A meeting of the Planning and Economic Development Committee was held on Tuesday, April 18, 2017, at 7:03 p.m. in the Aldermanic Chambers.

Alderwoman Mary Ann Melizzi-Golja, Chair, presided.

Members of Committee present: Alderman-at-Large Daniel T. Moriarty, Vice Chair
Alderman-at-Large Brian S. McCarthy
Alderman Tom Lopez

Members not in Attendance: Alderman Ben Clemons

Also in Attendance: Sarah Marchant, Director, Community Development
Camille Patterson, Transportation Manager

PUBLIC COMMENT

PRESENTATIONS

Nashua Transit System Ten-Year Plan

Ms. Patterson

I’ve been in this position for about nine months. Formerly, I was working at the Nashua Regional Planning Commission. I was working on this project there so I worked on it on both sides, on the city side and on the Regional Planning Commission side. I’m going to talk to you about some of the highlights that are in the comprehensive plan. We partnered with the Regional Planning Commission over a year ago and ended up wrapping this up in the fall.

The first slide highlights some of the things that transit does in an average year. Our number one priority is getting people where they want to go. We are pretty good at that. We have a great staff, many of them have been here for a number of years. We have over 400 bus stops in the city. That’s a lot of stops. In a typical year we provide almost half a million passenger trips. We also provide 20,000 paratransit’s. Those are the demand response trips for folks who qualify for the Adults with Disabilities Act who otherwise can’t take fixed-route transit. We provide a significant amount of free senior trips. Typically we have 20 to 30 riders per hour on our busiest routes. Our busiest routes are 2 and 6, which travel up to Amherst Street, out 101A and then down Daniel Webster Highway, basically your big retail corridors in the city. We only utilize about 15 percent of our total operating budget from city funds. The rest of that we are able to leverage federal transportation administration funds, FTA funds. We also have some contracts with local communities and some of the state agencies as well.

The routes are designed specifically to make sure they go through the dense neighborhoods and hit all of the key retail centers in the city. In doing so, we are able to be in pretty close proximity to schools, to day cares, senior facilities and many job sites throughout the city. Weekdays we start between 5:45 a.m. and 6:00 a.m., depending on the route. Saturdays we start at 8:45 a.m. and service ends at 6:45 p.m. and 5:30 p.m. on Saturday. We also offer the door-to-door response. In the evening we go down to three routes. We have a central route that covers the core downtown area and then we have a north route that goes out Amherst Street, 101A and then down to DW Highway. Those three routes go to 10:45 p.m., Monday through Saturday. They are designed for the employees that work in retail until they close and still get back downtown and to their final destination.
This slide goes from 1995 until 2015. In the last 20 years ridership was essentially doubled. It is heaviest along Amherst Street and DW Highway. It counts for about 52 percent of all of our ridership. Where you see the big swing in increase in the beginning of 2005, that's when we added new services. On Route 6 and 2, rather than coming every hour, it came every ½ hour and with that we significantly increased ridership.

This slide focuses on our fleet and facilities. We have 9 buses, 3 trollies and 9 vans. One of the buses is functioning on CNG. The remaining 8 buses and trollies and vans are all on bi-diesel. The new fleet of buses we are getting will all be CNG. As far as our facilities, we have the transit center which is just outside of City Hall. It is our transfer station for all the routes and our ticketing office. At 11 Riverside Street, we have our maintenance garage which is an 18,000 square foot facility and we have the administration building. The other half of that is shared with the Department of Public Works.

NRPC did a significant amount of outreach last winter. We typically do routine surveys for riders but we wanted to see what potential riders would be interested in. We went beyond surveys on the buses. They advertised at schools throughout the communities and also the regions.

Director Marchant

We plastered the region with great posters.

Ms. Patterson

They were creative. It was supposed to be eye-catching so people would stop and take the electronic survey or fill them out by hand. This slide focuses on the current riders. The vast majority use it as a necessity rather than a choice. 73 percent said it met their current needs. 20 percent requested service to Walmart. There was also significant interest in Lowell MBTA station and Manchester Airport. Potential riders from other communities, 60 percent said they would be interested in going beyond Nashua, maybe to Manchester, Lowell or Boston. 74 percent said they would use transit if it was available in their community. The potential riders were pretty interested in technology. They wanted to see the ability to use their phone to either pay, real time bus tracking. 61 percent was interested in Nashua and 52 percent in their community.

This map shows ridership by bus stop. The key thing is the very busy stops in dark red. South Nashua down by the mall, the Market Basket in South Nashua is big destinations. Also, Coliseum Avenue and the Christmas Tree Shop were significant. Out on Amherst Street, Market Basket plaza, the Technical Community College was big. The last big bus stop at the end is Westside Plaza that has Pier One and another Market Basket.

The NRPC GIS Manager was able to do a pretty detailed ridership analysis. If you focus on the areas that at grey versus green. She looked at demographic data such as density, income and overlaid that with major attractions and retail and job sites. Anywhere you see that grey/green area are the areas we perceive to be the greatest need for transit ridership. 101A out towards Milford and then Route 3 north into Merrimack and Route 3 in Hudson are the other areas that come up as being well served by transit. You have ridership that would likely support transit in those areas.

When we looked at options for expanded service, we focused on the city, the greater region and then beyond the region. Earlier Saturday morning service has been requested for a quite a number of years. Having it start at 5:45 a.m. has been requested. We would like to see eventually getting access to the Crown Street Park and ride with rail. When rail comes, we will adjust our routes in that area to make sure they accommodate the rail schedule. Also, establishment of Sunday service. I know Alderman Lopez was asking me about this before. That requires opening up our dispatch center on Sunday. It would require additional funding to do that.

Again in the greater region, people have expressed going to Walmart. We have looked at going to the Amherst Walmart. It would nice to make that connection at the end of Westside Plaza and making ½ hour
route to Walmart and then doing ½ hour up to the outlets. It would be a nice hour loop and it would get people to other jobs and shopping destinations in the region. Also extending out 101A out to Milford and up into Merrimack and Hudson. If we could get to the outlets and then use that as a switching point and meet up with Manchester transit for people to get up there to hospitals, job sites. We then looked at seasonal options like Hampton Beach and Canobie.

Historically, NTS has focused on safety. Something I think now we need to be focusing on is technology. When I did research on this, depending on what technology you want to use, what company the prices vary significantly. It will require additional time and research with options but it is something high on our priority lists. The benefit of a touch card fare system, like the Charlie system, would be we could sell tickets at other locations than the transit center downtown. We've had people ask if they could buy them at the grocery stores. Real time bus tracking would be great during bad weather. Having an app on your phone would be a huge advantage and Wi-Fi at the transit center.

The short term items that we are focusing on now include plans to start a limited Hampton service this summer. We are looking at going four days, once each month June through September. Manchester, Lowell does this. For $5 people can get on the bus and go to Hampton and not worry about parking. A pilot real bus tracking we have in the works. We are looking for people who will agree to use the bus so many times a month and in exchange for a free pass, they provide their input on whether they like the app or not. Limited service to Walmart we are looking at trying. We could start out doing it a couple times of week for a limited amount of hours and see how successful it is. We have doing some significant increase in marketing outreach. We are required to do some of this through FTA. Staff going with people and riding the bus. We find if people get over the hurdle, anxiety goes away and they are comfortable using the bus on a regular basis. Also, our bus and fleet replacement. We are going to be getting 8 new buses probably just after Thanksgiving. Then we are looking at getting six new vans about a year from now.

Long term improvements, we need to make improvements at the transit center. It is a heavily used area. We need to be budgeting and looking at grants for an overhaul of the building internally. There is also some issues with the pavement around it. It is sinking. We need to have an engineering study done to look at the drainage issues. We’re looking at additional grants that might come out since it’s a good chunk of chain to do something like that.

Alderman Lopez

The chart that you have showing ridership on fixed points and demand, it looked like the demand ridership is dropping as we increase the service.

Ms. Patterson

Yes. Historically, my understanding is when NTS started, it started out as a demand response service. Then we added the fixed route after the fact. That’s probably why you see a higher amount of the demand response early on. Some of that change is also the education our staff has been able to do. Recently we have had a lot of requests from places like the Plus Co. We trained at the Plus Co. with a number of their clients. We’re trying to do more outreach to make sure that people who need the service are getting access to it.

Alderman Lopez

I know from personal experience working at Greater Nashua Mental Health that trying to help people get out in the community and learn how to ride the bus, once they get it there’s a sense of freedom. Now I can do things other people do. I definitely support that. I think adding that technology app to track where things are will be really helpful in blizzards, rain. It will help people with mobility issues to figure out how long it will take them to get down to a place so are not overdoing it and have to wait in the sun. There’s a lot of people I think would be in favor of that. I also think you are going to save a lot of people if you have multiple ticket locations.
because there’s always the guy that doesn’t have the exact change and if you aren’t downtown, you can’t get a ticket.

Alderman McCarthy

I find it curious in the list of places you said people want to get to that Manchester is not particularly on the list other than connecting to the Manchester bus system. No requests for the arena?

Ms. Patterson

No, not the arena. People express interest in Manchester kind of like the communities in the region. It doesn’t elevate more so which is kind of interesting. We still hear the connection to Lowell too. My only thought on that is that more people are using the medical options that we have in Nashua and not necessarily going to Manchester for them. The good thing is we do have the connection with Manchester and we do work fairly close with them and they are open with having more connections with us. If we both go to the outlets it would be a great transit point.

Alderman McCarthy

I just would have expected there would be people who wanted to go to either the Fisher Cats Stadium or to the arena.

Ms. Patterson

Believe it or not, Walmart is definitely ahead of that. There are some advantages to going to Walmart. Our funding is also based on the revenue vehicle miles we do every year. Going out to Walmart gives us more miles. The number one thing you can do to increase ridership on your system is to provide access to a Walmart. I think doing a pilot to see how successful we are and then grow from that is what our ridership wants.

Alderman Lopez

I’m pretty sure if you added the Hudson Walmart to your loop a lot of people would use it because it is within site but you have to get off the bus and walk across the bridge. People would love to go, they just can’t quite pull it off. The other thing we do have a connection with Manchester and by virtue also Concord. You can take the Nashua bus to the Christmas Tree shop. There are certain points in the schedule that intersect with the Manchester bus dropping off in Nashua. It takes you back to the center of New Hampshire and that also intersects with the Concord one. But all of those are not really well orchestrated. That’s no shade on our program or the Manchester program. But if anyone out there is planning a trip, make sure you know where your connectors are because some of them are within minutes of your drop off and others are 45 minutes to an hour wait.

Ms. Patterson

I think there’s opportunity to make better connections moving forward.

Downtown Riverfront Development Plan

Director Marchant

James has certainly been a partner on this project as well. There is a memo that went out in your packets. The city has kicked off just recently this downtown riverfront planning project. It is a master planning project. It is a very short timeline that’s kind of intense. The goal is to create an implemental project or projects at the
end. We put out a RFP last fall and selected Halvorson Design Group out of Boston and Horsely Whitten Group. They have been nothing but phenomenal to work with.

We also partnered with CoUrbanize. We have this amazing website, CoUrbanize Nashua that is set up to collect a lot of the data from this project. We are going to a lot of different groups, talking to a lot of different people trying to get an immense of information in a short amount of time, and we need to organize it. This website is a really cool way to do that. Basically it has the study area which is in the slightly lighter color, which shows our main study area is the downtown. It starts just south of Gate City Fence, Ledge Street, includes most of the Millyard, the edge of Mine Falls Park. It follows the downtown to the Main Street bridge around here and passed the Jackson Falls Dam, down passed BAE, and the project area ends at the Canal Street Bridge passed BAE. The goal is to hear in the next week or so a little bit more. We are collecting basic ideas and comments from people.

The blue dot is what is great. Purple is what is missing. Orange is what could be better. What will happen in a week or two is Halvorson with us will sit down and we will go through the majority of the comments. They are going to create some visualizations of what people are talking about. We will have some beautiful visuals of how things could look different. They also did a drone flight last week of the river of this whole area. They will be able to put the visualizations of changes and idea right into the drone flight. We should be able to come back to you in the middle of May with some good ideas generated by the public that we can say this is what we are thinking. We do like this; we don’t like that. From there, we will do a little bit more public outreach and hoping to have this all wrapped up by June to have a final plan in front of you for July. It will have the list of projects and things we want to do with basic cost outlines.

If you click on any one of these dots, you get an idea of what someone put in. These are mostly from the kickoff meeting the other night. Then someone can comment on it. It’s a really nice crowd sourcing platform to talk about different ideas. I know there’s a lot of comments about signage. A lot of the talk has been how do we connect. Nobody knows that Mine Falls Park is right here. How do we connect to Mine Falls Park better to the Riverwalk that’s existing. We have miles of trails, 300 acres. We’re connecting Mine Falls shortly to the Heritage Rail Trail. How can we connect it better to the downtown waterfront.

The website is our main way to collect information. It also has under the info page a basic overview of the project. It has all these plans standing up in front of you that you can open and download. It also gives you updates and timelines for the project. It’s a pretty comprehensive website. If you have ideas, please come to this website and add in your information and share this with friends or people who might be interested. There’s a whole lot of feedback we’d like to get. The more we get, the better the plan can be.

We have a lot of opportunities downtown in our waterfront. A big piece of this is the economic development and how do people know that we have this gorgeous river right here. We don’t interact with it quite enough. There’s connections we would like to improve upon. We basically broke it down into four quads.

The first quad is the Millyard. It goes from Gate City Fence and the future pedestrian bridge right here to the Mine Falls Park connection and all of the Millyard area. Here’s the Broad Street Parkway, the Clocktower and the transfer bridge is here which is the walkway around the riverfront. It’s really not far to the connection right here to Mine Falls Park, but nobody knows about it. All these little call outs are ideas about what we could do. We do have a little plug for this Saturday, the 22nd, at 11:00 a.m. There’s a new public boat launch opening. The owner of Millyard Tech Park has entered into a license agreement with the city and is allowing public boating access from that location. He is also allowing people to park in his parking lot for free.

Quadrant 2 is the main downtown, Greeley & Cotton. A lot of conversation is going on about what is the future of the Greeley House. We’ve heard that in many different areas, whether we are talking about performing arts or downtown, the new Brady Sullivan redevelopment of some of those mill buildings and the French Park, the Renaissance. It has been so activated by all kinds of amazing community events: the Farmer’s Market and the Music Festival. It’s really got a lot more potential to interact with the river and be a
more ideal public space. A lot of the ideas you will see on this one relate to that and how we can better connect to the river within this area.

Quadrant 3, Jackson Falls, the dam at Marguerite’s is here. It’s from the Main Street bridge. There’s the bridge here from Peddler’s Daughter down passed Jackson Falls Condos that was always intended to go off of all four sides of the bridge, to go off Riverside Barbeque, to go from Bicentennial Park around Water Street and then to go around the Telegraph building and down towards the library to connect the library walk. We’re talking about those connections that are still very much of interest to the public. There’s a lot of talk about the library walk that it’s not the safest walk right now and how can we open it up and get more light in there, whether it’s natural light during the day by removing some canopy covers or adding lights and allowing this to be a much safer walkway.

Partnering with BAE, we’ve had conversations with them several times over the years. They would like better passage through their parking lot for their employees, but also for the many people who walk across the railroad bridge and are trying to walk downtown. They are very interested in furthering conversations with us along that route.

Alderman Moriarty

Didn’t we sign an easement along that whole BAE parking lot within the past year?

Director Marchant

We had discussions about it in the past year. Nothing has been finalized and signed. We’d like to kind of move that along.

Alderman McCarthy

I think you may be thinking of the section that connects across from the walkway passed Jackson Falls to the Marguerite’s lot. We reached an agreement there.

Director Marchant

BAE painted a walkway through the middle at the end of those lots. It’s not ideal. There’s 2,000 – 3,000 people working there who want to interact with downtown on a regular basis. Have lunch and use our retails and shops, and how can we better connect them. We’ve have a lot of conversations about connecting along the riverside. A walk on the riverside. And, now the city is in full ownership of the dam and all of that area.

The last piece is kind of focusing on our future connections. From the railroad bridge passed Temple. A little bit of bike connection is there. Here in this area we are really looking to continue the path towards the Merrimack. There’s a lot of bullet points about can we connect this all the way down towards the Merrimack River and making sure that we are connecting downtown and the pedestrian access to the future rail station, making sure all these walkways and areas are all connected to really align everything togheter and looking at how that connects to the river.

We do have a lot of information on the environmental constraints, utilities constraints in the areas that are also up on the website on the information page. There’s tons of great maps showing you where the drainage is, where we have gas lines, power lines, and easements that we have to worry about.

Alderman Lopez

The area on the other side of the footbridge could definitely use even one light. When you are crossing onto the southern side of it, that area is very, very dark. It’s behind an abandoned store that just adds to the tone. There’s a lot of community messaging going on in the back of that wall. That really spot is a great trailhead if
it were developed a little bit or cleaned up. It would be a great entry point into the library walk itself which is very nice during the day. Once you get to the end of it, you go up some stairs to the library. Some kids stenciled on inspirational quotes. You would have to be looking right down to see them, but it’s a really nice area that is underused just because the entryway to it is pretty creepy basically.

Alderman Moriarty

I noticed AICP at the end of your name as did the previous speaker. What is the acronym?

Director Marchant

The American Institute of Certified Planners. We’re officially planners.

Alderman Lopez

The area we are talking about for potentially connecting the rail trail to the potential commuter rail, along East Hollis, that has more immediate utility too. I’ve heard a lot of when the commuter rail comes in, and that’s not exactly around the corner, there is a development happening on Marshall Street which enhancing the walkability of that will keep you from walking down East Hollis. It will connect people in Crown Hill to downtown with a safer and easier way to get back and forth. There’s really not a lot of services for people in Crown Hill in that area.

Director Marchant

I agree. This is actually north of that. You’re speaking of the former acquisitions of the former rail trail. It parallels East Hollis Street. We do have easements or right-of-way in that area. We’re actively keeping an eye out for grant money to finish the trail. It is in the CIP; it’s just not something we have been able to fund yet. That is a key corridor that will also go to the future rail station.

Alderman McCarthy

I am really glad to see this is going on. Looking at the little arrows from the survey, I only counted blue ones. When I looked at some of them, they generally take the form this is great but and then describes some shortcoming. There’s more purple ones than I can count which indicates to me two things: 1) we neglected the river about long enough; and 2) there is tremendous interest in having access and making a good place to be.

Chairwoman Melizzi-Golja

You mentioned there is going to be some other public opportunity. Do you have dates, times and locations?

Director Marchant

I don’t have specific dates yet. It is probably going to be the week of the 17th in May. I haven’t been able to nail down any exact dates yet. If you go onto the website, we can notify you when we are going to have the next public meeting. Also anything that we post or discuss at that meeting will be posted on the website under the info page. You will be able to pull up all the images, pull up the drone video frontage. The website is very accessible and usable for people who can’t make public meetings very easily. We are also talking to all the property owners in the district. We are going out and meeting with them, like Clocktower and Cotton Mill and everyone living in this area. We’re really trying to go to them and try to pull a lot of information out, and directing everybody to this website. We’re also hitting some community groups. We had some great coverage from GAD. We’re trying to overlap with a lot of different groups to see if we can get the most reach possible.
The meeting in May is to look at some of the visualizations. The first phase was getting the feedback. Then they are going to do some of the visualizations so we can say this is what we heard from you, is this what you are thinking?

Alderman McCarthy

I just want to point out that anybody looking for the website, the easiest way to find it is google CoUrbanize Nashua. It comes up at the top.

Alderman Lopez

There is a lot of growing gorilla interest in the waterways and the use of them. Looking at these comments, I notice several of the members are part of the Nashua Area Kayak Expiration Destination, NAKED Group. They have been growing steadily. They usually have a fleet of kayaks floating down the river. Has anybody talked with Economic Development about trying to encourage a boat house or a canoe rental or kayak rental along the river?

Director Marchant

This project is absolutely a partnership between community development, waterways - Madeleine would be here tonight, but she is on maternity leave, our waterways manager – and economic development. James and Director Cummings have certainly had conversations about this. We are seeing a lot of feedback on it. I think projects like this and getting all that feedback are helpful so James and Tim have something to go to business people with.

Alderman Moriarty

Where along the riverfront do we have easements already in place without trail where a dozen people with tree saws could clear it? The reason I am asking is that is almost free trails. You don’t need a grant.

Director Marchant

Along the river you can’t just cut trees and things unfortunately. You have to be careful. I think a lot of it is shoreline protection exempt because it is an urbanized area. The city has easements not on this edge of the riverfront, but there’s that trail that comes back here. We have trail easements throug here. This is privately owned here. There’s a lot more areas that we don’t have. The areas we do have along the rivers have largely been turned into trails in some kind or another. There’s other areas where do have trails, like the library walk, but you need to be really careful about what you are doing just because there’s large amounts of asbestos underground so we’re not going to touch any roots. We would need a plan to do that in such a way that we don’t break any barriers that have been put in so we don’t disturb any of the asbestos. We have been able to do a lot of clearing next to the dam. We don’t have an easement along with waterway along the edge of BAE. That would be huge, but I don’t think there’s much we can do right now unfortunately.

Chairwoman Melizzi-Golja

Thank you.

COMMUNICATIONS – None

UNFINISHED BUSINESS – None

NEW BUSINESS - RESOLUTIONS - None
NEW BUSINESS – ORDINANCES

O-17-036

Endorsers: Mayor Jim Donchess
Alderman-at-Large Brian S. McCarthy
Alderwoman Mary Ann Melizzi-Golja

AMENDING THE ACCESSORY DWELLING ORDINANCE

- Public Hearing scheduled for 5/16/17
- Also assigned to the Nashua City Planning Board

MOTION BY ALDERMAN HOLD TO TABLE O-17-36 PENDING THE PUBLIC HEARING SCHEDULED FOR MAY 16, 2017, AT 7:00 PM IN THE ALDERMANIC CHAMBER

ON THE QUESTION

Alderman Moriarty

That's a hold, not a table?

Alderman McCarthy

It doesn't much matter, but is was basically postponed to a time certain.

MOTION CARRIED

GENERAL DISCUSSION – None

PUBLIC COMMENT – None

REMARKS BY THE ALDERMEN

Alderman Lopez

The formerly empty restaurant space by Palm Square is now occupied by the Arbor. They are serving dinners right now. I talked to the manager today, and they are thinking about having lunches and hopefully someday breakfast. Also, this Saturday we are hosting a 5K for veterans starting at Mine Falls Millyard entrance. That starts at 10:00 a.m.

POSSIBLE NON-PUBLIC SESSION

ADJOURNMENT

MOTION BY ALDERMAN MORIARTY TO ADJOURN
MOTION CARRIED

The meeting was declared adjourned at 7:52 pm.

Alderman-at-Large Daniel T. Moriarty
Committee Clerk
Nashua Transit System

Comprehensive Plan
2016-2025

Planning & Economic Development Committee
April 18, 2017
Nashua Transit System

- Existing NTS Service
- Why Transit Matters
- Expanded Service
  A Closer Look
- The Road Ahead
What do we do in 1 year?

#1 Priority - Getting people where they want to go.

- Serve over 400 bus stops in the City.
- Provide almost 500,000 passenger trips.
- Approximately 20,000 ADA para-transit trips.
- Just under 100,000 free senior trips.
- Over 600,000 miles traveled annually.
- Peak service 20-30 riders per hour on our busiest routes.

We do all of this with approximately 15% of our total operating budget utilizing City funds.
Existing NTS Service

- Fixed Route
  - Weekdays
    5:45 am – 6:45 pm
  - Saturdays
    8:45 am – 5:30
- Para-Transit
  - ADA Door to Door Service - Citywide
Existing NTS Service

- Fixed Route
  - Weekdays
    6:45 - 10:45 pm
  - Saturdays
    5:45 – 10:45

Night Service

[Map of Night Service routes in Nashua]
Existing NTS Service

- Fixed Route Ridership has doubled in the last 20 years.
- Heaviest along Amherst St. and D.W. Highway
- Accounts for approximately 52% of all ridership.
- Stabilized in recent years.
NTS Fleet & Facilities

Nashua Transit System Bus Garage – 11 Riverside St.
• 18,000 square foot maintenance and garage facility

Nashua Transit System Administration Building
11 Riverside St.
• Admin Building and dispatch center of operations

Nashua Transit Center
• Transfer station for all routes and ticket office

9 Buses
3 Trolleys
9 Vans
Outreach

Current Riders
• Vast majority use transit out of necessity
• 73% said service met their current needs
• 20% requested service to Walmart
• Significant interest in service to Hudson, Milford, Amherst, Merrimack, Lowell MBTA, and MHT Airport
Outreach

Potential Riders

- 60% would like transit beyond Nashua Region – to Manchester, Lowell, Boston
- 74% would use transit if available
- Significant interest in Technology
- 61% interested in transit to Nashua, 52% within their community
## Ridership by Bus Stop

<table>
<thead>
<tr>
<th>Example Existing Stop Locations</th>
<th>Annual Estimated Ridership (boardings &amp; alightings)</th>
<th>Ridership Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Simon - Ledge St</td>
<td>169</td>
<td>Very Light (&lt;700)</td>
</tr>
<tr>
<td>2. Mt Pleasant School</td>
<td>252</td>
<td>Light (701-1100)</td>
</tr>
<tr>
<td>3. Chunky’s</td>
<td>651</td>
<td>Busy (3301-6600)</td>
</tr>
<tr>
<td>4. Lake St. Fire Station</td>
<td>728</td>
<td>Very Busy (&gt;6600)*</td>
</tr>
<tr>
<td>5. Celina - Northwest Blvd</td>
<td>837</td>
<td></td>
</tr>
<tr>
<td>6. Kinsley - Chestnut</td>
<td>1069</td>
<td></td>
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<tr>
<td>7. DW Hwy - FunWorld</td>
<td>1662</td>
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<td>8. Somerset Parkway - Kessler Farm</td>
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<td>9. Dartmouth Hitchcock Clinic</td>
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<tr>
<td>10. Kinsley - Joseph Shelter</td>
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<tr>
<td>11. Amherst Park</td>
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<tr>
<td>12. Pine - Arel Manor</td>
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<td>13. Nashua Community College</td>
<td>6727</td>
<td></td>
</tr>
<tr>
<td>14. Royal Ridge Center - Hallmark</td>
<td>11,250</td>
<td></td>
</tr>
<tr>
<td>15. Nashua Mall Christmas Tree Shops</td>
<td>15,485</td>
<td></td>
</tr>
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Ridership Analysis
Expanded Service

- Within the City
- Within the Region
- Beyond the Region
- Seasonal Service

City of Nashua
- Earlier Saturday Morning Service
- Access to the Crown Street Park and Ride with Rail
- Establishment of Sunday Service

The Greater Region
- Amherst Walmart / Merrimack Outlets
- West - 101 A Merrimack/Amherst/Milford
- North - Merrimack - Daniel Webster Hwy
- East - Hudson – Route 3A

Beyond the Region and Seasonal
- Boston Manchester Regional Airport
- Connection with Manchester Transit (Merrimack Outlets)
- Hampton Beach
- Canobie Lake
Technology

- Electronic Payment
  - Phone App
  - Online CC Payment
  - Touch Card Fare System (MBTA)
- Real Time Bus Tracking
- Wifi at the Transit Center
The Road Ahead

Short Term
• Hampton Beach
• Pilot for Real Time Bus Tracking - Swiftly
• Limited Service to Walmart
• Increased Marketing and Outreach
• Bus and Van Fleet Replacement

Long Term
• Transit Center Improvements
• Expanded Service to Walmart and Western Communities
• Service to the Merrimack Outlets
• Boston Manchester Airport
• Connections to Nashua Rail / Lowell
• Electronic Fare Payment
Contact

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What’s great about Nashua’s Downtown riverfront?

April 18, 2017

In partnership with Halvorson Design & Horsley Whitten Group
CoUrbanize Nashua

http://courb.co/nashua
Opportunities
Project Area
Quadrant 1
The Millyard
Quadrant 2
Greeley & Cotton
Quadrant 3
Jackson Falls
Quadrant 4
Armory & Bridge
Follow Community Development on social media!

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