

Attachment C: Additional Considerations when Completing the Application

When completing the application, use these additional considerations as a guideline for your narrative.

A. Management Capacity

Eligible applicants will have a contract with MassDOT, as such it is important to have a clear understanding of the institutional capacity of the lead sponsoring entity to manage the project, including the availability of management's time and staff's ability to handle reporting activities and civil rights compliance activities. That includes the number of hours each staff member will work on the project, relevant skills, and experience of the project team.

Also, partnerships are encouraged. It is helpful if the project proponents include the name of the entity (or entities) that will support the project, their role, their financial commitment, and any in-kind support they may be providing to the project. Include information related to the entity that will administer the service, and who will be responsible for monitoring the service and responding to customer concerns. Provide details related to the administrator's track record (if any) in monitoring this type of service.

B. ADA Considerations

Describe your ability to meet the requirements of the American with Disabilities Act (ADA) as it relates to project location, service provided, and dissemination of information.

C. Project Types

1. Micromobility projects (bike-share, scooter-share):

- Describe how the project will provide new trips that only would have been possible by motor vehicle, or how the project will shift existing trips from single-occupancy vehicle mode to other modes of transportation.
- Indicate all known existing or connecting fixed-route and paratransit services within a quarter-mile of the proposed service.
- Describe any activity hubs, transit nodes, or other relevant elements that your project connects to/or enhances network connectivity.
- Describe the existing pedestrian and bicycle facilities in the project area and gaps in the pedestrian/bicycle network.
- Describe your plan for informing potential customers about the new service and encouraging them to become regular users.
- Discuss your plans for branding the new service.
- Describe how potential customers will be able to find out more about the service, and how regular customers access real-time information on service disruptions and up-to-date schedules.
- Describe how you plan to collect and maintain usage, demographic, and marketing data.

- Describe how you will determine the success of the service in terms of usage, awareness of the service, and number of trips shifted from single-occupancy vehicle mode to other modes.

2. Transit Access Enhancement Projects

- Indicate the transit routes that will benefit from such access enhancements.
- Include current/existing and projected performance metrics by route. Some of the metrics can be ridership, loading factors, delays, or on-time performance, among other metrics.
- Describe how you will determine the success of the service in terms of usage, awareness of the service, and number of trips shifted from single-occupancy vehicle mode to other modes.
- Describe any destinations, activity hubs, transit nodes, or other relevant elements that your project connects to/or enhances transit services.
- Describe how the community has been involved in the process (conceptualization, design, types of amenities, location, etc.)

3. Public Education and Outreach Activities

- Describe how the public outreach and education align with local sustainability plans, climate reduction plans, or local policies.
- Provide information about short-term, mid-term, or long-range outcomes expected from these activities.
- Describe how you are planning to engage transportation disadvantaged populations or underserved, underrepresented communities.
- Describe how you will determine the success of the public outreach and educational activities. Include what types of metrics will be used to evaluate these activities.
- Describe the media, formats, tools, or strategies that you are planning to use.

4. Travel Demand Management

- Describe how the project will provide new trips that only would have been possible by motor vehicle, or how the project will shift existing trips from single-occupancy vehicle mode to other modes of transportation.
- Describe how potential customers will be able to find out more about the service, and how regular customers access real-time information on service disruptions and up-to-date schedules.
- Describe how you plan to collect and maintain data related to ridership, demographics, and marketing.
- Describe any major destinations, activity hubs, transit nodes, or other relevant elements that your project connects to/or enhances network connectivity.
- If the proposed project focuses on employment transportation, please identify the total number of employees who could be served and provide details about work shifts.