Planning for Rail Vision
Suburban Challenges and Initiatives

Stephanie Cronin, Executive Director
WHO ARE WE?

The Middlesex 3 Coalition was incorporated in 2012 as a regional partnership among public and private leaders along Route 3 in Middlesex County.

Middlesex 3 communities include:

- Town of Bedford
- Town of Billerica
- Town of Burlington
- Town of Chelmsford
- Town of Lexington
- City of Lowell
- Town of Tewksbury
- Town of Tyngsborough
- Town of Westford
Middlesex 3 Coalition is a 501(c)6 non-profit entity comprised of regional stakeholders including leaders in finance, education, medical, real estate development, engineering, non-profits and the community at large.
MEMBERSHIP

Interested in membership? Contact Erin Kokinda at ekokinda@middlesex3.com.
The Middlesex 3 Coalition communities share a common goal of fostering economic development, job growth and retention, diversification of the tax base and enhancement of quality of life.

**TARGET TOPIC AREAS / PRIORITIES:**
1. Promotion of the Middlesex 3 Region and corridor
2. **Advocate for improved transportation facilities, services and mobility**
3. Connect employee readiness and workforce development resources with businesses in the region
4. Secondary topic areas in connection with the Coalition’s vision and mission:
   - Expedited permitting process
   - Infrastructure capacity
   - Identification of development parcels and readiness
   - Housing capacity and mixed use development
   - Health care access and affordability
The Middlesex 3 Coalition has 17 member Board of Directors, consisting of six municipal chief executives and ten regional leaders from Middlesex 3 companies and educational institutions.

Sarah Stanton
Bedford Town Manager

John Curran
Billerica Town Manager

John Petrin
Burlington Town Administrator

Paul Cohen
Chelmsford Town Manager

Eileen Donoghue
Lowell City Manager

Matt Hanson
Tyngsborough Town Manager

Judy Burke
Middlesex Community College

Mark Reardon
CBRE

Pamela Anastasi
Enterprise Bank

Steven Tello
UMass Lowell

Robert Buckley
Riemer & Braunstein

Scott Weiss
Gutierrez Company

Michelle Snyder
Lahey Health

Jessica Levesque
Instrumentation Laboratory (IL)

Dean LaMothe
E Ink

Katie Enright
Howard Stein Hudson

Jonathon Proffitt
Kronos
The Future of the North-South Rail Link with Governor Dukakis and Congressman Seth Moulton’s Office

Friday, November 9, 2018
Northeastern Innovation Campus
Burlington, MA

There is a lot of discussion on the North South Rail Link. What does it mean for our region and how can it improve transportation in Massachusetts?

Economic and Employment Outlook 2019
December 2018
TBD
Chelmsford, MA

Please join us for a panel discussion with the Massachusetts Office of Business Development, MassHire (Greater Lowell), and UMass Donahue Institute to discuss the current and future economic state of both the Middlesex 3 region and Massachusetts.
Planning for Rail Vision
Suburban Challenges and Initiatives

Suburban Challenges
Feedback from Middlesex 3 Stakeholders / Outreach Meetings

1. Public transportation to the suburbs is limited.

2. Public transit is unable to respond quickly to employment needs in the region.

3. Connections between RTAs are confusing for new users and disjointed (i.e., imaginary boundaries).

4. Transportation challenges include traffic, congestion, and parking.

5. Need to improve communication among stakeholders.
Middlesex 3 TMA

- Creation of Middlesex 3 Transportation Management Association (M3 TMA) - *Short-term Solution*
- To address transportation issues in the M3 communities of Bedford, Billerica, Burlington, Chelmsford, Lowell, Tewksbury, Tyngsborough, and Westford

<table>
<thead>
<tr>
<th>Basic TMA Programs for Members</th>
<th>Member Benefits</th>
<th>TMA Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ridematching Database</td>
<td>• Improve quality of life of region by reducing traffic</td>
<td>[Image of TMA Members]</td>
</tr>
<tr>
<td>Emergency Ride Home Program</td>
<td>• Help attract and retain valuable employees</td>
<td></td>
</tr>
<tr>
<td>Promoting Active Commuting Options</td>
<td>• Provide commuter planning and transportation options for employees</td>
<td></td>
</tr>
<tr>
<td>Vanpool Formation Assistance</td>
<td>• Save your employees money while reducing their stress level</td>
<td></td>
</tr>
<tr>
<td>Marketing Programs</td>
<td>• Attract tenants by offering valuable commuter services</td>
<td></td>
</tr>
<tr>
<td>Transit Benefits</td>
<td></td>
<td></td>
</tr>
<tr>
<td>“Last Mile” Connections</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Shuttle Services</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Planning for Rail Vision
Suburban Initiatives

M3 TMA Shuttle Services
- Provide TMA members with shuttle service from Boston / Cambridge
- Response to concern to limited public transportation to the suburbs
- Boston area residents - millennials, students, non-car owners - are not applying for available suburban jobs
- Buses take too long
- Commuter Rail
  - First Mile / Last Mile Obstacle
  - Limited Reverse Commute Options
  - Too Expensive

Seed Funding was critical!
Planning for Rail Vision
Suburban Challenges and Initiatives

M3 Transportation Community Compact

• Despite the relative close proximity (~14 miles), there is limited public transportation between Burlington and Lowell, which has impacted access for quality workers.

• The Middlesex 3 Regional Transportation Community Compact evaluated current public transportation services in the area, and develop recommendations for improvements to services that fail to meet current and future demand.

Goals

Improve access to employment, education opportunities, and healthcare for economically disadvantaged individuals, middle skilled workers, students, and others • Alleviate traffic congestion and reducing travel time; Improve air quality • Eliminate existing barriers to providing efficient transportation service • Facilitate economic development by assisting employers in filling job openings through enhanced transportation services.

Project Participants

Middlesex 3 Coalition • Eight municipalities • Northern Middlesex Council of Governments (NMCOG) • Metropolitan Area Planning Council (MAPC) • Central Transportation Planning Staff (CTPS) • LRTA, MBTA, MassDOT, Chambers of Commerce, Workforce Development Boards, business and education leaders, Transportation Management Associations

Recommendations (partial list)

• Increase Park and Ride Lots
• Expansion of M3 TMA Shuttle services
• Establish Mobility Hubs
• Strengthen and update local permitting regulations to require membership in a TMA
• Continue municipal participation in the MassDOT Complete Streets
• Establish agreements with private ride-share services to fill transportation gaps
• Coordinate local transit operations to improve efficiency and enhance service
• Investigate legislative and policy changes to address the barriers to interregional transportation
• Work with private businesses to identify transportation demand management solutions
• Consider legislative changes that would allow RTAs to be reimbursed for service provided beyond the service area boundaries
• Work with the LRTA and MBTA to implement public transit service changes

Complete list on website: Middlesex3.com
Middlesex 3 Transportation Working Group

Creation of a smaller working group to improve regional transportation

- Hire a Middlesex 3 Regional Transportation Coordinator
  - Expand M3TMA and Shuttle Services
  - Connect Transportation Resources with Users
  - Communicate with Stakeholders

- Move Community Compact Recommendations Forward
- Advocate for Transportation Improvements
- Advocate for Better Linkages