

Action Implementation Blueprints



ACTION NAME

Increase use of public transportation and other low-carbon and no-carbon transportation options.

DESCRIPTION OF ACTION

Transportation contributes almost 40% of Concord's GHG emissions.

Concord is home to two stations on the commuter rail and a commuter bus. By improving access to public transit through efforts like providing first-mile/last-mile transit options (from residents' homes to the stations or from the stations to work), we can increase use of public transportation.

Increased ridership of public transportation and use of other low-carbon transportation options will reduce vehicle miles traveled (VMT) and GHG emissions from Concord drivers.

CHAMPION

Sustainability Division, Dept. of Planning and Land Management, Concord Public Works

IMPLEMENTATION STEPS

PLANNING CONSIDERATIONS

TIME FRAME

KEY PARTNERS

1. Identify stakeholder groups, gathering baseline data and barriers to use of public transit and shared transit for commuting, visitors, and in-town mobility.
 - a. Interview current transit riders on the challenges they face in their journey to and from transit.
 - b. Continue to participate in MBTA meetings and advocate for increased service.
 - c. Understand opportunities for regional collaboration
 - d. Evaluate barriers and opportunities for parking solutions at commuter rail stations.

2020-2022

- MBTA
- Concord Public Works
- DPLM
- MAPC
- Concord commuters
- Yankee Line buses rider
- Crosstown Connect riders
- CSEC

2. Pilot operating a local bus to connect town centers with train stations for Concord workers and residents with workforce transportation grant.

2020-2021

- DPLM

3. Collaborate with neighboring communities to pilot transportation for visitors between tourist sites and town centers.

2020-2022

- DPLM
- Trails Committee
- Tourism and Visitor Services
- Minute Man National Historical Park
- Neighboring towns

4. Develop and launch communications plan for encouraging public transit or other shared transit options by visitors and residents.
 - a. Share information on Yankee bus service, commuter rail, and ride-share opportunities on town website and communications platforms.
 - b. Create self-guided 'trail maps' for accessing historic sites by bike or other sustainable transport. Work with businesses and restaurants to offer perks to participating visitors.
 - c. Share interviews with active public transit riders.

2021-2023

- National Parks Service
- Tourism and Visitor Services
- Public Information Office
- Minuteman Media Network

5. Develop a plan for improved accessibility of MBTA transit stops by low/no carbon modes by inventorying safe walking and biking routes, secure bike parking, protected bike lanes, charging for e-bikes, pick-up/drop-off locations.

2023-2024

- MBTA
- Concord Public Works
- Concord Recreation
- Parking Clerk
- Human Services

6. Establish a central transportation planning function within Town government tasked with transportation demand management, encouraging low-carbon transportation options, and developing a long-term transportation plan.

2024-2025

- DPLM
- Town Manager

Increase use of public transportation and other low-carbon and no-carbon transportation options.



FINANCING RESOURCES AND MECHANISMS

- Town budget may fund staff time. If a transportation function is established within town, that function should be responsible for implementing this action.
- The first few steps could be completed as part of a UNH Sustainability Institute Fellowship.
- Complete Streets
- TCI
- MAPC or MAGIC
- Regional or public-private partnerships

TRADEOFFS (CHALLENGES/BARRIERS)

- MBTA Ridership also heavily influenced by fares and system reliability
- Cycling between historic sites for visitors may be limited to advanced riders on roads without cycling lanes

EQUITY CONSIDERATIONS

- Ensure new in-town transportation routes and stops are designed to provide equitable access to residents, visitors, and workers.

TRACKING SUCCESS

Outputs:

- New outreach materials and resources
- New facilities (bike parking, established routes, etc) in and around MBTA Stops
- New transportation modes (buses) and routes for getting around town and the region

Outcomes:

- Reduced GHG emissions from transportation sector
- Improved air quality
- Higher ridership to/from Concord MBTA stops
- High utilization of new facilities
- Higher visitation of historic sites by car-free families

ENGAGING THE COMMUNITY

- Collaborate with tourism and visitor services to help potential tourists plan for a car-free visit.
- Install posters at the MBTA train stops.
- Talk with business owners about employee transportation needs and survey employees.
- Survey residents about how they get around town, get to work, and how they might change habits with additional transportation options.