



BLUE HILLS RCC ACTION PLAN

Addressing community transportation in the Blue Hills region

WHO WE ARE

The Blue Hills Regional Coordinating Council (BHRCC) is a group of voluntary stakeholders working together to build healthier communities by addressing transportation inequities and accessibility in the Blue Hills region* of Massachusetts.

*includes the communities of Braintree, Hingham, Hull, Milton, Quincy, Randolph and Weymouth

OUR WORK

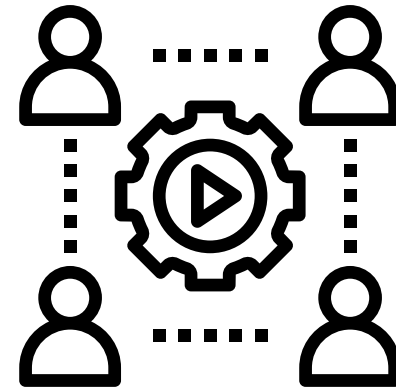
The BHRCC aims to better understand the root causes of access disparities; design a regional action plan to improve access to health by promoting resources and services; and pilot solutions in partnership with organizations across the public, private and nonprofit sectors.



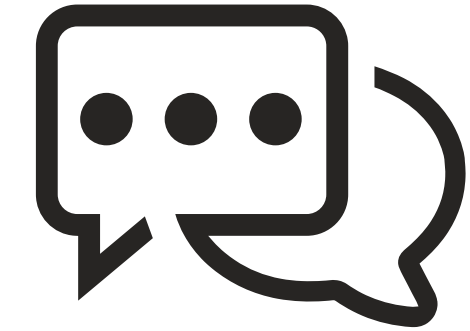
PROJECT GOALS



Access to affordable and reliable transportation



Multi-sector collaboration to address the SDoH



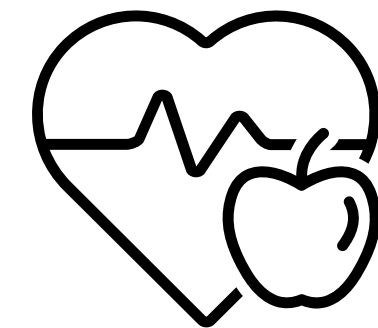
Resident voice included in decision making



Spaces for walkers, bikers, and transit users of all ages

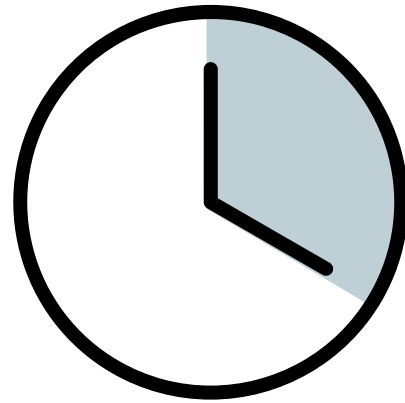


Increased funding for safe streets and reliable transit



Improved resident health and well-being

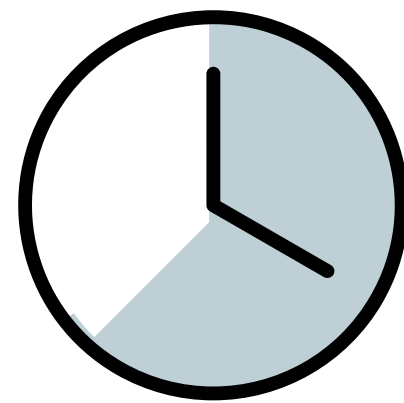
How Do We Get There?



CHANGE IN KNOWLEDGE (SHORT TERM)

We hope to see an increase in...

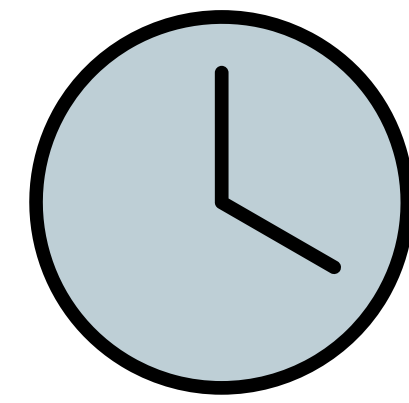
- Awareness of transportation as a social determinant of health
- Conversations ("buzz") around transportation/accessibility
- Awareness of transportation services available in the region



CHANGE IN OPINIONS (MEDIUM TERM)

We hope to see an increase in...

- Consensus and mobilization regarding policy changes
- Community engagement and organizing around transportation
- Resident willingness to use new transportation modalities



CHANGE IN ACTION (LONG TERM)

We hope to see an increase in...

- The # of policy changes proposed
- The # of task forces created
- The # of organizations advocating for systems improvements
- Ridership among community members

A black and white photograph of a spiral-bound notebook resting on a wooden surface. The notebook is open to a page titled 'WEEKLY PLAN'. Below the title, the word 'MONDAY' is printed, followed by a grid of lines. A pen is visible on the page. The notebook is positioned on the left side of the image, with the right side being a dark grey background containing text.

ACTION PLAN

This plan articulates a set of strategies and related actions for addressing transportation inequities and accessibility barriers in the Blue Hills region of Massachusetts. A “Strategy” describes an informed approach for achieving the BHRCC Goal and an “Action” describes a specific and measurable step in implementation of a strategy. In each strategy, we relate the action plan to the BHRCC goal for the region and the priority opportunities and issues identified in the Transportation Needs Assessment.

Action Plan Strategies (overview)

ACTION PLAN IMPLEMENTATION

- Establish structure and roles
- Secure funding
- Foster inclusive participation
- Evaluate changes
- Monitor progress

COMMUNICATION

- Comms. audits
- Information hub
- Visual language
- "Info. Officers"
- Translation

REGIONAL ADVOCACY

- Engage in planning
- Advocate for change
- Local task forces
- "Citizen's Academy"

LOCAL INVESTMENT

- Refine asset maps
- Conduct walk audits
- Design workshops
- Reclaim roads
- Pass policies

COORDINATION OF RESOURCES

- Volunteer drivers
- Taxi/livery contract
- Transit Inventory
- Share resources
- Regional shuttle
- On-demand service

SUPPORTIVE ENVIRONMENTS

- Universal design
- Explore zoning
- Multi-use spaces
- Food delivery
- On-site services
- Village model

TYPES OF CHANGES: **SHORT-TERM** **MEDIUM-TERM** **LONG-TERM**

STRATEGIES

1

Communication

2

Regional Advocacy

3

Local Investment

4

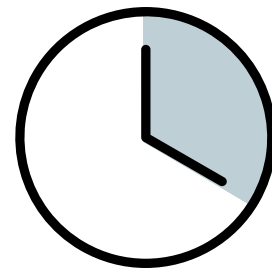
Coordination of Resources

5

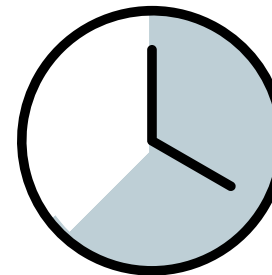
Supportive Environments

STRATEGY 1. COMMUNICATION

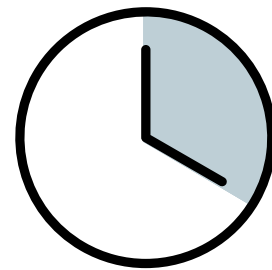
Adopt simplified, user-centered communications between municipally- and privately-operated transportation services and with the public



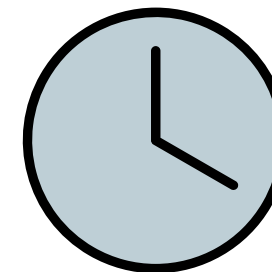
ACTION 1.1. Conduct a community audit of current communication processes to identify preferred channels of communication and new techniques for reaching broader segments of the community.



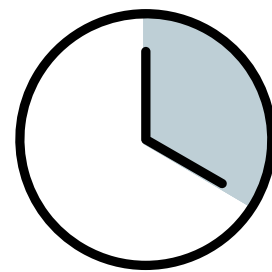
ACTION 1.2. Create a coordinated information hub for regional public and private systems that elevate connection to non-work destinations in BHRCC region.



ACTION 1.3. Develop a shared visual language for regional private and municipally-run transportation services and resources.



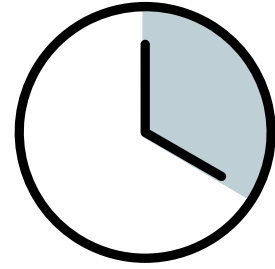
ACTION 1.4. Designate community "Information Officers" to connect residents to transportation resources and maintain information hubs.



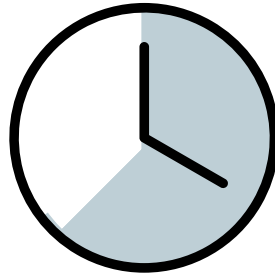
ACTION 1.5. Translate all communication materials, websites, and applications developed into the most commonly spoken languages.

STRATEGY 2. REGIONAL ADVOCACY

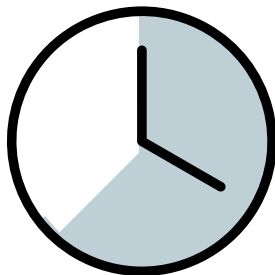
Link municipal and health and human service stakeholders to regional transportation advocacy for transit, shuttle, bicycle, and pedestrian policies and investments



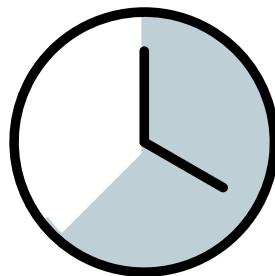
ACTION 2.1. Engage in regional transportation planning processes and meetings by MassDOT and the Boston MPO to advance local and regional transportation goals.



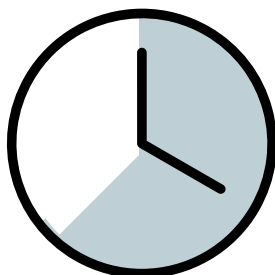
ACTION 2.2. Advocate for regional investments in transit infrastructure, facilities, and service at MBTA Fiscal and Management Control Board meetings.



ACTION 2.3. Proactively engage with the MBTA Bus Network Redesign, MBTA Rail Vision, MBTA fare equity efforts, and BAT Five Year Transit Plan.



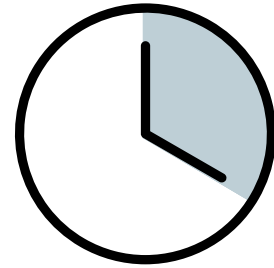
ACTION 2.4. Organize local task forces of stakeholders for cross-sectoral community conversations and collaborative action toward improved streetscapes.



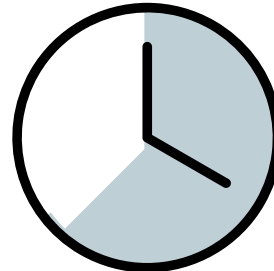
ACTION 2.5. Initiate a "citizens academy" to attract residents and community organizations to be involved in local government and regional advocacy.

STRATEGY 3. LOCAL INVESTMENT

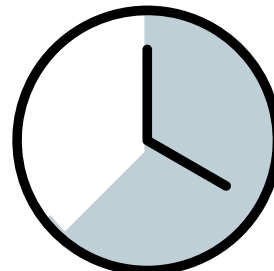
Demonstrate the importance of inclusion and safety in transportation through local policy changes and investment



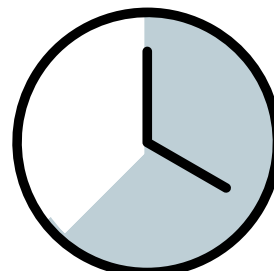
ACTION 3.1. Create community asset maps with residents seeking options and routes to their activities of daily living.



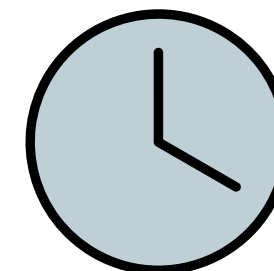
ACTION 3.2. Conduct Age-Friendly (8 to 80) Walk Audits with WalkBoston along prioritized routes to determine infrastructure improvement needs.



ACTION 3.3. Host community design workshops (in person or virtual) to identify high-priority corridors that focus was non-drivers, include shuttles as part of this.



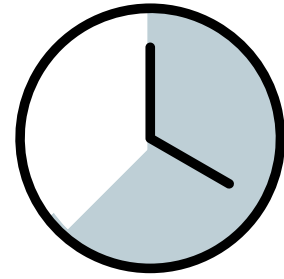
ACTION 3.4. Advocate for municipalities to reclaim road space (e.g., lanes, parking) to create new or widened space for bikers and walkers as well as shuttles and buses along high-priority routes.



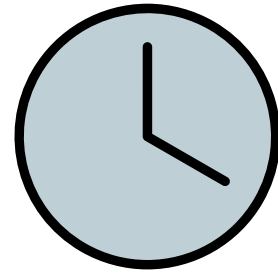
ACTION 3.5. Partner with municipal staff and officials to pass policies and develop specific capital plans that promoting walking, bicycling, public transit, and other sustainable modes.

STRATEGY 4. COORDINATION OF RESOURCES

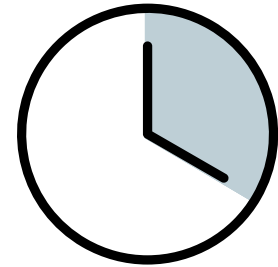
Adopt a coordinated and data-informed approach to operation of transportation resources



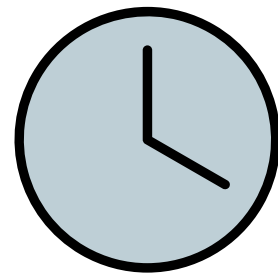
ACTION 4.1. Build on existing mutual-aid or active volunteer networks to match residents with volunteer drivers to meet immediate needs.



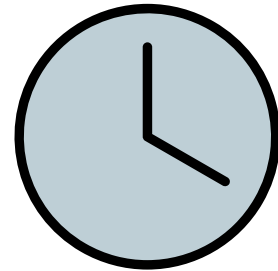
ACTION 4.2. Contract with taxi or livery providers to provide on-demand trips to meet immediate unmet transportation needs.



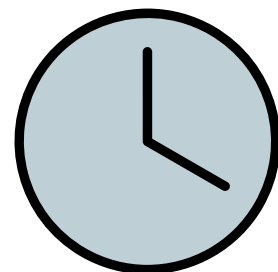
ACTION 4.3. Create an inventory of existing shuttle, paratransit and driver systems and resources in BHRCC region.



ACTION 4.4. Organize a multi-municipal transportation task force.



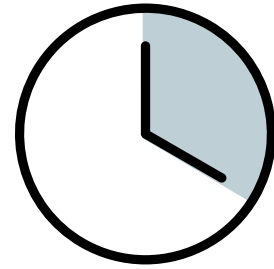
ACTION 4.5. Leverage existing resources to create a multi-municipal circulating shuttle services.



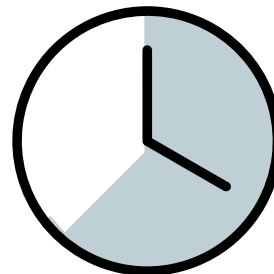
ACTION 4.6. Leverage existing resources and collaboration to create a service that provides priority populations with on-demand rides.

STRATEGY 5. SUPPORTIVE ENVIRONMENTS

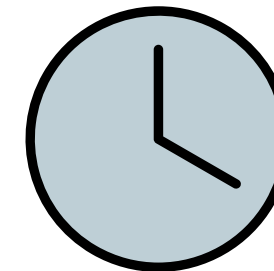
Create supportive
environments and
inclusive places



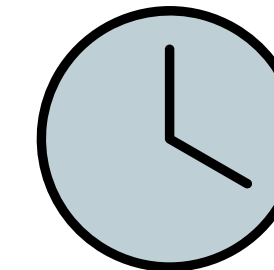
ACTION 5.1. Identify and incentivize private and non-profit partners who are considering Universal Design Standards in their own infrastructure.



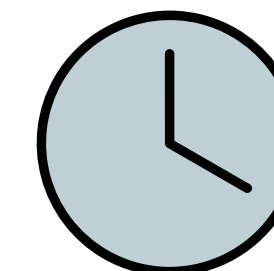
ACTION 5.2. Support and encourage local municipalities to adopt zoning which allows for flexibility in uses, such as Form-Based codes and compact neighborhood design around health-promoting destinations.



ACTION 5.3. Partner with Centers on Aging to re-envision senior centers as inter-generational centers that centralize resources and services.



ACTION 5.4. Partner with non-profits and food pantries to deliver emergency food, fresh food, and housing supplies to Housing Authority Properties.



ACTION 5.5. Work with non-profit partners to plan and construct supportive housing within deed-restricted Affordable Housing; assist in securing subsidy or partnerships for provision of on-site health care, behavioral health, and social services.

NEEDS ASSESSMENT DOCUMENTS

Available to view or download at
[https://www.bluehillsrc.org/needs-
assessment-documents](https://www.bluehillsrc.org/needs-assessment-documents)

- Assessment Summary Infographics
- Design Sprint Process
- Focus Group Transcripts
- Focus Group Themes Matrix
- Maps/tables of Current Transportation Services
- Maps of Identified Important Trip Locations
- Mobility Limitation Demographic Tables
- Planning Document Review Table
- UMB Healthy Aging Handouts
- UMB Community Conversation Highlights