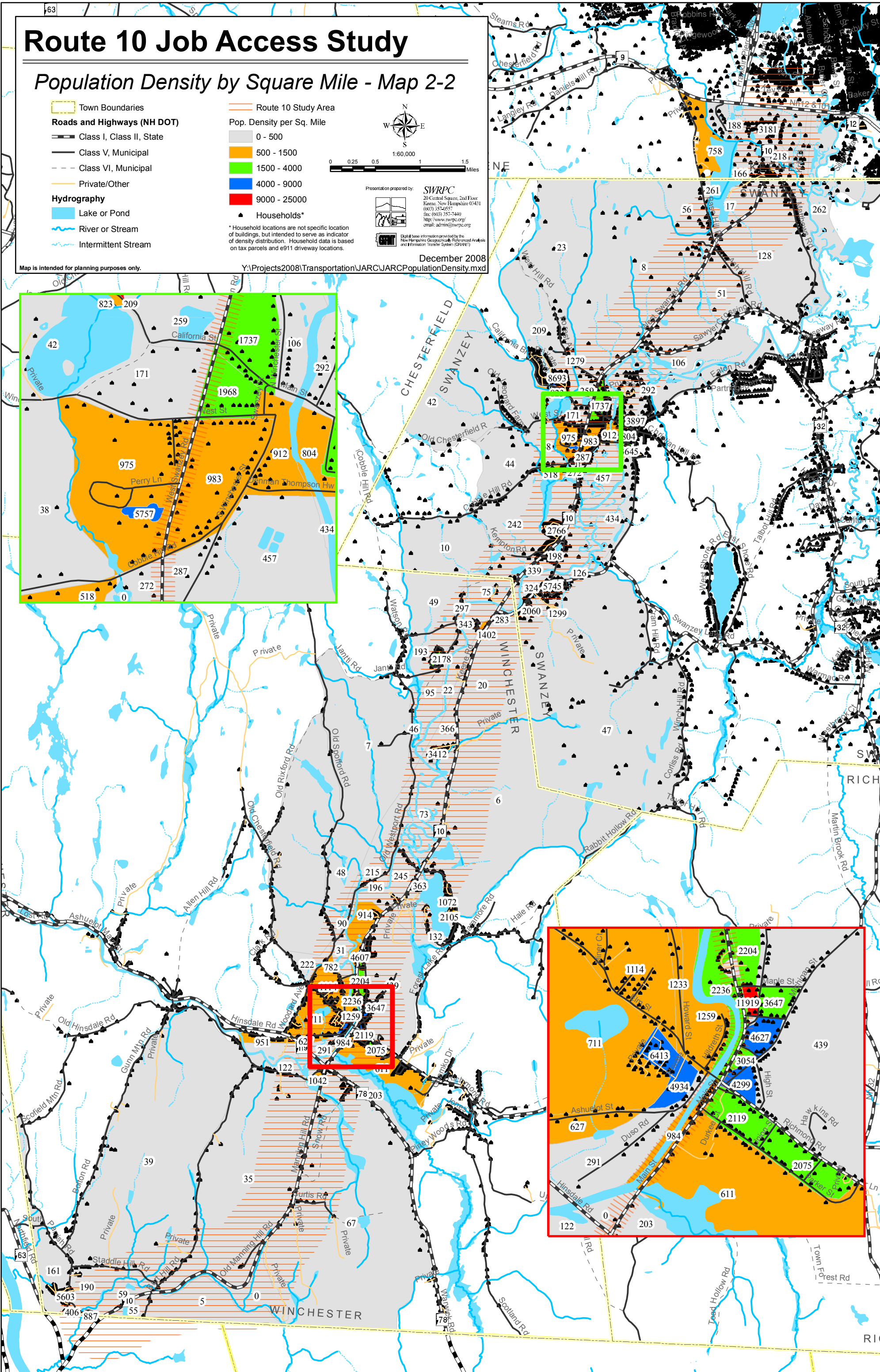
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Route 10 Job Access Study

Major Employers and Generalized Zoning - Map 2-3

Town Boundaries

Roads and Highways (NH DOT)

- Class I, Class II, State
- Class V, Municipal
- Class VI, Municipal
- Private/Other

Hydrography

- Lake or Pond
- River or Stream
- Intermittent Stream

Business

Village Business

Commercial

Industrial

Employers

Route 10 Study Area



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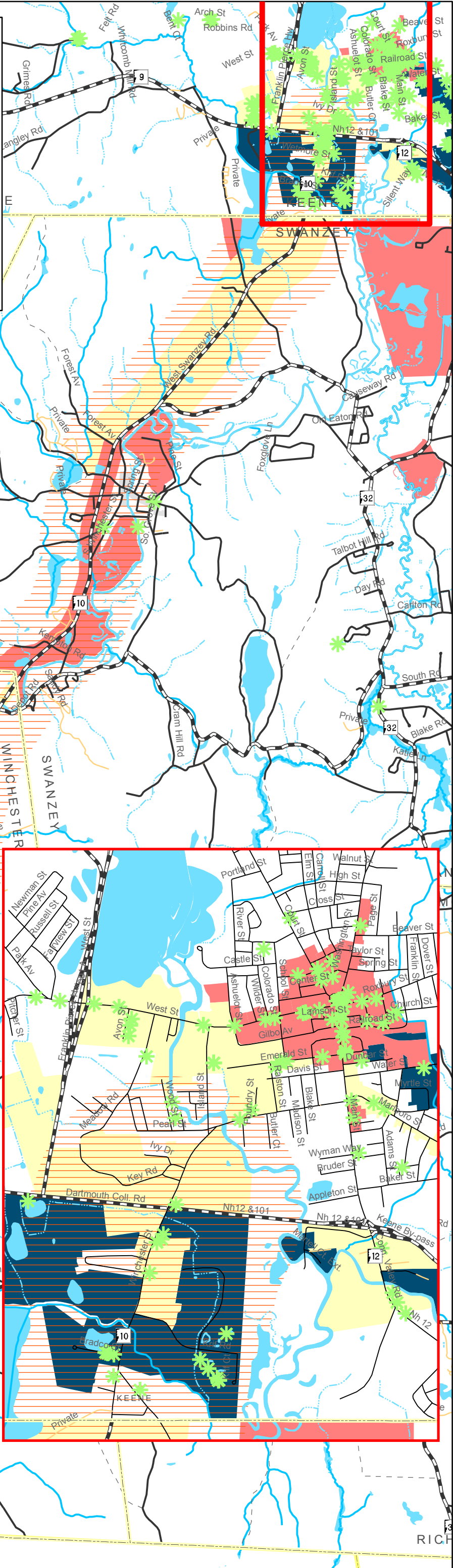


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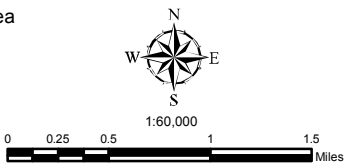


Route 10 Job Access Study

Place of Residence and Employment - Map 2-4

- Town Boundaries**
- Roads and Highways (NH DOT)**
- Class I, Class II, State
 - Class V, Municipal
 - Class VI, Municipal
 - Private/Other
- Hydrography**
- Lake or Pond
 - River or Stream
 - Intermittent Stream

- Route 10 Study Area
- Households*



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* Household locations are not specific location of buildings, but intended to serve as indicator of density distribution. Household data is based on tax parcels and e911 driveway locations.

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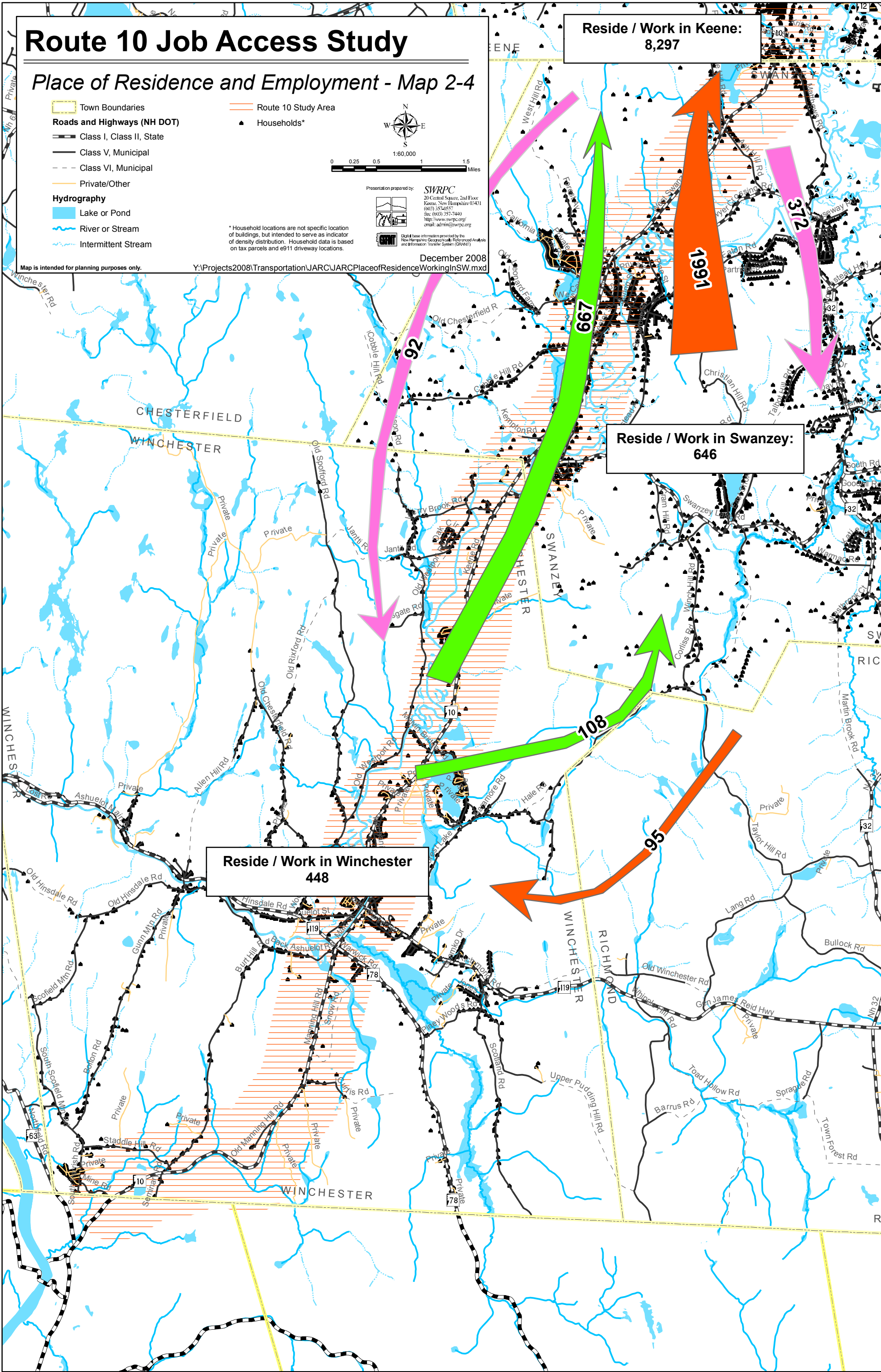
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Reside / Work in Keene:
8,297

Reside / Work in Swanzey:
646

Reside / Work in Winchester
448



Route 10 Job Access Study

of Households < 150% Fed. Poverty Guideline - Map 2-5

- Town Boundaries**
- Roads and Highways (NH DOT)**
- Class I, Class II, State
 - Class V, Municipal
 - Class VI, Municipal
 - Private/Other
- Hydrography**
- Lake or Pond
 - River or Stream
 - Intermittent Stream

- Route 10 Study Area**
- # of Households < 150% Fed. Poverty**
- 0 - 5
 - 5 - 13
 - 13 - 30
- Households***



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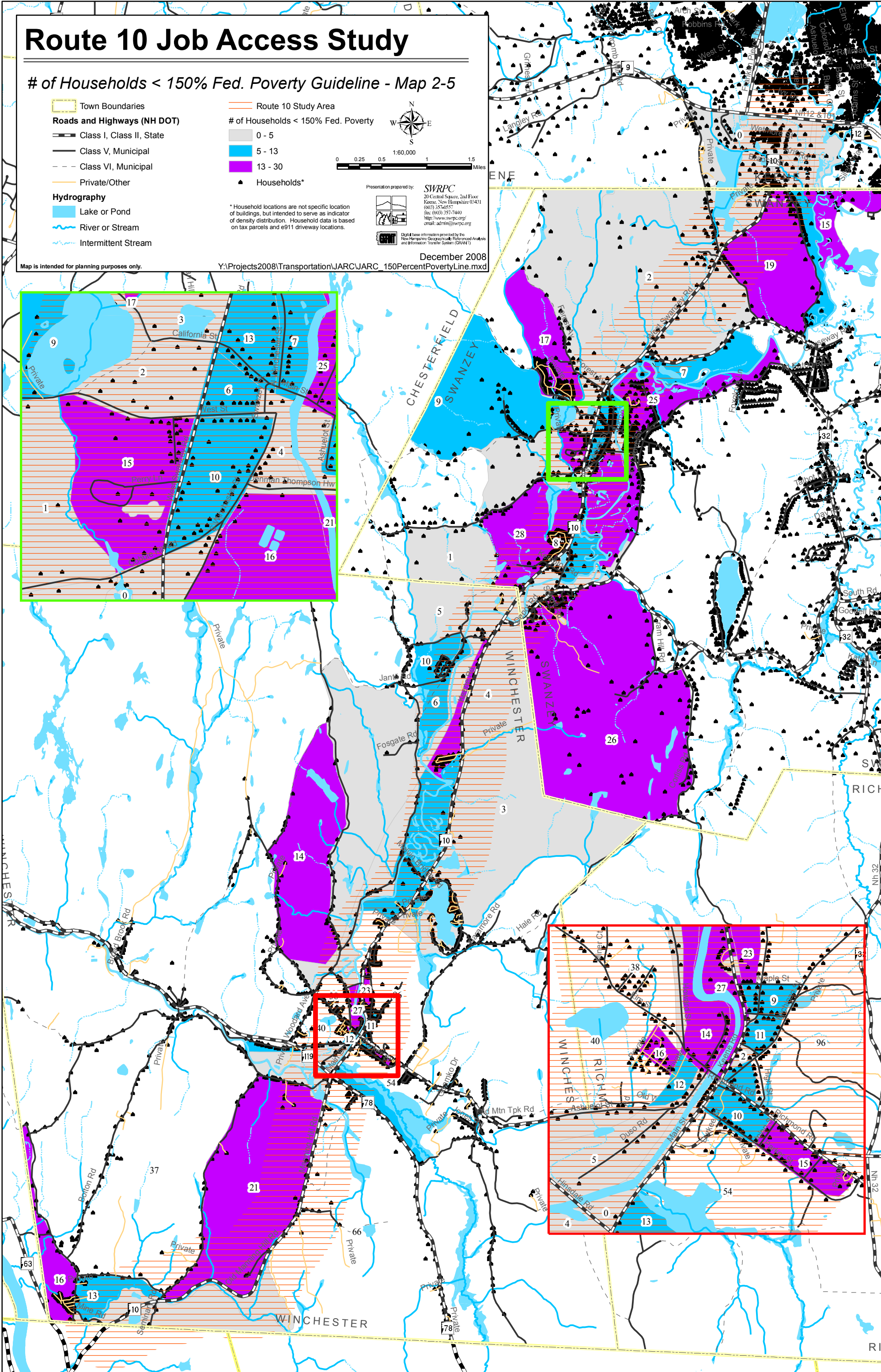
* Household locations are not specific location of buildings, but intended to serve as indicator of density distribution. Household data is based on tax parcels and e911 driveway locations.

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Route 10 Job Access Study

Educational, Medical, Human Service and Day Care Facilities - Map 2-6

Town Boundaries

Roads and Highways (NH DOT)

Class I, Class II, State

Class V, Municipal

Class VI, Municipal

Private/Other

Hydrography

Lake or Pond

River or Stream

Intermittent Stream

Route 10 Study Area

Human Service & Medical Facilities

Licensed Daycare Centers

Education Facilities

00.250.511.5

Miles

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Map is intended for planning purposes only.

This map illustrates the geographic distribution of educational, medical, human service, and day care facilities relative to Route 10. The study area is highlighted with orange diagonal hatching and covers portions of Chesterfield, Winchester, and Swanzey. Key features include:

- Facilities:** Marked with colored symbols: green circles for Human Service & Medical Facilities, blue triangles for Licensed Daycare Centers, and red pentagons for Education Facilities.
- Roads:** Shown as black lines with varying styles for Class I, II, State, Class V (Municipal), Class VI (Municipal), and Private/Other roads.
- Hydrography:** Blue areas represent lakes or ponds, solid blue lines represent rivers or streams, and dashed blue lines represent intermittent streams.
- Town Boundaries:** Indicated by yellow dashed lines.
- Scale and Orientation:** A scale bar shows distances up to 1.5 miles, and a north arrow is located in the upper right of the legend area.
- Inset Maps:** Two red-bordered inset maps provide detailed views of specific areas: one in the northeast corner showing a cluster of facilities near Keene, and another in the southeast corner showing facilities near the Swanzey/Winchester border.

Route 10 Job Access Study

Shopping Center Areas - Map 2-7

- Town Boundaries

Roads and Highways (NH DOT)

Hydrography
- Route 10 Study Area

ShoppingAreas
- Class I, Class II, State

Class V, Municipal

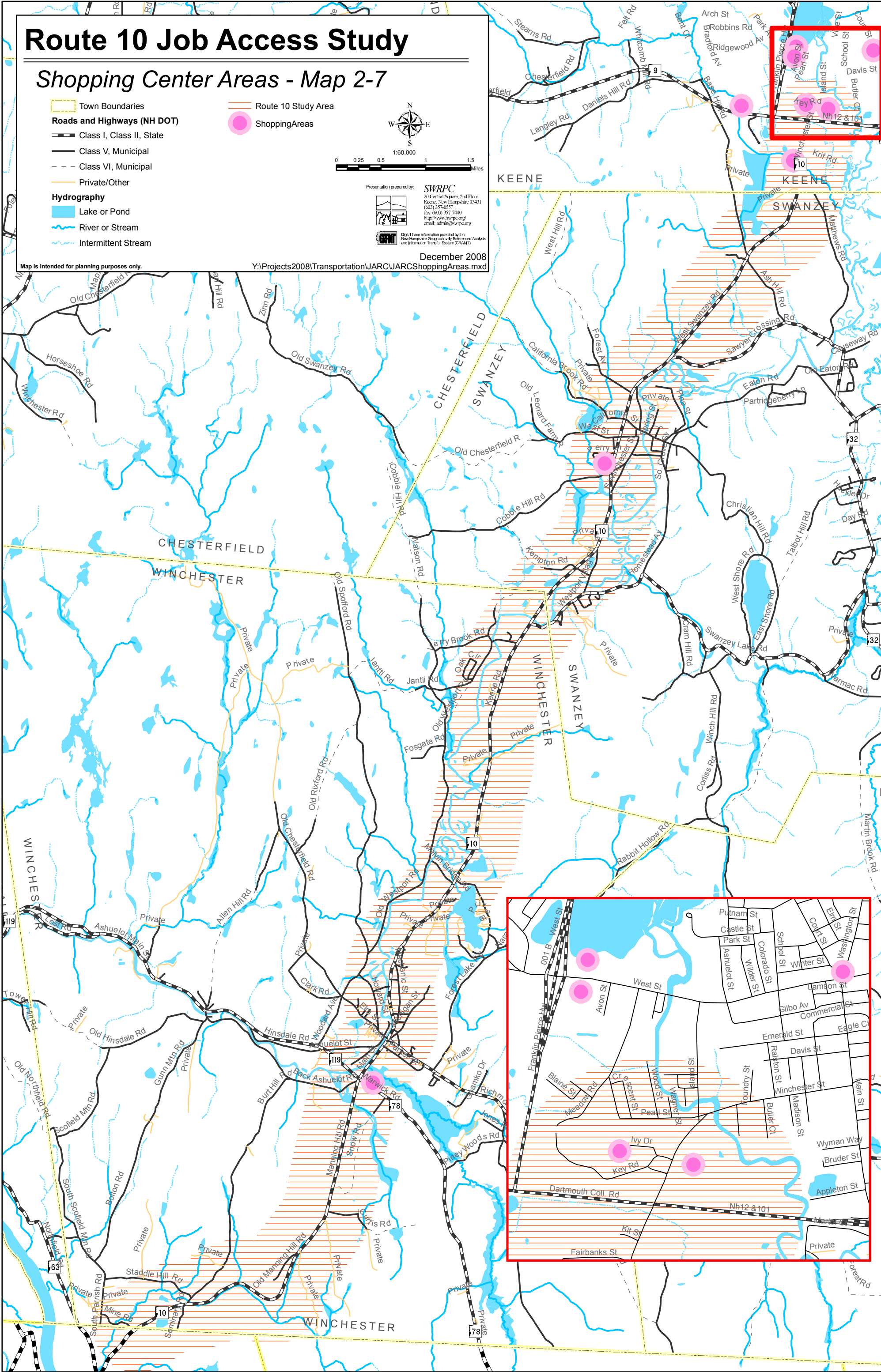
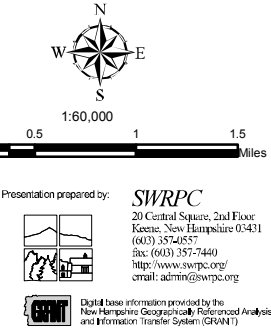
Class VI, Municipal

Private/Other

Lake or Pond

River or Stream

Intermittent Stream



3 NEEDS ANALYSIS

This chapter identifies and analyzes needs that are relevant to the provision and the potential use of eligible transportation services through the Federal Transit Administration's Job Access Reverse Commute (JARC) Program. Included in this analysis are:

- Transportation needs as described by households;
- Transportation needs as described by employers, human service institutions and educational institutions; and
- A summary of findings.

TRANSPORTATION NEEDS AS DESCRIBED BY HOUSEHOLDS

As part of the market analysis, SWRPC staff conducted a number of household surveys with Swanzey and Winchester residents living within the origin study area (OSA).²⁰ The survey was designed to ascertain:

- Factual information about households (socioeconomic and employment data at minimum);
- Behavioral travel information about one or more trips or travel-related activities (typical travel behavior); AND
- Attitudinal information and perceptions (data from ratings, rankings, or comparisons of actual or hypothetical subjects).

This chapter documents factual and behavioral information, which describes the potential ridership of a Route 10 Corridor transportation service. The Service Options Analysis Chapter discusses attitudinal information as it relates to transportation service options.

Labor Force

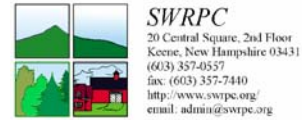
In total, one hundred twenty-seven (127) people were surveyed with 54% of the respondents from the labor force (59 workers, 7 unemployed, and 2 unemployed and going to school/work training).²¹ In this group about 85% of the population had a high school diploma or GED, and 14% had a post-secondary degree. Eighteen percent of the population had started some post-secondary education, but had not completed a degree. Of the 69% that were willing to report their income, 31% of the families were found to have an income above the federal poverty guideline and 38% had an income below the guideline. Among respondents from the labor force, the average household size was 3.1 people.

Consistent with New Hampshire as a whole, most of the workforce in the study area drives to work. Eighty-seven percent of the labor force respondents reported driving their own vehicle to get to work, school or other major destinations, 8% traveled by car with another driver, and one person reported usually taking a bicycle to work. Of the 87% of the respondents that reported

²⁰ For a detailed explanation of the household survey methodology, see Appendix A.

²¹ Non-labor force categories of population were homemakers, retired and disabled.

Route 10 Job Access Study



driving their own vehicle, 22% reported that they usually carpool with another adult. Taking into account the riders that carpool and the drivers that usually carpool, a third of the entire labor force population reported that they usually carpool. These numbers are significantly higher than the percentage of carpools in the 2000 US Census. The US Census reported that between 12 and 13% of workers carpooled in 2000.²²

Workers and unemployed individuals cited a number of transportation problems preventing them from getting from home to work or training opportunities. By far the most cited issue reported was the cost of fuel. Almost 70% of the labor force citing this as an issue.²³ The next most common issue reported was old and unreliable vehicles. Also noteworthy were respondents that cited unreliable rides to work, the challenges of having one car, and lack of funding to repair or register their vehicle. As seen in Table 3-1 below, many respondents cited more than one transportation issue. About 22% of the respondents said they did not have any issue whatsoever.

**Table 3-1: Number and Percent of Labor Force Respondents
Citing Employment-Related Transportation Barriers**

	Number	Percent
Cost of Fuel	46	68%
Unreliable Personal Vehicle	16	24%
Unreliable Ride to Work	4	6%
Have One Vehicle, Other Vehicle in Use	4	6%
Other Issue	11	16%
No Issue	15	22%
Totals	96	

Source: Southwest Region Planning Commission

In addition to being asked about transportation challenges, respondents were asked if they could cite actual transportation-related employment issues over the last two years. Examples of problems given were “late for work,” “missed work,” “couldn’t accept a change in work schedule,” “had to change jobs,” and “lost job.” Thirty-eight percent of the respondents cited experiencing one or more of the problems. It is expected that self-reporting of problems was inconsistently reported among all respondents because of the sensitive nature of the information being requested.

²² It is likely that the higher number reflects the lower income population surveyed as well as the relatively high gas prices during the survey.

²³ Surveys were taken between August 12th and October 2nd 2008. The Automotive Association of America reported that the price of average regular unleaded in New Hampshire during this time ranged between \$3.60 and \$4.00 per gallon.

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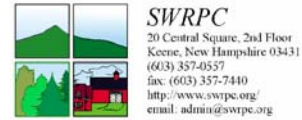


Table 3-2: Number and Percent of Labor Force Respondents Citing Transportation-Related Employment Issues

	Number	Percent
Missed Work	19	28%
Late for Work	12	18%
Couldn't Accept a Change in Your Work Schedule	9	13%
Had to Change Jobs	8	12%
Lost a Job	2	3%

Source: Southwest Region Planning Commission

Among the 57 workers that responded to the question about the location of their workplace, 42% of the workers reported commuting to Keene. Almost $\frac{3}{4}$ of the respondents reported working in either Keene, Swanzey or Winchester. The remaining workforce reported commuting to other destinations in Cheshire County (25%), Massachusetts (12%), Vermont (4%) or another New Hampshire destination (2%).

Work schedule information was collected by workers to get a sense of the times of day in which a transportation service might be helpful. Not surprisingly, a wide range of work hour start and finish times were reported, as well as work days. Most workers reported work from 6-9 am to 3-5 pm (70% of the respondents) and working on Monday through Friday (63% of the respondents). Due to surveys being conducted typically during the early evening, some workers working second shift were probably never contacted.

Table 3-3: Start and End Time of Employment Among Worker Respondents*

Start Work	Number	End Work	Number
5:00 AM	2	2:00 PM	3
6:00 AM	5	3:00 PM	9
7:00 AM	13	4:00 PM	13
8:00 AM	10	5:00 PM	10
9:00 AM	5	6:00 PM	2
10:00 AM	3	9:00 PM	2
6:00 PM	1	6:00 AM	1
10:00 PM	1	Variable End Time	4
Variable Start Time	4	Not Reported	15
Not Reported	15		

*Nine of the workers reported variable work schedules, but five of those people reported their usual schedules.

Source: Southwest Region Planning Commission

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Non-Labor Force

Sectors of the population that were considered not part of the labor force included homemakers or stay-at-home parents (5), retirees (29) and persons with disabilities (25). Sixty-four percent of this population had attained a high school degree, GED or higher, with 10% of the respondents having achieved a post-secondary degree. Among the 69% of the non-labor force (41 people) that reported their income information, 88% (36) of them reported that their income was below 150% of the federal poverty guideline. The average household size of the non-labor force respondents was 1.9 people, although among retirees 72% were one-person households.

While all homemakers reported driving their own vehicles, only 34% of the retirees and 56% of the disabled drove their own vehicles. Interestingly, almost half of the homemakers and retirees that drive their own vehicles also stated that they usually carpool with other adults. In fact, over half of the retirees and disabled population reported either driving in carpools or riding in carpools.

**Table 3-4: Number and Percent of Non-Labor Force Respondents
Self-Reported Driving Behavior**

	Number	Percent
Drive Alone	28	47%
Driver Who Usually Carpools	10	17%
Rider Who Carpools	21	36%
Totals	59	

Source: Southwest Region Planning Commission

Like the labor force respondents, the cost of fuel was listed most frequently as a transportation barrier by the non-labor force respondents trying to access shopping or reach medical appointments. Sixty-three percent of the respondents listed fuel as a transportation issue and admitted doing significantly more trip chaining.²⁴ The next most frequently cited answer was that people were physically unable to drive (14%) which included responses from the disabled and retired respondents. Other answers of note included the safety concern driving in bad weather, not owning a vehicle, and having only one vehicle for the household.

²⁴ Trip chaining refers to a driver attempting to group errand, work or other trip needs together instead of making independent trips for different trip needs. This type of driving is expected when driving costs are expensive for the driver.

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**Table 3-5: Number and Percent of Non-Labor Force Respondents
Citing Transportation Barriers to Shopping and/or Medical Appointments**

	Number	Percent
Cost of Fuel	37	63%
Unable to Drive Because of Disability	9	15%
Unreliable Vehicle	8	14%
Unreliable Ride	8	14%
Other	19	32%
No	8	14%
Totals	89	

Source: Southwest Region Planning Commission

TRANSPORTATION NEEDS AS DESCRIBED BY EMPLOYERS, HUMAN SERVICE INSTITUTIONS AND EDUCATIONAL INSTITUTIONS

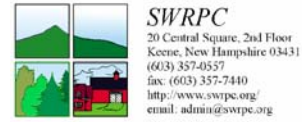
In an effort to enhance the study's understanding of the transportation needs of individuals traveling the Route 10 Corridor, the study contacted a number of employers, human service institutions and educational facilities to understand their perception of the needs of their workers, clients and students. These institutions were selected with the thinking that they would be important destinations for people eligible for transportation services through the JARC Program and that the institutions would hold an important role for establishing future service. The institutions could be a beneficiary of service, but also a possible outreach tool and political and/or financial supporter for a future service.

Employers

Overall, the study found that among the employers that were surveyed and interviewed, most groups were aware of the crisis transportation problems of their employees, but were generally unaware of day-to-day experiences of their employees. In the study, transportation needs of individuals seemed to emerge as a matter of personal concern, rather than a matter of employer concern.

Southwest Region Planning Commission attempted to contact a number of employers by phone to learn about transportation needs of their employees. In conjunction with an Advisory Committee, SWRPC selected approximately 35 employers known to employ staff of various sizes and specializing in a diverse array of industries including retail, food service, manufacturing, health, education, insurance and other industries. Industries known to employ lower wage workers were specifically targeted during this effort. Of the employers contacted, eight elected to participate in

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the survey.²⁵ A survey similar to the household survey was used to ascertain information from the employers (See Appendix B). The survey requested general information about the employers, shift times, real versus perceived transportation barriers, and manager attitudes about the benefit of certain types of transportation services for their employees.

Given the small sample size, the study cannot accurately draw conclusions about employee needs based on employer perceptions. Staff found that for employer respondents as well as employers that did not wish to answer a survey, many expressed that they do not have a clear sense of the transportation needs of their employees. Of the employers that did participate in the survey, several said that they were aware of crisis transportation issues when they happen, but they were generally unfamiliar with the day-to-day transportation needs of their employees. Many did not want to speak on behalf of their employees.

Human Service Institutions

With regard to human service and educational institutions, SWRPC found that staff of the institutions were much more aware of personal transportation problems of their clients and students. This is probably because of the orientation and the training of staff at the institutions. When asked about the relative need of transportation for residents living in South Keene, West Swanzey and Winchester, a common paraphrased answer was “we have been talking about this for years.” Another common answer is that the need is all over the region, but there was corroboration that targeting West Swanzey and Winchester was a good strategy given limited resources available.

Much of the impetus for the Job Access Study was the result of needs analyses previously prepared with the participation of local human service institutions. The *2006 Coordinated Community Transportation Plan for Southwest New Hampshire* involved the participation of a whole host of human service agencies in the area who work with low income and other populations needing transportation. Based on feedback from human services agencies, the Plan specifically identified the Route 10 Corridor including Winchester and West Swanzey as having the highest concentration of low income and assisted housing units outside of Keene. The plan recognized the shortage of transportation in the region as an impediment to accessing services and opportunities. The plan’s action items included recommendations to better document the needs of target populations, identify and address gaps in service, identify new funding streams, and develop existing streams.

Another important source for understanding the human service institutions’ perspective on transportation need was the reoccurring Community Needs Assessments developed by the Monadnock United Way and Southwestern Community Services. In those assessments, which involve surveys of over one hundred human service agency staff, transportation has consistently been named one of the top compelling needs in the Region by human service agencies according to the 2003 and 2007 Community Needs Assessments. The 2007 Community Needs Assessment lists transportation as the second most compelling need for the Monadnock Region after affordable housing.

²⁵ Major reasons for nonparticipation by employers were that 1) the employer was not able to give out information, 2) information needed to be obtained through corporate headquarters, 3) employers were not interested in participating, or 4) employers requested that staff call at a less busy time of year.

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In addition to insight from these previous surveys and studies, SWRPC contacted Keene, Swanzey and Winchester welfare office personnel and the Keene Branch of the Department of Employment Security to discuss the need of transportation for low income populations and job seekers. SWRPC found that all of the information on transportation needs was anecdotal from these groups. Human service agencies as a whole did not systematically track client transportation needs or issues. However, staff corroborated that many clients needed transportation to work and educational opportunities.

Educational Institutions

As part of the analysis, a number of the major educational institutions in Keene were contacted to discuss the transportation needs of their students. Educational institutions contacted for this study were the Keene Adult Education Center, the River Valley Community College, the Keene State College Office of Continuing Education, and the Keene Beauty Academy.

Keene Community Education, the adult education division of the Keene School District, offers a number of programs that are likely to draw members of the population targeted through the JARC Program. Educational services offered at the school include an Adult Basic Education Program, Alternative Diploma Program, Adult Learner Services and English for Speakers of Other Languages Program. In addition, it is an official GED testing center and provides a number of technical training programs for students aspiring to be in the machining, welding, plumbing heating, or electrical industries. The Keene Adult Education Center is one of a limited number of providers of primary adult education services for towns throughout the Monadnock Region. There is an Alternative Diploma Program out of ConVal High School in Peterborough, but otherwise no similar programs are run out of any of the other school districts in the Monadnock Region. The Keene Adult Education Center admits students from throughout the Region.

According to the school, it currently does not have an intake process that systematically tracks students with transportation problems. However, the Center corroborates that there is a need for transportation referrals for many of its students all over the Monadnock Region. Many students from around the Monadnock Region have transportation needs ranging from not having a license to needing back up transportation when their car breaks down. During the 2007-2008 school year, there were approximately 30 students enrolled in programs with the Keene Adult Education Center living in Swanzey or Winchester.

The River Valley Community College's main campus is in Claremont, New Hampshire, with an additional facility located on Marlborough Street in Keene called the Keene Academic Center. The Keene Academic Center provides local access and assistance in college admissions procedure, information regarding academic advising, support services and financial aid. The Academic Center offers partial services and also presents a direct link to the main campus in Claremont for students in need of full services. Many courses, including basic skills and general education, are available. Classes are offered during the day and evening hours. It is possible to complete several degree and certificate programs at the Keene Academic Center.

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At the time of writing, the River Valley Community College reported that just over 100 students, or 17% of its entire upcoming spring semester student enrollment (including students attending the Claremont facility) would be coming from Keene, Swanzey and Winchester.²⁶ River Valley Community College is currently working with Keene's City Express bus to arrange increased bus usage by students living in Keene.

Keene State College is an important regional educational resource as well as an important employer. The College offers secondary education opportunities for students that hold a high school diploma and have demonstrated successful academic performance. In addition to undergraduate and graduate study programs, the College has an Office of Continuing Education which offers certificates of study that would be helpful to enhance the skill set of the low income labor force. Certificate programs at the College include but are not limited to training in building and construction, drafting and design technology, paralegal studies and Microsoft Office.

The Office of Continuing Education reports that there are currently a minimal number of students from Swanzey and Winchester that attend classes. The Office reported that it does currently provide prep school services for high school students interested in entering college with programs in Swanzey and Winchester. However, overall, most students reside in Keene or are distributed throughout the Region.²⁷

During the survey process, SWRPC learned that Keene State College has made an effort to understand the transportation needs of its students and employees through its own survey. The survey focused mostly on logistical information regarding trips made by students and workers in order to determine if there were programs that the College could institute to make efficient trips to and from the school. The survey did not address transportation barriers specifically.

Another institution contacted for this study was the Keene Beauty Academy. The Academy prepares students for careers in cosmetology and other professions in the beauty industry. Students are required to complete 1,500 hours of training in order to complete a certification by the New Hampshire State Board of Cosmetology.

The Academy reported frequently having students with unreliable vehicles or rides that could benefit from additional transportation options, but these students come from all over Cheshire County. The school reports that it has 5 students from Swanzey and Winchester.²⁸

SUMMARY OF FINDINGS

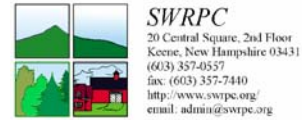
This chapter contains locally collected data illustrating the transportation needs of households in the OSA, as well as employers, human service institutions and education providers. Below is a bulleted list of the major findings of the chapter:

²⁶ Fax transmittal from Valerie Mahar, River Valley Community College, December 29, 2008. Spring registration deadline was on January 12, 2009.

²⁷ Personal communication with Robert Baker, Director of the Office of Continuing Education at Keene State College, January 5, 2009.

²⁸ Personal communication with Kathy Hammond, Administrator and Co-owner of Keene Beauty Academy, January 5, 2009.

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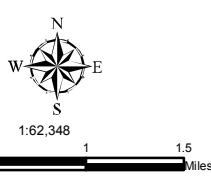


- A third of the labor force residing in the OSA reports that they carpool as either driver or rider. This is about ten percent higher than carpooling reported town-wide in Keene, Swanzey and Winchester during the 2000 US Bureau Census.
- Seventy-eight percent of the labor force cited one or more perceived employment-related transportation barriers. The most common perceived employment-related barriers as reported by the labor force were “cost of fuel” and “having an unreliable vehicle.”
- Thirty-eight percent of the labor force cited actual transportation related employment issues over the last two years. The most common issues were “missed work,” “late for work,” “couldn’t accept a change in work schedule” and “had to change jobs.” Two people responded that they lost jobs due to a transportation issue.
- Route 10 residents commute to Keene more than any other town or outside state.
- The Route 10 labor force reported a wide range of times of day for starting and finishing work, as well as work days.
- Over half of all persons that identified themselves as “retired” or “disabled” reported that they usually carpool to shopping or medical appointments with another adult either as a driver or rider.
- Sixty-three percent of the non-labor force persons reported that the cost of gas is the largest transportation barrier to shopping and/or medical appointments. Other common answers were “unable to drive because of disability,” “unreliable vehicle,” and “unreliable ride.”
- Research with some key employers during the course of the study suggests that employers are aware of crisis transportation issues of their employees when they happen, but employers are generally unfamiliar with the day-to-day transportation needs of their employees.
- Human service institutions in the region have seen a transportation need for clients for many years. There are households in need of transportation across the region, but it is acknowledged that the Route 10 Corridor is an appropriate place to target services given the higher proportion of low income households in the area.
- Educational institutions that assist students in pursuing post-secondary opportunities other than undergraduate degrees corroborate transportation need for some of their students. Like the human service institutions the need is seen across the region.

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Survey Locations - Map 3-1

- Town Boundaries
- Roads and Highways (NH DOT)**
- Class I, Class II, State
- Class V, Municipal
- Class VI, Municipal
- Private/Other
- Hydrography**
- Lake or Pond
- River or Stream
- Intermittent Stream
- Route 10 Study Area
- Survey Locations

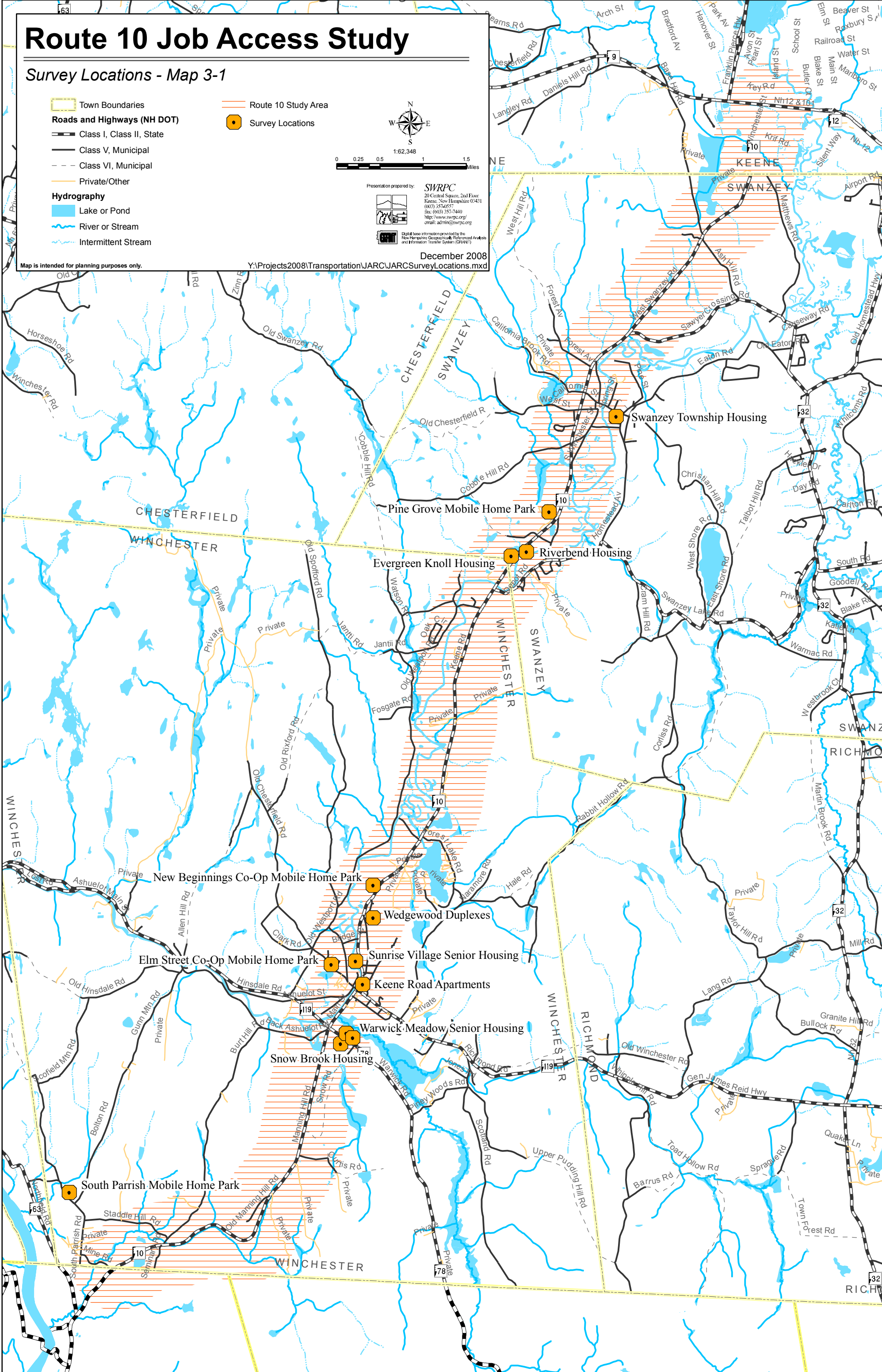


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Digital base information provided by the
New Hampshire Geospatially Referenced Analysis
and Information Transfer System (GRAITS)

December 2008

Map is intended for planning purposes only. Y:\Projects2008\Transportation\JARC\JARCSurveyLocations.mxd



4 SERVICE OPTIONS ANALYSIS

INTRODUCTION

This chapter identifies and analyzes service options that are relevant to the provision and the potential use of eligible transportation services through the Federal Transit Administration's Job Access Reverse Commute (JARC) Program. Included in this analysis are descriptions of:

- Existing transportation services on the Route 10 Corridor;
- Former transportation services on the Route 10 Corridor;
- Existing transportation resources;
- Potential services funded through the JARC program;
- Household expectations and attitudes about certain transportation services; and
- A summary of findings.

EXISTING SERVICES

As this time there is very limited transportation service to the Route 10 Corridor area. There is currently one provider that connects residents needing medical transportation with volunteer drivers. A local taxi operator reports that they provide occasional service to residents in the corridor area for job trips.²⁹ NH Rideshare reports that there are currently nineteen registered carpoolers in the area, but it is unknown if these commuters are Route 10 commuters.³⁰

American Red Cross Volunteer Driver Service

Each year, the New Hampshire West Chapter of the American Red Cross gives rides to people in Cheshire, Hillsborough and Sullivan Counties through a volunteer driver program. This includes door to door transportation provided for people who live in Winchester and West Swanzey who need rides to medical, dental and other health-related appointments. Rides are given during daytime hours Monday through Friday.

The Red Cross dispatcher is available for scheduling rides from 8:30am to 3:00pm Monday through Friday. People who need to schedule a ride should have the following information ready no later than noon the day before the ride is needed:

- Date of ride
- Name of person needing ride
- Phone number
- Street address for pick up
- Street address for drop off
- Length of appointment
- Medicaid number (if a person has one)

²⁹ Personal interview with Peter Allen and Peggy LeBlanc of Adventure Limousine, October 14, 2008.

³⁰ E-mail correspondence with Joan Clinton, NH DOT Rideshare Coordinator, December 15, 2008.

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Usually each volunteer driver contacts the person they will be driving the day before the ride is scheduled to verify details. If a driver cannot be found, the Red Cross dispatcher contacts the patient to either reschedule or to suggest other alternatives. According to the Red Cross, the majority of the trip origins in Swanzey are in West Swanzey near the Route 10 Corridor. The most popular pick up sites in West Swanzey are the Ashuelot River Apartments and personal homes spread throughout the region. In Winchester, there are no major clusters of clients. Approximately 85% of the destinations for the rides are in Keene. The next most common destination is Lebanon, New Hampshire, roughly 10% of the rides.

Table 4-1: Red Cross Medical Rides—June 2007 to July 2008

	Medically-Related Rides
Swanzey	593
Winchester	645

Source: New Hampshire West Chapter of American Red Cross

FORMER SERVICES

According to the local population, there was a bus service run by Cheshire Transportation on the Route 10 Corridor, which also included pickups and drop offs in Hinsdale, NH. The latest pilot bus service in the area was in 1998 by Home Healthcare, Hospice and Community Services.

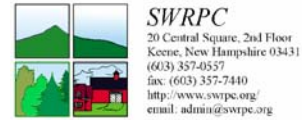
Cheshire Transportation Bus Service

Over twenty years ago, there was a transit service operated by Cheshire Transportation connecting Keene, Swanzey, Winchester and Hinsdale. According to sources, the service was operated similar to Keene's City Express and included tokens. No schedule information, ridership information or other operations information could be found through this study. Cheshire Transportation has since been bought out by Laidlaw which was in turn bought out by First Student Inc. During the household survey process of this study, several seniors cited the service.

Home Healthcare Hospice and Community Services Bus Service

The most recent bus route attempt on the Route 10 corridor in the area of the study was a Tuesday service that provided transportation between 8:30 a.m. and 4:10 p.m. This pilot service was implemented between June and September of 1998 and was dropped due to a lack of ridership. Given that the service was provided by Home Healthcare, Hospice and Community Services (HCS), the major objective of the service was to provide transportation for medical appointments—a service very much in line with the mission of the agency. However, passengers of all ages and abilities could ride the service. If NH Medicaid or another insurance was not available to provide coverage for the service, than a one way trip fare was \$6. The following table provides a breakdown of the stops and schedule for the service:

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**Table 4-2: HCS Winchester/West Swanzey Route
Tuesdays, June to September 1998**

Stop	AM Time	Stop	PM Time
Leave Keene	8:30	Keene Clinic/Hospital	2:50
Gomarlo's Market/Swanzey	8:42	Gomarlo's/Swanzey	3:12
Sunrise Village/Winchester	8:53	Sunrise Village/Winchester	3:23
Rite Aid/Winchester	8:57	Rite Aid/Winchester	3:27
Kulick's Market/Winchester	8:59	Kulick's Market/Winchester	3:29
Winchester Town Hall	9:04	Winchester Town Hall	3:33
Effendi's/Swanzey	9:15	Effendi's/Swanzey	3:44
Cutler School/Swanzey	9:21	Cutler School/Swanzey	3:50
Keene Clinic/Hospital	9:41	HCS/Keene	4:10

Source: Home Healthcare, Hospice and Community Services

Ridership during the time period was 7 trips in June, 4 trips in July, 6 trips in August, and 16 trips in September. There is no information available regarding the outreach or marketing done for the service or if most of the trips were for medical appointments.

EXISTING RESOURCES

American Red Cross-NH West Chapter

As described above, American Red Cross (ARC) provides a rural rides program for medical appointments performing approximately 7,000 demand response trips per year. They are estimated to serve approximately 2,000 clients with free transportation using 65 volunteer drivers. Swanzey and Winchester are only part of their service area. Many more rides are provided in Cheshire County, Sullivan County and West Hillsborough County.

As noted in the section above, ARC's volunteer driver program is well-used and they have expressed that there is additional transportation service need, particularly for the Route 10 Corridor area and particularly for non-medical trips. Capital and operating resources are limited for the organization and the organization focuses on providing trips for medical appointments. Providing trips to work are not a goal of the organization. More information about ARC's transportation program is available on the web at:

<http://newhamphshirewest.redcross.org/index.php?pr=Transportation>.

Home Healthcare, Hospice and Community Services

Home Healthcare, Hospice and Community Services (HCS) is a nonprofit organization that currently operates the City Express Bus, a fixed route transit service in the City of Keene, which includes a complementary Para Express Service that provides trips up to $\frac{3}{4}$ mile off of the City Express route for individuals with limited mobility. In Fiscal Year 07/08, the City Express

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provided 50,010 rides, almost a 60% increase over a three year period.³¹ In addition, HCS operates the Friendly Bus service, transit primarily for seniors over 60 years of age. The Friendly Bus Service provides trips throughout the City of Keene, as well as some periodic service to outlying areas for nutrition programs and congregate meal sites. HCS has seven buses in its fleet, two of which are spare vehicles.³² More information about City Express is available at www.cityexpress.org.

At the time of writing, HCS has expressed that it does not have the capital equipment available at this juncture to make a run on Route 10. They would need sufficient capital and operations funding to pursue an additional route and cannot afford to spare any of their vehicles beyond existing services for which they are used. While existing HCS services currently provide rides to shopping and jobs, transportation related to these activities is not an explicit part of the overall agency mission. HCS has expressed interest in providing technical assistance to a future operator of a Route 10 service with regard to Federal Transit Administration and New Hampshire Department of Transportation requirements.

Monadnock Developmental Services

Monadnock Developmental Services (MDS) is a nonprofit that serves over 1,000 disabled citizens in Cheshire County, as well as some parts of Sullivan and Hillsborough Counties with transportation and many other services. MDS also provides transportation to Keene High School students who are developmentally disabled. More information about MDS is available on the web at www.mds-nh.org.

MDS sees a need for more accessible vehicles for demand response service and more rural transportation services for jobs, medical and shopping trips in the Region including the Winchester and Swanzey areas. MDS currently has bus capacity during the middle of the day as many of its trips are done during am and pm peak periods. The organization owns 26 vehicles including wheelchair accessible vans. Like ARC and HCS, the organizational mission of MDS is to serve the developmentally disabled population, not necessarily to provide transportation.

Adventure Limousine and Transportation

Adventure Limousine and Transportation is a private operator that provides a variety of transportation services in the Monadnock Region including taxi, limousine, courier, airport and other corporate services. In addition to its two limousine vehicles, the company has one van which can seat up to 15 passengers as well as four Scion taxis. Its van is not handicapped accessible. Adventure provides service 24 hours a day and seven days a week and its service area is not limited, although most of its service has an origin or destination in the Monadnock Region. The owners have expressed an interest in expanding service.³³ Adventure Limousine reports that it provides occasional work related trips to individuals throughout the Monadnock Region including residents that live in West Swanzey and Winchester.

³¹ HCS reports that ridership in 05/06 was 31,413 and in 06/07 was 40,345.

³² E-mail correspondence with Susan Ashworth and Harry Costick, Home Healthcare, Hospice and Community Services, December 26, 2008.

³³ Personal interview with Peter Allen and Debbie LeBlanc of Adventure Limo on October 14, 2008.

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More information about Adventure Limousine and Transportation is available on the internet at www.advlimo.com.

Thomas Transportation Services Inc.

Thomas Transportation is a private operator headquartered on Route 12 in Swanzey that provides a number of transportation services in the region including airport service as well as limousine services. The company has seven fifteen-passenger vans as well as some limousines and sedans. At this time, Thomas does not have a handicapped accessible vehicle. Thomas offers service 24 hours a day and seven days a week including dispatch services. The company is currently open to exploring other transportation service opportunities and is able to cover a broad service area, beyond even Southwest New Hampshire.³⁴ Additional information about Thomas Transportation is available at www.thomastransportation.com.

First Student Inc.

First Student Inc. is a private operator with operations throughout the United States and Canada and focuses on student transportation services. The company also offers charter and shuttle services to the general public. The company has a facility on Route 10 at the Swanzey Industrial Park. First Student has contracts for School Administrative Units 29 and 38 in the Region. They have approximately 90 buses, roughly 50 of which are larger vehicles (77 to 84 seats) and 40 of which are smaller vehicles (15 to 20 seats). A handful of the smaller vehicles are wheelchair accessible. Though all of the buses currently in the fleet are school bus design, the company does have access to transit type vehicles. The company has expressed interest in expansion opportunities.³⁵ More information about First Student Inc is on the web at: www.firststudentinc.com.

Ideal Taxi

Ideal Taxi is a small private operator based in Keene that provides taxi services available throughout the Monadnock Region. The company offers services seven days a week. Service from Monday to Thursday concludes at 11 pm and on Fridays and Saturdays concludes at 1 pm. The company currently has 2 Ford Windstar vans in its fleet.

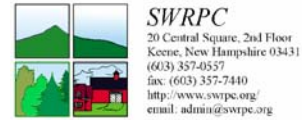
Vanpool Services Inc

Vanpool Services Inc is a private company based in Woburn, Massachusetts that helps employers or other stakeholders set up commuter vanpools. The organization offers a number of services including lease or buy van options, setting up insurance requirements, assistance in qualifying a primary driver, creating a schedule, setting policies, and determining schedule for payment for a vanpool. The company also has ready-to-go marketing materials to help employers and employees realize tax benefits of vanpooling. The company does not currently operate in New Hampshire, but it has operations in Massachusetts and Vermont and is interested in expanding into New Hampshire. More information about the company is available at www.vpsiinc.com.

³⁴ Personal interview with Tom McDonough, Sales Manager of Thomas Transportation on November 6, 2008.

³⁵ Phone call communication with Paula Leslie of First Student Inc., January 2, 2009.

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Rental Car Agencies

There are a handful of rental car agencies in the study area. Rental car centers include local branches of national companies Alamo, AVIS, Enterprise and U-Save Auto Rental as well as car rental opportunities at Keene Auto Body, Inc.

New Hampshire Department of Transportation Rideshare Program

As previously noted, the New Hampshire Department of Transportation operates a Rideshare Program. NH Rideshare is a free commuter matching service provided by the NH Department of Transportation dedicated to finding an alternative way for commuters to travel to and from work. To help commuters cut costs and to reduce traffic congestion and air pollution, NH Rideshare uses Geographical Computer Matching to provide commuters with information and assistance about ridesharing and alternatives to the single occupancy vehicle including carpools, vanpools, buses, and trains. The system now includes 25 Park and Ride lots maintained for commuters by the Department of Transportation.

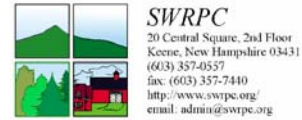
The New Hampshire Department of Transportation is currently working with the States of Maine and Vermont to upgrade and integrate their ridematching software. The program is also working with the New Hampshire Regional Planning Commissions and employers to encourage ridesharing and implement a statewide ridesharing system. At the time of writing there are 12 registered users from Keene, 4 from Swanzey and 3 from Winchester. There are no official park and ride lots in the study area. For more information about the program, go to www.nh.gov/dot/nhrideshare/index.htm.

Monadnock Region Transportation Management Association

Another emerging resource for a future JARC funded transportation program is the planned Monadnock Region Transportation Management Association. At the time of writing, the Travel Demand Management Advisory Committee, an ad-hoc committee formed to advocate demand-side travel strategies in the Greater Keene area, was awarded funding from the Monadnock Region Fund of the New Hampshire Charitable Foundation to develop a Monadnock Region Transportation Management Association. Much of the grant will provide funding for staff members to recruit private sector participation in developing alternative transportation solutions for work commuters.

TMA's in the United States tend to be non-profit, member controlled organizations that assist local government and area businesses in optimizing transportation efficiency in a particular geographical area. TMA's provide an institutional framework and forum for the public and private sector to improve area transportation efficiencies by building consensus on transportation needs and solutions as well as providing technical assistance, education services and promotion on ways to improve transportation. In New Hampshire, the formation of TMA's is increasing in popularity as a cost-effective way to organize consensus around regional transportation issues. There are currently two TMA's in New Hampshire located in the Upper Valley Region and Seacoast Region. Unlike other resources identified in this section, a TMA's association with JARC funds would be to provide outreach and technical assistance for transportation

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arrangements with employers and educators, or act as a fiscal agent to disburse of funds for new transportation programs such as an emergency ride home program.

POTENTIAL SERVICES

As previously noted in the market analysis chapter, there are a number of eligible transportation services that can be implemented using JARC funds. The built environment and ridership needs dictate the suitability of the various service options. Below are descriptions of the most popular transportation activities.³⁶

Ridesharing activities

One of the types of services identified by the Federal Transit Administration as an eligible activity for use of JARC funds is development of ridesharing activities. Ridesharing often means sharing a ride using a smaller personal vehicle (carpooling) or a van (vanpooling). Ridesharing simply refers to the sharing of motor vehicle transportation with one or more people, especially among commuters.

Ridesharing is beneficial and cost-effective for areas that are not served or are underserved by transit. One of the most important benefits is that there is no heavy subsidy involved to fund capital or operating expenses. The driver volunteers their time and their vehicle to the carpool or vanpool, and some money may be paid to the driver by riders to pay for gas and vehicle maintenance.

Ridesharing does have drawbacks however. Ridesharing tends to be suitable only for trips with predictable schedules like commuting to and from work. Consistent start and end times at work, location of work, and ability to communicate between driver and rider all impact the success of a carpool. Carpooling does not lend itself well to people needing to do other errands, such as picking up groceries or dropping off/picking up their children from school or daycare. There are also real and perceived issues relating to driver and rider security when strangers carpool together.

This type of program is greatly enhanced by economies of scale. As more people use the service, the more successful ride matches will occur. In addition, ridesharing appears to be greatly enhanced by investment in ridesharing information sharing and encouragement, emergency ride home programs (see below) and, in more urban areas, may be greatly enhanced if supplemented with financial incentives such as tax deduction assistance, parking cash out or employer subsidies. At the time of writing, vanpooling is a federal tax deduction for employees that regularly vanpool and a federal tax deduction for employers that contribute to vanpool subsidization. There are no tax incentives for carpoolers at this time.

As noted in the existing resources section, there are several entities that could have a role in a ridesharing program. The resources identified in this report include New Hampshire Rideshare

³⁶ For more detailed information about many of these services, including descriptions and assessments of costs and benefits, visit the Victoria Transportation Policy Institute at www.vtppi.org, the American Public Transportation Association www.apta.com, the Federal Transit Administration at www.fta.dot.gov and the Community Transportation Association of America at www.ctaa.org.

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Program, the Monadnock Region Transportation Management Association and Van Pool Services, Incorporated.

Emergency ride home service

An emergency ride home service, also referred to as a guaranteed ride home service, provides an occasional subsidized ride to commuters that regularly use alternative modes in cases of emergency. Emergency ride home service programs are not stand alone programs and are intended to act much like insurance. In cases where a commuter carpools, vanpools, takes transit or bikes to work and one of the modes of transportation falls through, the emergency ride can serve as a backup. Since the programs are designed for emergency purposes, there is usually a limitation on the number of subsidized trips allowed to a commuter as well as a policy on rides that are eligible for subsidization. Emergency ride home services are sometimes free and in other cases partially subsidized.

Interviews with administrators of existing emergency ride home programs in New Hampshire and Maine suggest that emergency ride home services are essential in marketing rideshare programs and often very helpful in marketing other alternative modes such as transit. The programs also reported that the cost tends to be very minimal to implement an emergency ride home program. Subsidy budgets for two programs in New Hampshire are \$1,000 and \$2,000 respectively, not including administration, outreach or marketing. The Upper Valley Rideshare program reported that it hadn't depleted its original budget in six years. The experience of the program is that very few people elect to make use of the service.³⁷ It is simply peace of mind for commuters who are concerned about being left without a ride.

There are several entities that could have a role in an emergency ride home program. The resources identified in this report include Adventure Limousine and Transportation, Thomas Transportation, Ideal Taxi and the Monadnock Region Transportation Management Association. Car rental agencies may also have a possible role, depending on if they offer rental car drop off and pick up services to remote sites. For example, Enterprise Rent-A-Car is currently participating in an emergency ride home program in Concord, NH.

Express Shuttle service

The Federal Transit Administration states that employee shuttle services are another eligible use of JARC funds. Shuttle services use small buses or vans as transportation for the public with passenger collection at one or a limited number of origin points and then drop off at one or a limited number of destination points. There are a variety of ways a shuttle service could be implemented depending on the needs of the ridership. Often shuttle services are associated with express service limiting the number of stops and often shuttle services are targeted for specific populations such as employees of a specific company. Like the carpool and vanpool, the shuttle service may not be a good design option if the goal is to allow for trip chaining or provide service to a wider range of people needing transportation.

³⁷ Phone communication with Susan Berry of Upper Valley Rideshare, December 4, 2008.

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A shuttle service would work very similar to a vanpool, transporting a number of riders to a large employer or cluster of employers. However there are some key differences. An important distinction between a vanpool and shuttle service is that there is an independent operator that provides the ride. An advantage to the shuttle service is an operator would have the flexibility to use the service for more than one route during the course of a day and an operator could contract with a hired driver to operate a larger vehicle to carry more passengers.

There are models of employer shuttles throughout the country in urban, suburban and rural locations. Like the vanpool, there are federal tax incentives to riders as well as employers that contribute to a shuttle service.

Some of the resources identified in this report that may be a good match for operating a shuttle are Thomas Transportation, First Student, Inc, Home Healthcare, Hospice and Community Services, and Monadnock Developmental Services.

Local car loan programs

Another eligible activity using JARC financing are low income car loan programs. Some of these programs buy cars and then sell them or give them to low income families. Some work with used cars and some with new cars. Programs often partner with banks and credit unions, and sometimes programs work with families to set up individual development accounts which help the low income person develop a savings account for transportation.

A personal vehicle provides low income families much greater flexibility than other modes, which can be important for trip chaining needs such as school and daycare pick ups and drop offs. Additionally, some car loan programs report that the service is applicable to a variety of areas including urban, rural and suburban areas. One of the largest programs in the country, Ways to Work Inc. stated that over the last 10 years, the program had made more than \$33 million in loans to more than 12,400 families with a repayment rate of nearly 87%. The program provides loans of up to \$4,000, which are given at 8% interest for two years.³⁸

There is speculation by some critics that these programs may place low income families that are already in debt deeper into debt. Supporters of the program argue that a vehicle offsets debt issues by helping a worker retain access to employment and thus an income.³⁹ Another concern is that the subsidy is a large allocation of dollars for relatively few. A third concern, is that subsidizing automobile use is a public policy that solves one objective (accessibility) while possibly exacerbating others (congestion, transport choice, road safety, environmental protection, efficient land use, community livability).

Some of the resources identified in this report that may be involved in local car loan programs are the nonprofit organizations in the area such as Southwestern Community Services, Home Healthcare, Hospice and Community Services and Monadnock Developmental Services.

³⁸ "On the Road to Success," By Georgia Pabst of the Journal Sentinel, Journal Interactive Online, www.jsonline.com/new/milwaukee/36552199.html

³⁹ "Putting Low-Income Workers Into Cars, Stable Jobs," As reported by Rachel Jones, National Public Radio on November 24, 2006.

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Demand-response paratransit service

Demand-response services are flexible route paratransit services using small buses, vans or shared taxis that respond to ridership needs, and is the most widely available transit service in the United States according to the American Public Transportation Association. Demand-response services are often more appropriate than fixed transit service for some applications, such as off-peak service, service in lower-density areas, and/or service for people that need rides only occasionally. One of the key operations traits of a demand-response system is that riders are required to provide advanced notice of a ride need so that a transit operator has time to dispatch a vehicle and driver to provide the service.

Though not found to be common, one alternative service examined through the study was the use of a demand-response service by a taxi to take the form of an emergency ride to work, with similar program guidelines described previously in the emergency ride home program. This type of program could help registered employees and employers take advantage of an emergency ride to work in cases of a car breaking down or a shared car ride falling through.

While service areas for demand-response paratransit are usually more flexible for pick ups and drop offs than fixed route transit, demand-response services are still often limited to a particular service area like a corridor area, a radius area or a regional area consisting of several towns. Defining the service area is a way to maintain operator availability. The advantages of a demand-response service is its flexibility in space and time, and its ability to often make door-to-door pick ups and drop offs at times that are often flexible for the rider. This is unlike a fixed route system, described below, which follows a predefined schedule and has predefined pick up and drop off locations. Another notable advantage of demand-response paratransit is that services can be flexible enough to meet the needs of several transportation need populations. Some disadvantages of demand-response service is that it often requires significant notice ahead of time for a ride and requires substantial administrative work on coordinating rides.

During the course of the study, the Wheels to Access Vocation and Education (WAVE) program, operated by the York County Community Action Corporation in Southern Maine, was investigated because of its corridor orientation, its service of similar sized communities, and its focus on access to jobs and education using JARC funds. The service currently operates deviated route demand response services on two major arterials in Southern Maine connecting Sanford to Wells, Maine and Sanford to Biddeford, Maine. The WAVE provides service 24 hours a day and 7 days a week to members of the labor force as well as providing rides to the general public if there is extra capacity on one of its 15 passenger vans. Fares range from \$2 to \$5 for a one way trip. The service reports an annual operating budget of nearly \$290,000 and ridership of 50,000 in its Fiscal Year 06/07.

There are several operators that may make a demand-response service a possibility for the Route 10 Corridor including Home Healthcare, Hospice and Community Services, Thomas Transportation, and First Student. Unlike vanpools or shuttles, the Federal Transit Administration would require that the service provide a handicapped accessible vehicle option for riders. Of the three operators listed above, HCS and First Student are the only entities that currently have handicapped accessible vehicles.

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Local Fixed-and deviated route public transit

Most fixed and deviated route transit services operate in buses or trolleybuses. The City Express bus service in Keene is an example of an existing fixed route service in the region. For a fixed or deviated route to operate in the Route 10 Corridor the bus would probably take on the form of a local or express service. A local service describes buses that would make a stop along a route based on rider need. An express service speeds up longer trips and would have a limited number of predefined stops or transfer points for its passengers. Fixed route services refer to transit routes that follow a predictable route and schedule. Deviated route public transit describes transit services that generally follow a predictable route, but are able to deviate off the route and follow a reasonable schedule. The transit operator internal policy determines the distance that the operator is willing to deviate from the existing route to collect or drop off a passenger.

Major advantages of a fixed or deviated route services are that they tend to provide predictable service and schedules to the general public while also accommodating a wide variety of trip needs. No reservations are required for their service. Typically, these type of transit services are more successful in more urbanized areas where constant ridership makes a service sustainable and origins and destinations are plentiful along a route. Fixed and deviated transit has been less successful in rural locations where population density is limited and origins and destinations are not clustered.

Operators that have means to operate a fixed or deviated route on Route 10 include Home Healthcare, Hospice and Community Services and First Student, Inc. Like the handicapped accessibility requirements for demand-response services listed above, fixed and deviated routes would require a paratransit handicapped accessible service available. Both of the firms listed here have those vehicles.

HOUSEHOLD ALTERNATIVE TRANSPORTATION PREFERENCES

As part of the household survey conducted for the Route 10 Job Access Study, households were asked attitudinal and test-of-knowledge information in order to ascertain perceptions of additional transportation choices. In addition, individuals were asked how much time and how much money they would be willing to spend on the services. The services that were chosen for inclusion of the survey were public transit service, shuttle service, rideshare service and emergency ride home service.

In an effort to streamline the survey process and avoid respondent confusion, the survey questions used alternative transportation concepts thought to be most familiar to the survey population. For example, the public transit description was that of a fixed route service—and it was decided not to further break down into not deviated route or demand response transit. The description of the shuttle service was presented as an employer shuttle for workers and a shopping and medical appointment shuttle for non-workers. Rideshare services focused on carpooling with the thinking that vanpooling is a less familiar mode of travel. Local car loan programs were not included among the services in the survey and were thought too unfamiliar and therefore cumbersome to explain and answer with any consistency through a survey instrument. This section analyzes the results of the surveys by breaking down answers between the labor force and non-labor force respondents.

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Public Transit

Among the 68 labor force respondents surveyed in the household survey, 50% answered that they would likely use public transit. Nineteen percent responded it was not likely they would use public transit, 3% answered that they did not know if they would use it and 28% answered that using public transit would depend on one or more variables. The most common variable cited for a “depends” answer was that it depended on if their car broke down. Other noteworthy variables influencing use of public transit were that it depended if other types of trips could be made on a public transit service such as trips to collect or drop off of children at daycare or shopping.

Of the 59 non-labor force respondents, a slightly higher percentage of respondents answered that they would use public transit. Fifty-nine percent stated they would likely use transit, 10% said it was unlikely, 5% did not know and 25% stated it depended on one or more variables. The most common variables determining the non-labor force respondent from using public transit were the cost of the fare, the schedule and the physical accessibility of the vehicle.

When asked what a reasonable one-way fare would be for a public transit service to Keene, the labor force responded a range of \$2 to \$5. The study did not find a consistent relationship between distance from residence to workplace with the amount a person was willing to spend. This is probably because many people were not accustomed to riding public transit and did not have a way of measuring cost. Indeed, almost 40% of the labor force respondents did not feel comfortable citing a one-way fare at all and simply answered the question as “I Don’t Know.”

Budgets for the non-labor force were generally tighter for a one-way fare on a public transit service to Keene. The range of answers for the non-labor force was between \$1.50 and \$7.00 for a one-way fare. Again, there was no clear trend showing a correlation between distance of service and cost of service. Forty-four percent of the non-labor force answered that they did not know what the cost of a one-way fare should be.

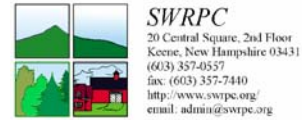
The third question about public transit asked respondents what a reasonable amount of time would be to spend on a public transit service. Labor force respondents gave a range of answers between 15 minutes to an hour. In general, the amount of time that respondents were willing to spend on a public transit service was longer than they would spend in a car and was correlated with the distance of the trip.

For the non-labor force, answers provided on reasonable amount of time on a public transit service ranged from 10 minutes to “whatever it takes.” In general, there appeared to be a greater willingness of non-labor force to spend more time in public transit. That said, a number of respondents indicated a concern with having to wait for a trip home from medical appointments or shopping.

Shuttle Bus

When asked how likely the households would use a shuttle service if it were available to them, 50% of the labor force respondents answered that they would use such a service. Twenty-two responded that it was unlikely they would use the service, 6% responded “I don’t know” and 22% stated that it depended on one or more variables. Of the respondents that answered “it depends”,

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the most cited reason was that they would use a shuttle as a back up form of transportation. Another notable answer by the labor force group is that they were somewhat interested in using a shuttle bus not necessarily for working, but instead for shopping purposes. Those who showed a preference for a shopping shuttle appeared to like the social aspect of shuttling with others from the community as well as equating shopping trips as a direct trip (whereas a work trip may involve unexpected trip chaining).

Sixty-nine percent of the non-labor force reported that they would likely use a shuttle service, with 5% saying it was unlikely, 5% saying they did not know and 20% saying it depended on one or more factors. For those that answered “depends,” common contingencies were similar to answers given for a public transit service including cost, schedule and accessibility.

As with follow up questions for public transit, survey respondents were asked what cost they were willing to pay for a shuttle service and what would be a reasonable time spent on a shuttle service. Among the labor force respondents, answers for one-way fares ranged from \$1 to \$10. Eighteen percent of the respondents assigned the same fare for public transit versus shuttle, 12% put a higher premium on the shuttle service, and 3% put a higher premium on the public transit versus the shuttle. A larger percent of respondents (46%) did not feel comfortable assigning a reasonable one way shuttle fare versus the public transit fare. This is probably a reflection of less people being familiar with that kind of service.

The one way fare range for non-labor force respondents spanned from \$1 to \$6. Thirty-one percent of the respondents expected the same fare for shuttle as the public transit service, 12% expected the fare to be higher, and 2% expected the fare to be lower for the shuttle. Thirty-seven percent of the respondents did not know what to pay for a shuttle, which was a lower percentage of respondents than the percent answering the cost of public transit.

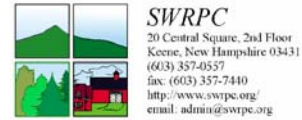
Overall both the labor force and non-labor force answered that they would expect the shuttle service to be faster than the public transit service. However, some of the non labor force respondents still indicated that they would be willing to spend a long time on a shuttle service. The range of time willing to spend on a shuttle service ranged from 10 minutes to an hour among the labor force respondents.

Carpooling

For those people that did not identify themselves as someone who generally carools, they were given a description of a rideshare service and asked the likelihood that they would carpool if a ridematching service were available to them. In the labor force there were 45 people that identified themselves as noncarpoolers. Twenty-two percent of them said they would likely carpool if a ridematching service were available, 47% said that it was still unlikely they would carpool, 11% said they did not know and 20% said that carpooling depended on one or more factors. One of the primary factors for a “depends” answer was whether the person felt comfortable with the stranger.

When asked if they would carpool if offered a rideshare service, only 10% of the non-labor force respondents answered that they would likely carpool. Sixty percent of the respondents answered that they would not likely use a carpool service, 13% responded that they didn’t know, and 17% responded that it depended on one or more factors. There was no trend among the people

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answering that their likelihood of carpooling depended on a factor. Answers ranged from whether ridesharing meant that there was wheelchair access, to the comfort of the rider with the driver, to whether the driver was dependable.

Emergency Ride Home

The final service discussed with respondents was the concept of an emergency ride home program. Even though emergency ride home programs are traditionally designed for working commuters, the question was asked to the non-labor force population as well. The emergency ride home program was very popular among all populations responding to the survey. Eighty-four percent of the labor force respondents responded that it was likely they would use the program in case of an emergency. Three percent responded that they would not use the service, 9% responded that they did not know if they would use the service and 4% answered that it depended on one or more variables.

Seventy-five percent of the non-labor force respondents answered they would use the service, 8% said it was not likely, 2% said they did not know if they would use the service and 15% said that it depended on one or more factors. One of the main contingencies of the latter group was whether the vehicle used for the service was physically accessible for wheelchairs or other disabilities.

SUMMARY OF FINDINGS

This chapter discussed existing transportation services on the Route 10 Corridor, former transportation services on the Route 10 Corridor, existing local transportation resources and other entities interested in working in Southwest New Hampshire, a description of eligible transportation services as defined by the Job Access Reverse Commute Program, and household preferences and expectations about certain transportation services. The following findings were noted in this chapter:

- The American Red Cross Volunteer Driver Service is the only transit/paratransit operation with service on the Route 10 corridor that does provide transportation to the general public. This service provides transportation for medical, dental and other health-related appointments. Monadnock Development Services provides transportation to clients of its programs. With the exception of the Keene City Express service operated by Home Healthcare, Hospice and Community Services, ridership for all other transit/paratransit have eligibility requirements.
- The last transit service available on Route 10 was in place over twenty years ago. The service was operated by Cheshire Transportation, which has since been bought by Laidlaw and subsequently, First Student, Inc. Home Healthcare, Hospice and Community Service did operate a one day a week service for almost four months in 1998, but did not experience significant demand and decided to discontinue service.
- There are a number of private sector transportation companies that have drivers, dispatch and vehicles that may be able to start service immediately. Some companies do not have handicapped accessible vehicles, however.

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- The New Hampshire Department of Transportation Rideshare Program has software available to implement ride-matching now. It does not have a budget to actively market ridesharing to employers and employees.
- The Monadnock Region Transportation Management Association is a new potential resource that may be able to engage the private sector through outreach, marketing and networking.
- Ridesharing is one of the least costly transportation activities for improving transportation access to jobs. Its limitations are that it is only suitable for trips with predictable schedules, does not lend itself well to rides that require multiple trips (trip-chaining), and its success is contingent on participant perception of the dependability and the security of riding with others.
- Emergency ride home programs cannot be implemented without other alternative transportation options being available. They are relatively inexpensive and are helpful in encouraging carpools, use of transit, etc.
- Shuttle services are helpful if a goal is to make limited stops on a route. They generally are targeted for specific populations. These services are generally not a good design option if the goal is to allow trip chaining or provide service to a wide range of people with transportation needs.
- Car loan programs are one of the ways to guarantee accessibility for people needing to make a variety of trips throughout the day. Critics point that there may be a number of costs associated with car loan programs including personal debt accrued for some families that do not have budget to realistically balance maintenance of a vehicle with other household needs.
- Demand-response paratransit is often more appropriate for rural or exurban areas where population density and origins and destinations are disparate. The vehicles used for demand-response service are often able to accommodate a wide variety of the transportation needs and accommodate trip-chaining. Extra costs are associated with the service being able to adapt to each rider's unique needs.
- Fixed route transit tends to be most appropriate where there is high population density and there are a high number origins and destinations on the route that can sustain ridership over the course of service.
- Fifty percent of the labor force and 59% of the non labor force in the OSA reported that they would likely use public transit. In general the amount of time that respondents were willing to spend on a public transit service was longer than they spend in a car and correlated with the distance of the trip. Respondents cited a large range of one-way fares for service that did not necessarily correlate with the distance of the service they would require.
- Fifty percent of the labor force and 69% of the non labor force reported that they would likely use a shuttle to reach employment, shopping or medical destinations. Overall, the labor force and non labor force expected the shuttle service to be faster than a public transit service.
- Twenty-two percent of non carpoolers in the labor force and 10 percent of the non carpoolers that are not part of the labor force responded that they would likely carpool if they had access to a ridesharing service.

5 CONCLUSIONS AND RECOMMENDATIONS

This chapter concludes the Route 10 Job Access Study Report with the following information:

- a brief discussion that threads together findings of the market analysis, needs analysis and service options analysis chapters;
- a discussion on Job Access Reverse Commute funding; and
- An outline of recommendations.

SYNTHESIS OF MARKET, NEEDS AND SERVICE OPTIONS ANALYSES

In the Market Analysis Chapter, ridership potential was explored by examining various groups of individuals often associated with transportation needs as well as labor force commuters. The estimated population of these groups is summarized in the table below.

Table 5-1: Estimated Individuals with Potential Transportation Need⁴⁰

	Estimated OSA Population
Labor Force - Low Income	320
Labor Force - All Other Income	1,750
Non Labor Force - Seniors	830
Non Labor Force - Youth	1,090
Non Labor Force - Disabled	110
Total	4,100

*Sources: New Hampshire Economic & Labor Market Information Bureau,
2000 US Census and New Hampshire Office of Energy and Planning*

The study found that the most popular destination for employment, shopping, daycare, education opportunities, human service and other service trips are in Keene. While there are other destinations that provide these services, Keene is clearly the closest service center to people residing on the Route 10 Corridor and this was corroborated through surveys performed with residents on the Corridor.

While Keene is the closest service center to residents, it is not necessarily close. For low income people on the corridor, the cost of traveling the distance to Keene for a myriad of trip purposes is a significant challenge. The US Bureau of Labor Statistics finds that people in the lowest quintile income bracket spend on average 30 cents of every dollar of income on transportation expenditures. Based on SWRPC's surveys for this study, the challenge of cost was corroborated as a major challenge in Southwest New Hampshire as well. Costs associated with automobiles such as gas, maintenance, inspection and other expenses associated with maintaining a personal

⁴⁰ Population estimates are rounded to the nearest ten.

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vehicle were cited by both labor force and non labor force groups as major challenges to traveling to their major destinations. Given the limited alternatives available to the Origin Study Area (OSA) population and possibly due to high costs associated with operating an automobile, self-reported carpooling was extremely high for all kinds of trip purposes with 51% of the non-labor force reporting carpooling and 30% of the labor force carpooling on a regular basis.

The study's key person interviews with select employers, service providers, schools and work-training institutions found that the majority of institutions do not tend to document transportation issues of their employees, clients or students. Employers tend to notice crisis transportation issues only—not day to day employee transportation challenges. Human service providers and work training and education institutions reported that there is a need for alternative transportation choice throughout the Region based on anecdotal observations.

While the study found that transportation options for people traveling the Route 10 Corridor are extremely limited, the study also found a variety of transportation providers that have resources and interest in making various new services possible for the population traveling Route 10. Several private sector companies in the Region appear to be especially promising for delivering new service in the area including First Student, Thomas Transportation and Adventure Limousine.

As noted in the report, different services have different strengths and weaknesses depending on a variety of factors including types of ridership, residential population density, locations of origins and destinations, and funding availability. The report briefly touched on ridesharing activities, emergency ride home programs, express shuttle services, local car loan programs, demand response paratransit and local fixed or deviated route services. In the report, it was shown that some of the factors that influence success of a service include the real or perceived security of the transportation service, the convenience of the service, vehicle and route accessibility, and cost. The strengths and weaknesses of these various transportation services based on interviews and research in the report are summarized in a matrix on the following page (See Table 5-2).

Survey answers from Route 10 respondents showed that there is a good deal of popularity for various alternative services. The results of those surveys were shared with a JARC Subcommittee of Transportation Providers and the JARC Advisory Committee as a basis to understand transportation need and explore service possibilities. Based on results of the survey, interviews with transportation providers and discussions by the Subcommittee of Transportation Providers, the JARC Advisory Committee recommended the following transportation service models as the most viable options:

- A Commuter Shuttle;
- A Rideshare Program (carpool or vanpool); and/or
- A Demand Response Corridor Paratransit Service; with
- An Emergency Ride Home Program Service that is paired with any of the above services.

The JARC Advisory Committee also recommended examining the possibility an emergency ride to work program. This program would only be available to workers and would have limits placed on the number of trips that could be taken like emergency ride home programs.

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Table 5-2: Assumptions on Basic Factors Impacting Alternative Transportation Success*

		JARC Transportation Service Models					
Factors		Ridesharing Services	Emergency Ride Home Service	Express Shuttle Service	Local Car Loan Program	Demand-Response Paratransit	Local Fixed/Deviated Public Transit
Ridership	Low Income Labor Force	CO, S		CO	C		
	Other Income Labor Force	CO, S		CO			
	Non Labor Force Seniors	A, S	A	A			A
	Non Labor Force Youth	S		CO			
	Non Labor Force Disabled	A, S	A	A			A
Residential Population Density	Low Density						
	Medium Density						
	High Density						
Destinations	Geographically Disparate						
	Clusters						
	High Density						
Funding	Low Budget (<\$100K)						
	Medium Budget (\$100-300K)						
	Large Budget (>\$300K)						

Legend

Generally Good Match

Generally Fair Match

Generally Poor Match

Factors of Concern: Convenience (CO), Cost (C), Access (A) and Security (S)

***The matrix reflects basic assumptions gained from the Route 10 Job Access Study and is meant for general planning purposes only.**

Source: Southwest Region Planning Commission

Route 10 Job Access Study

In an effort to help further evaluate the service options selected by the JARC Advisory Committee, this study developed some conservative ridership assumptions well below the level of interest exemplified by the study's survey respondents. This was done in order to understand the relative demand of each service and the potential market size of the service. These assumptions are meant to compare the potential services to each other and are not intended to be used for service planning purposes.

Table 5-3: Basic Ridership Assumptions for Four Transportation Service Models Serving Origin Study Area⁴¹

	Service Objective	Labor Force- Low Income	Labor Force- All Other Income	Non-Labor Force- Seniors and Disabled	Non Labor Force- Youth	Total Annual Ridership Based on Demand Assumptions
Percent Ridership Demand By Transportation Service	Total Population	320	1750	940	1090	
	Carpool/Vanpool referral services and outreach	3%	1%	0%	0%	
	Express Shuttle-2 trips in morning, 2 trips in afternoon each way-5 days per week	5%	3%	2.5%	0.5%	
	Express Shuttle-4 trips in morning, 4 trips in afternoon each way-5 days per week	10%	5%	3%	1%	
	Demand-Response Hourly service to Keene-7 days per week	12%	3%	10%	2%	
Annual Trips Based on Demand Assumptions	Carpool/Vanpool referral services and outreach	4,990	9,100	0	0	14,090
	Express Shuttle-2 trips in morning, 2 trips in afternoon each way-5 days per week	8,320	27,300	7,330	570	43,520
	Express Shuttle-4 trips in morning, 4 trips in afternoon each way-5 days per week	16,640	45,500	8,800	1,130	72,070
	Demand-Response Hourly service to Keene-7 days per week	19,970	27,300	29,330	2,270	78,870

Source: Southwest Regional Planning Commission

⁴¹ Ridership estimates are rounded to the nearest ten.

Route 10 Job Access Study

Based on the assumptions in Table 5-3, the least ridership gained would be through a locally coordinated ridematching service, and the most ridership would be gained by a demand-response service. In addition to the percentage of ridership assumptions shown in the table, there are assumptions relating to the number of trips that the four ridership groups are expected to make on average each week⁴², and the assumption that the ridership of different groups will vary according to the relative frequency of service, convenience, accessibility and security/perceived security of the transportation service. Ridesharing figures in the table are meant to reflect net ridesharing based on the introduction of a new local ridematching service for the area. It does not include the high number of “organic” carpooling that is already occurring without money being spent, as documented in the household survey of this study.

In addition to estimated demand, the study developed some assumptions to provide guidance on operating costs of different services as well as costs per ride. The approximate cost estimates are based on 45 minute one way trips for express shuttles, 60 minute one way trips for demand-response vehicles, and an estimated hourly rate of service of \$65/hour for express shuttles and demand response vehicles.⁴³

Table 5-4: Estimated Annual Hours of Service, Ridership, Annual Operating Cost and Average Subsidy/Trip

	Hours of Service Per Year	Ridership	Annual Operating Cost	Average Subsidy/Trip
Carpool/Vanpool referral services and outreach	N/A	14,090	\$55,000	\$3.90
Express Shuttle-2 trips in morning each way, 2 trips in afternoon each way, 5 days per week, 2 vehicles	1,560	43,520	\$101,400	\$2.33
Express Shuttle-4 trips in morning each way, 4 trips in afternoon each way, 5 days per week, 2 vehicles	3,120	72,070	\$202,800	\$2.81
Demand-Response Hourly service each way, 7 days per week, 3 vehicles	7,360	78,870	\$478,400	\$6.07

Source: Southwest Region Planning Commission

⁴² Assumptions for rides by population is made as follows: the labor force is expected to use the service on average 10 times per week, seniors and disabled 6 times per week, and youth 2 times per week.

⁴³ Trip times were based on familiarity with corridor, responses of survey respondents of trip time expectations, and hours of service of the Wheels to Access Vocation and Education (WAVE) Program from Sanford, ME to Wells, ME which is a similar distance corridor service. Service hour rates and total service hours for shuttles and demand response vehicles are based on information reported by City Express in Keene and the WAVE.

Route 10 Job Access Study



The average cost/trip in Table 5-4 is a useful benefit/cost indicator to compare the cost of subsidizing various services without charging a fare or fee. Based on this analysis alone, the limited service express shuttle probably offers the best value. The other important cost indicator is the costs borne by the user. Costs borne by the user not only impact the amount a user pays, but also the net subsidization of the service.

With respect to costs born by the user, there are significant differences in how much people actually pay on the corridor driving their own personal vehicle versus how much a person is willing to pay to ride a transit or para-transit service. According to the Internal Revenue Service (IRS), the average cost of operating a vehicle is equivalent to \$.55 per mile.⁴⁴ Using this standard, the cost of a one-way trip from Winchester Village to Downtown Keene is approximately \$7 and the cost from West Swanzey Village is approximately \$3. According to the surveys performed for this study, it appears very reasonable to charge up to \$3 for a one-way trip from Winchester Village to Keene and \$1.50 for a one-way trip from West Swanzey Village to Keene. The cost differential for the customer is significant. The cut in service subsidization is also significant when fare revenue is subtracted from the actual cost of running each service. Assuming a 50/50 split of ridership of long (passing through Swanzey) and short (neighboring town to neighboring town) distance trips, the resulting net operating cost and average subsidy of each of the services are then estimated to be as follows:

Table 5-5: Estimated Annual Net Operating Cost

	Annual Fare Revenue Estimate	Net Annual Operating Cost	Average Subsidy/Trip
Carpool/Vanpool referral services and outreach	N/A	\$55,000	\$3.90
Express Shuttle-2 trips in morning each way, 2 trips in afternoon each way, 5 days per week, 2 vehicles	\$97,920	\$3,480	\$0.08
Express Shuttle-4 trips in morning each way, 4 trips in afternoon each way, 5 days per week, 2 vehicles	\$162,158	\$40,642	\$0.56
Demand-Response Hourly service each way, 7 days per week, 3 vehicles	\$177,458	\$300,942	\$3.82

Source: Southwest Region Planning Commission

⁴⁴ \$.55 is the standard mileage reimbursement rate authorized by the IRS starting on January 2009. During the study, the IRS mileage reimbursement rate was \$.585.

Route 10 Job Access Study



Table 5-5 shows that subsidies for express commuter shuttles would be very minimal. Based on the assumptions made in this study, express shuttle service may be able to almost pay for itself through fare revenue. If the goals of the service are to provide broader service to a broader demographic, however, than a demand response service might be warranted. The household survey in this study certainly demonstrates a significant transportation need for labor force and non labor force populations. From a public policy perspective, the cost of operating a demand response service may be equal or less than hiring a full time equivalent person to enhance carpooling on the corridor. If the observation is shared by public policy makers that transportation need on the Route 10 Corridor goes beyond the low income labor force, than it is worth examining demand-response paratransit scenario in order to provide a more flexible service to other users.

The basic cost analysis performed in this study suggests that there is not an extremely large difference in cost/ride among the four transportation service options, but there is a large difference between the estimated annual operating cost of each service. As is very often the case, the question of funding is a central question with bearing on the viability of a Route 10 transportation service.

FUNDING

Each year, the State of New Hampshire receives an apportionment of Job Access Reverse Commute funding, which is disbursed to all 50 states based on a formula that examines the ratio of population in households earning 150% or less of the federal poverty guideline. Sixty percent of the funding is allocated to urbanized areas representing populations greater than 200,000, 20% to urbanized populations between 200,000 to 50,000 people, and twenty percent to non-urbanized areas (areas less than 50,000 people).⁴⁵ The Route 10 Corridor area, including Keene, is considered a non-urbanized area.

JARC funding apportionments to New Hampshire Department of Transportation by the Federal Transit Administration are distributed to urbanized populations with less than 200,000 people and to non-urbanized areas only. There are no areas in New Hampshire with urbanized area populations greater than 200,000 people. Table 5-6 shows apportionments to New Hampshire from Federal Fiscal Year 2006 to 2008.

**Table 5-6: Job Access Reverse Commute Funding Apportionments to New Hampshire
Federal Fiscal Years 2006-2008**

	Urbanized Areas	Non-Urbanized Areas
Fiscal Year 2006	\$218,838	\$114,174
Fiscal Year 2007	\$230,658	\$120,326
Fiscal Year 2008	\$249,880	\$130,353

Source: US DOT Federal Transit Administration

⁴⁵ An urbanized area is a U.S. Census definition that describes a central place and adjacent territory with a general population density of at least 1,000 people per square mile of land area that together have a minimum residential population of at least 50,000 people.

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With the passage of SAFETEA-LU, the Federal Transportation Bill, JARC funding is currently scheduled to be allocated through Federal Fiscal Year 2009. In recent years, competition for non-urbanized funding has not been strong. Since SAFETEA-LU was signed into law by the Bush Administration in 2005, there has been only one non-urbanized transit service grantee in the non-urbanized portion of New Hampshire that has received JARC funding.⁴⁶ According to the Bureau of Rail and Transit at the New Hampshire Department of Transportation, there is approximately \$187,000 that is available now as leftover carryover funds from preceding years. Assuming that there is level funding for the program in the upcoming year (announced late January 2009), the funding availability would be approximately \$318,000. This estimate is contingent on whether the apportionments stay level, go up or down.⁴⁷ The apportionment in January/February 2009 is the last scheduled JARC apportionment and reauthorization of the Federal Transportation Bill is scheduled for the US Congress in 2009. It is expected that existing JARC transportation services will continue to be funded through the reauthorization.

One of the major hurdles for JARC funding is its local match requirement. Like most federal grants, there is a local match requirement that must be met in order to receive federal funding. JARC funds may be used to finance capital, planning and operating expenses. The Federal share of eligible capital and planning costs may not exceed 80 percent of the net cost of the activity and the Federal share of eligible operating costs may not exceed 50 percent of the net costs of the activity.

Based on discussions with the JARC Subcommittee of Transit Providers, obtaining local match for operations funding is a reoccurring issue that often decides the viability of a service. The difficulty of obtaining local match may be the major reason that rural JARC funding has been noncompetitive in New Hampshire since the authorization of SAFETEA-LU. The local match for the net operating budgets of the four transportation service scenarios created in this study are as follows:

Table 5-7: Estimated Local Match for the Four Service Scenarios

	Net Annual Operating Cost	Local Match
Carpool/Vanpool referral services and outreach	\$55,000	\$27,500
Express Shuttle-2 trips in morning each way, 2 trips in afternoon each way, 5 days per week, 2 vehicles	\$3,485	\$1,743
Express Shuttle-4 trips in morning each way, 4 trips in afternoon each way, 5 days per week, 2 vehicles	\$40,638	\$20,319
Demand-Response Hourly service each way, 7 days per week, 3 vehicles	\$308,449	\$154,225

Source: Southwest Region Planning Commission

⁴⁶ The subrecipient grantee was North Country Transit.

⁴⁷ Personal communication with Shelley Winters, NH DOT Bureau of Rail and Transit, October 24, 2008.

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In the next section, this study offers recommendations on how a Route 10 Service might approach the local match issue.

RECOMMENDATIONS

In addition to developing new service on the Route 10 Corridor, the study found that there is additional need for other activities including marketing and outreach, future planning, and financing development. These other needs appear to be instrumental in order to make a new service sustainable and supported by a community with very little experience using and supporting public transit and para-transit. The following section begins by explaining the service operation recommendations and then discusses the other supportive activities that are recommended.

Service Recommendations

The JARC Advisory Committee and the research in the report found that there are a variety of user groups with different needs on the Route 10 Corridor. The report showed that different services would likely attract different user groups based on their needs and perceptions of different service options. The study also acknowledged that at this time there are limited local match funding resources available to the group, but survey results suggest that potential riders are willing to pay a fare for a service if it saves them money. The JARC Advisory Committee recommended at the conclusion of the study to “evolve” a service based on the existing financial constraints of local match funding, the current economic climate, and the Route 10 community’s unfamiliarity with transit and para-transit service. With regard to all future activity, it is recommended that funding be obtained to institute a Mobility Manager. A Mobility Manager is a point person that can work with various parties (potential riders, potential transportation providers, potential financial and political supporters) to develop services in the Region. Based on this reasoning, the following service recommendations are made:

Service Recommendation 1: Rideshare Promotion and Emergency Ride Home Program

This recommendation is to develop rideshare promotion activities, complementing New Hampshire DOT’s already existing rideshare infrastructure. Since rideshare activities are known to demonstrate more success based on economy of scale, it is recommended that rideshare promotion extend beyond the limits of the Route 10 Corridor area. Rideshare promotion should also include the development of an Emergency Ride Home Program in order to enhance ridership levels. Rideshare promotion activities are eligible activities under the JARC program. A grant proposal could include funding for a part or full-time Mobility Manager to carry out promotion activities as well as a reimbursement fund for an Emergency Ride Home Program.

Implementation of this program could occur immediately. Key implementing parties or partners should include New Hampshire DOT, Monadnock Region Transportation Management Association, Southwest Region Planning Commission, Regional Chambers of Commerce, and local taxi or transportation companies with dispatching capability.

Service Recommendation 2: Commuter Shuttle Development

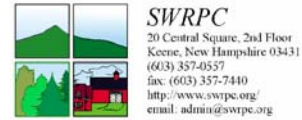
While the study shows strong support among low income workers for commuter services, support from employers is less clear. With respect to commuter shuttle development, the JARC Advisory Committee recommended that as a first step, a pilot employer shuttle could be developed with participation preferably through a handful of large employers in Keene and Winchester. This approach would help develop local context to the benefits of a transportation service to employers and employees including improved job retention and other cost savings while also helping develop private sector advocacy in the Region. The Route 10 Job Access Study Report found that an economical way to provide service on the corridor is through a commuter shuttle system. A second tier approach would then include development of a public commuter service on the Route 10 Corridor. Based on the assumptions of the study, it is estimated that the number of potential riders and their willingness to pay a fare would likely create a situation where subsidization costs would be quite low for a commuter shuttle.

Implementation for the employee shuttle would work best with the development of a Mobility Manager and an Emergency Ride Home Program (as outlined above), which would be needed to develop a relationship with willing private sector participants. Implementation of an actual service would likely require an additional year to develop relationships with the employer, secure an appropriate transportation provider develop a service plan, and meet the schedule constraints of Federal Transit Administration funding cycles. The implementation schedule might be reduced if a vanpool system is developed. The second tier approach will likely occur after a period of two years in order to secure local match funds, design the service, market the service and secure a transportation provider. All of these activities are eligible using JARC funds. Key implementing parties for pilot shuttle or vanpool development might include Monadnock Region Transportation Management Association, Southwest Region Planning Commission, Greater Keene Chamber of Commerce, and local transportation companies with larger vehicles.

Service Recommendation 3: Demand Response Para-Transit Development

The Route 10 Job Access Study shows that there is likely a good deal of demand for alternative transportation from the non-labor force as well as the labor force population. The report also showed that ridesharing and commuter shuttle services have limited value to non-labor force populations because of their lack of flexibility and limited access to destinations. However, the report clearly shows that subsidization of a demand response requires significant funding from federal and local sources. In addition, the service is the one that would require additional capital equipment. According to an existing service in York County, Maine, the Wheels to Access Vocation and Education Program requires at least three vehicles, as well as at least one spare handicapped accessible vehicle. Given the funding challenge, it is recommended that a demand response para-transit service replace a commuter service eventually, but the JARC Advisory Committee advises that implementation of the service occur after a trial run of commuter services in order to test the waters for political and financial support for transit on the corridor. It is likely that it would take a minimum of three to four years of development activity to make this possible. JARC funding in combination with other resources such as New Freedom and Medicaid funding would likely be needed to help fund such a service. In addition to strong Town participation, key implementing parties might include Monadnock Region Transportation Management Association,

Route 10 Job Access Study



Southwest Region Planning Commission, Greater Keene Chamber of Commerce, and local transportation companies with larger vehicles.

Marketing and Outreach Recommendations:

As was described for the Service Recommendations, an individual, such as a Mobility Manager would be required to implement the marketing and outreach recommendations below. The position could be housed under the Monadnock Region Transportation Management Association, a transit agency, the Greater Keene Chamber of Commerce or other group. It is recommended that in future marketing pieces, that the materials focus on cost issues identified in this report including transportation expenditures of individuals with personal vehicles, transportation expenditures of various income brackets, and by way of comparison, the costs of potential alternative transportation scenarios.

Marketing and Outreach Recommendation 1: Develop Press Release

Prepare a press release on major findings of the Route 10 Job Access Study for all local news outlets.

Marketing and Outreach Recommendation 2: Develop Brochure, Fact Sheet and/or Executive Summary

Prepare an attractively designed, easy to read paper marketing materials that can be used as a handout for presentations or accompanying the Route 10 Job Access Study Report. The marketing materials would target at a minimum municipal leadership, potential funding sources, and major employers on the Route 10 Corridor.

Marketing and Outreach Recommendation 3: Develop Short Presentation for Municipal Selectboards or Council and Planning Boards

Prepare a presentation highlighting the findings of the Route 10 Job Access Study with direction on how Towns can support the findings of the study (see future planning and local match sections). Offer presentations to Keene, Swanzey and Winchester.

Marketing and Outreach Recommendation 4: Distribute Report and Offer Information to Interested Parties List

In addition to municipalities, the findings of the report or marketing materials developed from Marketing and Outreach Recommendation 2 should be forwarded to other interested parties. List can include all participants identified as stakeholders at the beginning of this project. Follow up presentations or meetings should be attempted for any parties expressing an interest in more information. Based on the findings of this report, the interested parties list must include heavy outreach and marketing to the private sector.

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Marketing and Outreach Recommendation 5: Develop a Mechanism to Ensure a Feedback Loop

Develop a set of strategies that can be used to ensure that there is feedback to a Mobility Manager or transportation provider to understand perceptions of individuals and institutions with a potential stake in the success of a Route 10 transportation service.

Marketing and Outreach Recommendation 6: Promote Route 10 Transit Development Through Local Fairs, Celebrations, and Town Meetings

There are a number of events in Keene, Swanzey and Winchester that should take advantage of exposing marketing materials to the general public. Winchester's Picklefest, Swanzey's Strawberry Festival, and Keene's various celebrations are a handful of public events that should market the findings of the Route 10 Job Access Study.

Future Planning Recommendations:

Future Planning Recommendation 1: Service Design with Connections

Ridership economy of scale would increase significantly for commuter shuttles or demand-response service if it connects or coordinates with existing services. At the time of writing, a Route 10 service should connect with the City Express system operated by Home Healthcare, Hospice and Community Services. One planning consideration for this connection would entail the City Express studying the feasibility of expanding operating hours and destinations within the City of Keene. Design should also be coordinated with American Red Cross' volunteer driver program.

Future Planning Recommendation 2: Recruitment of Transportation Provider

A partnership with one or more transportation providers is required with transportation providers for all service options recommended above. Important factors to consider for transportation providers are level of interest, capacity, vehicles, operations needs, and need for assistance in applying for Federal Transit Administration funds.

Future Planning Recommendation 3: Coordination with Municipal, Regional and State Plans

The implementation of recommendations in this study should be coordinated with other plans where feasible. It is recommended that attempts be made to incorporate findings of the study into municipal master plans, regional plans such as the Coordinated Community Transportation Plan for Region 5, the Southwest Region Transportation Plan and the Comprehensive Economic Development Strategy, and the New Hampshire Long Range Transportation Plan.

Financing Recommendations:

Financing Recommendation 1: Cut Subsidization Costs by Instituting Fares.

Route 10 Job Access Study



The survey results of this study found a great deal of willingness among respondents to pay a fare to utilize a transit or para-transit service. Broadly speaking, commuters were very aware of the level of expense they incurred for operating a personal vehicle and they were willing to pay a fare and sacrifice some convenience if it saved them money. A fare system should be incorporated along with a strong marketing campaign showing comparative costs of operating a vehicle to the alternative transportation scenarios identified in this report.

Financing Recommendation 2: Explore Vehicle Registration Local Option Fee

It is recommended that if towns contribute to funding future service, that the cost be spread among all communities benefiting from the service and the service should strive for a dedicated funding source from each town. One funding source opportunity that is currently used by other Towns in New Hampshire (including Exeter, Milford and Amherst) is a local option fee for vehicle registration. Towns have the local option to charge up to \$5 per vehicle registration for transportation revenue. If a town proceeds with this option, it is important to identify eligible transportation expenses.

Financing Recommendation 3: Explore Possibilities through Driveway Permitting Process

New Hampshire DOT and Towns should explore the possibility of requesting payment of funds towards transit, development of park and ride lots, or other transit or para-transit infrastructure as a traffic mitigation technique for new development on the Route 10 Corridor.

Financing Recommendation 4: Explore Leveraging Possibilities with Foundations

Currently, there are a number of foundations that have shown great interest and have been investing private dollars into more transportation choice in the Monadnock Region. Some of these institutions include the Monadnock United Way, the New Hampshire Charitable Foundation, and the National Endowment for Health. Transportation coordination efforts in the future should help define local match needs and help the foundations strategize the best way to create the greatest leverage of local funds to match federal funds.

Financing Recommendation 5: Explore Tax Increment Financing Districts for Transportation

New Hampshire currently enables municipalities to develop tax increment financing (TIF) districts, a tool to use future gains in taxes to finance the current improvements that will create those gains. New Hampshire's current state enabling statute allows municipalities to use the financing for capital improvements as well as operating costs. Therefore in theory tax increment financing districts could be used as a local financing tools to develop bus shelters, sidewalks and other transit oriented development as well as transit operating costs for a corridor service. A community would need to determine if transit provides the community a competitive advantage that will attract a tax base.

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APPENDICES

Statement of Purpose:

The Southwest Region Planning Commission will undertake a planning project comprising research and analysis, facilitation, and public transportation planning as described below to address the findings and recommended action steps as identified in the “Southwest Region Coordinated Public Transit-Human Services Transportation Plan” (Coordinated Plan). Specifically, the purpose of this project is to conduct a feasibility study for enhancing transportation services for low and moderate income individuals to and from employment and employment-related services.

The project will be designed to assess the feasibility of utilizing Federal Transit Administration Job Access Reverse Commute (JARC) funding (Section 5316) in the Greater Keene area. The JARC program is designed to support transportation services that improve access to employment and related destinations (e.g., training, child care, interviews) for low income individuals, defined as those whose family income is at or below 150% of the federal poverty line. Transportation services funded by JARC can be used to transport other population groups needing or seeking public transportation in addition to low income populations.

This study addresses the following needs as identified in the Coordinated Plan:

- Shortage of transportation services are the major impediment preventing people to access many services and opportunities available in the Region.
- Expansion of demand response and transit services is needed to bring low income individuals from Winchester and Swanzey into Keene.

The study is also designed to help the Southwest Region make strides toward the Coordinated Plan’s vision statement:

Coordinated transportation services benefit our region by providing all members of the community equal access to services and opportunities such as housing, jobs, shopping, health care, participation in civic duties and recreation. Transportation services are an integral part of the community infrastructure, which should be supplied in a cost effective and environmentally friendly manner.

Moreover, the study tackles several action items identified in the Coordinated Plan.

- Develop new funding sources and continue to develop existing funding streams (1d)
- Better document the needs of various target populations (3b)
- Identify and address gaps and duplication in service (3c)

Project Approach:

Research and Analysis:

Research originally conducted in the development of the Coordinated Plan will be expanded and focused on target areas and target populations. The targeted area for the study will examine the transportation needs of low and moderate income individuals living and/or working on or near the NH 10 corridor, including neighborhoods in Keene, Swanzey and Winchester (see attached map of proposed study area on p. 5). Research will focus on identifying the number and prevalence of the target population and their transportation needs and stated preferences. A survey tool for the targeted populations will be created and applied by SWRPC. SWRPC will also attempt to assemble focus groups and/or arrange interviews with workers and employers within the study area for additional information.

Quantitative and qualitative data will also be collected to assist in providing information for future public transit planning technical efforts (e.g., designing proper circulation, head-ways, scheduling, and passenger amenities). Another important aspect of the research will be to develop alternate public transportation funding sources and strategies in order to implement the recommended services.

Stakeholder Outreach:

There are three stakeholder groups that will have different levels of involvement in this project: potential transportation service users, an advisory committee, and a body of interested parties. The first group will constitute prospective future users of a new transportation service. Prospective users include low income employed and unemployed individuals as well as prospective NH 10 corridor employers. As noted above, a survey instrument will be a key information gathering tool for this effort. However, SWRPC will attempt to coordinate focus group meetings and/or interviews with workers and employers to supplement survey data.

The second stakeholder group will constitute an Advisory Committee consisting of representatives from Keene, Swanzey, and Winchester, representatives providing human services to the target population, transit providers and NH DOT. This body will meet 5 times during the study process to provide guidance and feedback to SWRPC staff. On an as needed basis, staff will contact Advisory Committee members individually or as a group to acquire additional feedback and information.

The third stakeholder group will constitute a body of interested parties. Unlike the other groups that will actively participate in this process, interested parties will be sent information during milestone events, and will be invited to contact staff to ask questions or provide comments during the process. The main idea behind this stakeholder group is to ensure that there is adequate communication and transparency throughout the process. If a new transportation service appears to be feasible, it will be helpful to have the greater community of interested parties “in the know” from the beginning.

Report Preparation & Project Management:

Commission staff will provide ongoing documentation of this project. In addition, the Planning Commission will provide quarterly status reports for the periods ending March 31st, June 20th, September 30th and a final report of findings, analysis and recommendations to the NH Department of Transportation no later than December 31, 2008. The final report will be made available on the SWRPC website and distributed to interested parties.

Outline of Tasks with Timelines:

The following tasks are planned for each of the three components of the feasibility study. A Gantt chart is provided at the end of this section to assist in the visualization of the process (p. 4).

Research and Analysis:

1. Develop GIS analysis to identify locations of possible concentrations of low income individuals and households in the study area based on Census and other available data (March 2008).
2. Create, conduct and analyze survey instrument for the collection of data regarding income levels, travel habits, and stated transportation mode preferences of target populations (March-July 2008).
3. Develop methodology and identify low income residential facilities and/or neighborhood clusters of low income populations and employers for focus groups and/or interviews (March-April 2008).

4. Develop and implement methodology to locate and map public transportation amenities, facilities, suitable routes, stops and other attributes using field study and stakeholder feedback (July-September 2008).
5. Research the availability and possibilities of funding streams for implementation of future transportation service (August-October 2008).

Stakeholder Outreach:

1. Group 1: Potential Users
 - a. Send and receive surveys (May-July 2008)
 - b. Organize and facilitate focus groups and/or interviews (June-August 2008)
2. Group 2: Advisory Committee
 - a. Kickoff Meeting Re: background and context of study, JARC funding, the scope of work, and stakeholder groups (March 2008)
 - b. 2nd Meeting Re: scope of work, final list of stakeholder groups, draft survey methodology, draft focus group methodology (late April 2008)
 - c. 3rd Meeting Re: updates and review of progress, draft public transportation data collection methodology (July 2008)
 - d. 4th Meeting Re: updates on results of survey, focus groups/interviews, public transportation survey, brainstorm recommendations, brainstorm report outline (October 2008)
 - e. 5th Meeting Re: draft report review, next steps (early December 2008)
 - f. Ongoing communication through life of project on requests for information or feedback (March-December 2008)
3. Group 3: Interested Parties
 - a. Submit final scope of work (April 2008)
 - b. Send agendas and minutes from all Advisory Committee meetings (March-December 2008)
 - c. Send and invite comment on draft final report (December 2008)
 - d. Send link of final report after NH DOT review (January-February 2009)

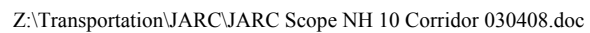
Report Preparation and Project Management:

1. Document public participation of meetings, focus groups, interviews and miscellaneous correspondence relating to project feedback (March-December 2008).
2. Monthly and quarterly reports to NH DOT (March-December 2008).
3. Compile final draft of report (December 2008).

JOB ACCESS FEASIBILITY STUDY PROCESS, MARCH – DECEMBER 2008

		March	April	May	June	July	August	September	October	November	December
	Major Tasks										
1	Advisory Committee Meetings										
2	GIS Analysis										
3	Create survey & methodology										
4	Conduct survey										
5	Analyze survey										
6	Identify focus groups/interviewees										
7	Focus group/interview methodology										
8	Conduct focus groups/interviews										
9	Focus group/interview analysis										
10	Public transportation inventory methodology										
11	Public transportation inventory collection										
12	Public transportation inventory analysis										
13	Funding Research										
14	Rough Draft Outline & Staff Recommendations										
15	Development of Rough Draft into Final Draft										
16	Final Draft Submitted to NH DOT										

**Southwest Region
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Stakeholder Group 1A: Target Users of Future JARC Service

Not every individual will be contacted from this listing. The listing represents the larger survey population for the JARC feasibility study:

Housing Name	Location	Town	Units	Type
Evergreen Knoll	West Swanzey Road	Swanzey	32	Affordable housing
Riverbend	West Swanzey Road	Swanzey	24	Affordable housing
Swanzey Township	Main Street	Swanzey	18	Affordable housing
Snow Brook	Warwick	Winchester	20	Affordable housing
Wedgewood Duplexes	Woodcrest Drive	Winchester	30	Affordable housing
SCS 55+ Housing	Warwick	Winchester	40	Affordable housing
Elm Street Cooperative	Redwood Drive	Winchester	36	Mobile home park
New Beginnings Cooperative	Keene Rd (Rte 10)	Winchester	27	Mobile home park
Pine Acres Mobile Home Park	West Swanzey Road	Swanzey	121	Mobile home park
South Parish Cooperative	?	Winchester	59	Mobile home park
Winchester Woods Apartments	West Swanzey Road	Swanzey		Other
Main Street Apartments	Main Street	Winchester	11+	
Shelters?	?	?	?	Other
Section 8 Housing?	?	?	?	Affordable housing

Stakeholder Group 1B: Employers of Target Users

Not every employer will be contacted from this listing. The listing represents the larger survey population for the JARC feasibility study:

Employer Name	Address	Town	Type
Antioch University	40 Avon Street	Keene	Education
Franklin Pierce University	17 Bradco Street	Keene	Education
Keene State College	229 Main Street	Keene	Education
SAU 29	34 West Street	Keene	Education
SAU 38	600 Old Homestead Hwy	Swanzey	Education
Cheshire Medical Center	580 Court Street	Keene	Health
Phoenix House	106 Roxbury Street	Keene	Health
Liberty Mutual Insurance Company	640 Marlboro Street	Keene	Insurance
National Grange Life Insurance	55 West Street	Keene	Insurance
Knappe & Coaster, Inc.	19 Bradco Street	Keene	Manufacturing
Plumb Pak, Inc.	175 Richmond Road	Winchester	Manufacturing
Smith's Medical	10 Bowman Drive	Keene	Manufacturing
The Mountain Corporation	59 Optical Avenue	Keene	Manufacturing
Timken Super Precision, Inc.	7 Optical Avenue	Keene	Manufacturing
Genesis Elder Care	677 Court Street	Keene	Nursing Home
Harborside Healthcare-Applewood	8 Snow Road	Winchester	Nursing Home
Harborside Healthcare-Westwood	298 Main Street	Keene	Nursing Home
Langdon Place of Keene	136 A Arch Street	Keene	Nursing Home
C & S Wholesale Grocers	7 Corporate Drive	Keene	Other
The Donut Factory	?	?	Other
Applebees	40 Key Road	Keene	Restaurant
Burger King	360 Winchester Street	Keene	Restaurant
Dunkin Donuts	189 West Swanzey Road	Swanzey	Restaurant
KFC/Taco Bell	85 Key Road	Keene	Restaurant
McDonalds	317 Winchester Street	Keene	Restaurant
Wendy's	329 Winchester Street	Keene	Restaurant
Hannaford	481 West Street	Keene	Retail
Home Depot	22 Ashbrook Road	Keene	Retail
Price Chopper	Ashbrook Road	Keene	Retail
Shaws	360 Winchester Street	Keene	Retail
Target	46 Ashbrook Road	Keene	Retail
Wal-Mart	350 Winchester Street	Keene	Retail

**Stakeholder Master Lists
Job Access Feasibility Study**

**Southwest Region
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Stakeholder Group 2: JARC Feasibility Study Advisory Group

Susan Ashworth	HCS 312 Marlboro St Keene NH 03431
Harry Costick	HCS 312 Marlboro St Keene NH 03431
Julie Davenson	KHA 105 Castle St Keene NH 03431
John Gomarlo	Town of Winchester 1 Richmond Rd Winchester NH 03470
Christopher "Kit" Morgan	NH DOT 7 Hazen Dr Rm G25 Concord NH 03302
Susan Newcomer	Keene Chamber of Commerce 48 Central Sq Keene NH 03431
Sandra Page	Town of Swanzey PO Box 10009 Swanzey NH 03446-0009
Janet Warren, Director	NH West Red Cross 83 Court St Keene NH 03431
Gary Welch, Trans Scheduler	NH West Red Cross 83 Court St Keene NH 03431
Keith Thibault	SCS 69z Island St Keene NH 03431
Debbie Clark	Monad Developmental Services 121 Railroad St Keene NH 03431
Ellen Avery	Monadnock United Way 23 Center St Keene NH 03431
Beth Healy	NH Charitable Foundation 37 Pleasant St Concord NH 03301
Elizabeth Sayre, Case Worker	Human Services City of Keene 3 Washington St Keene NH 03431
Molly McNeill	Monadnock Center for Successful Transitions 121 Railroad St Keene NH 03431
Lisa Sandstrum	Dartmouth Hitchcock Medical Center 580 Court St Keene NH 03431

Stakeholder Group 3: Interested Parties

Interested Parties
New Hampshire Charitable Foundation
New Hampshire DOT Bureau of Planning and Community Assistance
Keene City Manager, Mayor and Planning Department
Town of Swanzey Town Administrator, Chairman of the Board of Selectmen, Planner
Town of Winchester Chairman of the Board of Selectmen and Planner
Jennifer Seher, Service Link
Shelia Mahan, MDS Director , Employment Grant
Rebecca Harris, Contoocook Valley Transportation Cooperative
Jim Noyes, Wyman Way Cooperative

1. Are you a member of this household and at least 18 years old? *(Circle one)*
- a. Yes

b. No
2. Which of the following best describes your current employment situation? *(Circle one)*
- a. Working

b. Unemployed

c. Going to School/Work Training

d. A homemaker

e. Retired

f. Retired, but interested in working again.

g. Unemployed, Disabled

h. Other_____
3. Where...
- [if working] do you go to work?

[if unemployed] are you looking for work?

[if going to school/work training] do you go for school/training?

[all others] prefer to go shopping?

Fill in information below.

Work:	School:
Start/End:	Start/End:
M T W T H F S A S U	M T W T H F S A S U
Town:	Town:
Addr:	Addr:
Shopping:	Other:
Time of day:	Time of day:
M T W T H F S A S U	M T W T H F S A S U
Town:	Town:

4. How do you usually get to **work/school/your shopping destinations**? *(If you are not working but are looking for work, how would you most likely get to work? Circle one.)*
- a. Personal vehicle (my own)

b. Personal vehicle (someone else's)

c. Public transit

d. Taxicab

e. Bicycle

f. Walk

g. Work/Study from home

h. Other_____
5. If you drive, do you usually drive alone or car pool with other adults? *(If you are not working but you are looking for work, would you be more likely to drive alone or carpool to work? Circle one.)*
- a. Alone

b. Carpool

6. Do you currently have any transportation problems preventing you from getting from home to **work/school/shopping destinations** such as an unreliable personal vehicle, unreliable ride or cost of fuel? *(Circle all that apply)*
- a. Yes, unreliable personal vehicle

b. Yes, unreliable ride to work

c. Yes, cost of fuel

d. Yes, other reason(s)_____

e. No

Question 7 for workers and unemployed only...

7. IN THE LAST TWO YEARS have you ever had the following problems because of a transportation issue? *(Circle all that apply)*
- a. Missed work?
Approximately how many times?_____

b. Had to change jobs?
Approximately how many times?_____

c. Couldn't accept a change in your work schedule?
Approximately how many times?_____

d. Late for work?
Approximately how many times?_____

e. Lost a job?
Approximately how many times?_____
8. How long does it currently take for you to get from home to **work/school/your shopping destinations** (one way)? *Indicate minutes in the blank space below.*
- _____ minutes.

I'm going to read you descriptions of several kinds of transportation services that planners are exploring at this time to help people with their transportation needs. Please answer the questions under each description of each service.

9. **Public Transit Service:** This service would have buses run on a predictable schedule and on a fixed route near your home and **workplace/school/shopping destinations**. The service would be cost shared between passengers, federal transportation money, local government and local business support. The service route, hours of operation and the frequency of service would be determined based on further study.
- 9a. How likely would you use a Public Transit Service if it were available to you? *(Circle one)*
- a. Likely

b. Unlikely

c. Don't know

d. Depends_____

<div>9b. What would you consider a reasonable price for using a Public Transit Service? (<i>Choose one</i>)</div> <div><div>a. \$_____per month</div><div>b. \$_____per ride (one way)</div><div>c. I would not use Public Transit, no matter what the price is.</div><div>d. Don't know</div><div>e. Other preference _____</div></div> <div>9c. If a Public Transit Service was created, what is your willingness to ride the service if the travel time to your destination was longer than a car trip? If willing, what is the maximum amount of time that you would consider reasonable to get you from home to your destination, one-way? (<i>Choose one. If yes, write in total time, i.e. existing time + additional time</i>)</div> <div><div>a. Yes, I would be willing. The maximum travel time would be _____minutes.</div><div>b. No, not willing at all. Please indicate Reason(s)_____</div><div>c. Don't know</div></div> <div>10. Shuttle Service: This service would shuttle you and other passengers from your residential neighborhood to <i>work/school/shopping destination</i> and back. The service would be cost shared by passengers, <i>employers/school/stores</i> and federal transportation money. This service would provide service based on if whether many passengers need rides to a particular <i>employer/school/shopping center</i>.</div> <div>10a.How likely would you use a Shuttle Service if it were available to you?</div> <div><div>a. Likely</div><div>b. Unlikely</div><div>c. Don't know</div><div>d. Depends _____</div></div> <div>10b.What would you consider a reasonable price for using a Shuttle Service? (<i>Choose one</i>)</div> <div><div>a. \$_____per month</div><div>b. \$_____per ride (one way)</div><div>c. I would not use a Shuttle Service, no matter what the price is.</div><div>d. Don't know</div><div>e. Other preference _____</div></div> <div>10c.If this service was created to transport you from home to <i>work/school/shopping destinations</i>, what is your willingness to use the service if it meant a longer travel time? If willing, what is the max. amount of time that you would consider reasonable to get you from home to your destination?</div> <div><div>a. Yes, I would be willing. The maximum commute time that would work for me would be _____minutes.</div><div>b. No, not willing at all. Please indicate reason(s)_____</div><div>c. Don't know</div></div>	<div>11. Rideshare Service: This program would help you find a ride from another commuter or commuters making a similar trip at a similar time. The cost of the ride would be split among riders. The service would provide door to door service based on the availability of carpools.</div> <div>11a. If you are currently not carpooling, how likely would you carpool if this service were available to you? (<i>Circle one</i>)</div> <div><div>a. Likely</div><div>b. Unlikely</div><div>c. Don't know</div><div>d. Depends _____</div></div> <div>12. Emergency Ride Home Program: This program would allow for a free or reimbursed taxi ride in the event of an emergency such as an illness, family crisis, or other unforeseen emergency. You could use this service up to 8 times a year.</div> <div>12a. How likely would you use the Emergency Ride Home Program if it were available to you? (<i>Circle one</i>)</div> <div><div>a. Likely</div><div>b. Unlikely</div><div>c. Don't know</div><div>d. Depends _____</div></div> <div>12b. If you answered that you would not be likely to use a Public Transit Service, Shuttle Service or Rideshare, would the availability of an Emergency Ride Home Program change the likelihood of you using any of these services? (<i>Circle all that apply</i>)</div> <div><div>a. Yes, more likely to use Public Transit</div><div>b. Yes, more likely to use Commuter Shuttle</div><div>c. Yes, more likely to carpool</div><div>d. No, it would not change the likelihood that I would use any of these services.</div><div>e. Don't know</div></div> <div>13. How many family members live in your household? (<i>Fill in number below</i>)</div> <div>_____</div> <div>14. What is your annual family income approximately? (<i>Fill in number below</i>)</div> <div>_____per/year</div> <div>_____per/month</div> <div>15. What is the highest level of school you have completed? (<i>Circle one</i>)</div> <div><div>a. No schooling completed</div><div>b. Nursery school to 8th grade</div><div>c. 9th to 12th grade, no diploma</div><div>d. High school graduate</div><div>e. Some college credit, no degree</div><div>f. Associates degree</div><div>g. Bachelor's degree</div><div>h. Post graduate degree</div></div>
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1. Approximately how many full time and part time workers do you employ? *(Fill in number below)*
- a. FT _____

b. PT _____
2. We are looking at the possibility of enhancing transportation service to workers and employers on or near the Route 10 corridor. Do any of your employees live in Keene? Swanzey? Winchester? Approximately how many (or what percentage) in each town?
- a. Keene
Number/Percent _____

b. Swanzey
Number/Percent _____

c. Winchester
Number/Percent _____

d. Do not know

e. Comments
3. What are the shift times employed at your work-place? Approximately how many employees per shift? *(Fill in appropriate spaces below. Be sure to include any weekend shifts. Add additional shifts on separate piece of paper as necessary.)*

	Example
Days of shift (Circle):	M T W TH F SA SU
Start time:	7 am
End time:	2 pm
Approximate # employees	10
	Shift #1
Days of shift (Circle):	M T W TH F SA SU
Start time:	
End time:	
Approximate # employees	
	Shift #2
Days of shift (Circle):	M T W TH F SA SU
Start time:	
End time:	
Approximate # employees	
	Shift #3
Days of shift (Circle):	M T W TH F SA SU
Start time:	
End time:	
Approximate # employees	
	Shift #4
Days of shift (Circle):	M T W TH F SA SU
Start time:	
End time:	
Approximate # employees	

4. Do you think you have lost employees due to personal transportation problems OVER THE LAST TWO YEARS? Personal transportation problems might include cost of gas, unreliable vehicle, unreliable ride, lost license or any other issue making it difficult to keep commitment to work. If so, approximately how many?
- a. Yes
Number/Percent _____

b. No

c. Don't know

d. Comments
5. Have you noticed more problems with employees missing work or being late with certain shift times DURING THE LAST TWO YEARS? IF so, when? Approximately how many employees? *(Circle appropriate Shift #. Make sure to correspond to Shifts identified in Question 3. If more shift times were identified in Question 3, please indicate here also).*
- a. Yes, Shift #1
Number _____

b. Yes, Shift #2
Number _____

c. Yes, Shift #3
Number _____

d. Yes, Shift #4
Number _____

e. No

f. Comments
6. If you answered "Yes" to the preceding question, do you think any of the problems were related to your employee's personal transportation arrangements? Approximately how many employees during the past two years? *(Circle appropriate Shift #. Make sure to correspond to Shifts identified in Question 3. If more shift times were identified in Question 3, please indicate here also).*
- a. Yes, Shift #1
Number/Percent _____

b. Yes, Shift #2
Number _____

c. Yes, Shift #3
Number _____

d. Yes, Shift #4
Number _____

e. No

f. Comments
7. Do you think the cost of gas has impacted your ability to attract new employees?
- a. Yes

b. No

c. Don't know

d. Comments
8. Do you think the cost of gas has impacted your ability to retain employees?
- a. Yes

b. No

c. Don't know

d. Comments

9. Imagine a new transportation service was developed to transport your employees from their home to work and back. Would this be a valuable resource to your employees and you?
Approximately how many of your existing employees would benefit from such a service in your opinion?
- a. Yes

Number _____

b. No

c. Don't know

I'm going to describe some transportation services that planners are exploring at this time to transport employees from home to work and back. Please indicate if you think these services would be beneficial to your employees and you.

10. The first service would be a Public Transit Service. This service would have buses run on a predictable schedule and on a fixed route near employee homes and their workplace. The service would be cost-shared between passengers, federal transportation money, local government and local business support. The service route, hours of operation and the frequency of service would be determined based on further study. In your opinion, do you think this service would be beneficial to your employees?
- a. Beneficial

b. Not Beneficial

c. Don't know

d. Other/Depends (please fill in notes below)
- _____

11. The second service would be a Commuter Shuttle Service. This service would shuttle employees and from their residential neighborhood to work and back. The service would be cost shared by employees, employers and federal transportation money. This service would provide service based on if whether many employees needed rides to a large employer or central location where there are many jobs. In your opinion, do you think this service would be beneficial to your employees?
- a. Beneficial

b. Not Beneficial

c. Don't know

d. Other/Depends (please fill in notes below)
- _____

12. A third service would be a rideshare or carpooling service. This program would help your employees find a ride from another commuter or commuters making a similar trip at a similar time. The cost of the ride would be split among riders. The service would provide door to door service based on the availability of carpools. In your opinion, do you think this service would be beneficial to your employees?
- a. Beneficial

b. Not Beneficial

c. Don't know

d. Other/Depends (please fill in notes below)
- _____

13. A fourth service would be an Emergency Ride Home Program: This program would allow for a free or reimbursed taxi ride in the event of a work-day emergency such as an illness, family crisis, unscheduled overtime, or other unforeseen workday emergency. Each employee could use this service up to 8 times a year. In your opinion, do you think this service would be beneficial to your employees?
- a. Beneficial

b. Not Beneficial

c. Don't know

d. Other/Depends (please fill in notes below)
- _____

14. Would you consider investing any funds to help subsidize any of the alternative transportation services described above?
- A. Yes, Public Transit

B. Yes, Commuter Shuttle

C. Yes, Carpooling/Rideshare Program

D. Yes, Guaranteed Ride Home Service

E. Don't Know

F. No. (please fill in notes why below)

G. Other/Depends (please fill in notes why below)
- _____

15. Thank you for taking this survey. Are there any additional comments you would like to make regarding this survey?