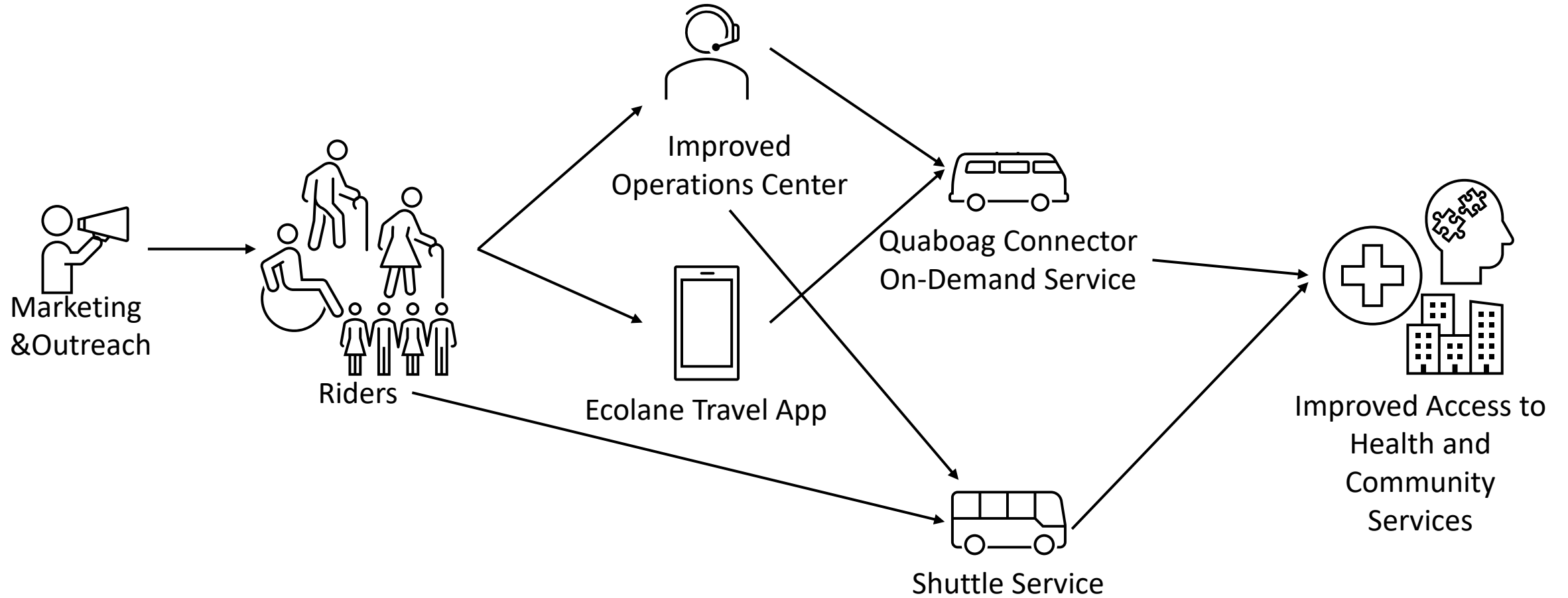


# The Quaboag Connector: Solutions for Rural Transportation Logic Model

## Quaboag Valley Community Development Corporation



Supported by Leadership Team and QRCC Advisory Board

Nov. 2020

## Quaboag Connector: Solutions for Rural Transportation

		Outputs			Outcomes		
Problem	Inputs	Participants	Activities	Products	Short-term Outcomes	Intermediate	Long-term
<p>Limited access to healthy food, medical care, employment, education, and services to reduce isolation negatively impact the health of the residents of our communities</p>	<ul style="list-style-type: none"> <li>• Funding from THFCM</li> <li>• Leveraged funding from other sources</li> <li>• Vehicles</li> <li>• Staff</li> <li>• Ecolane App</li> <li>• Leadership Team expertise in key areas (health, public transportation, etc.)</li> </ul>	<p>Residents of Ware, Palmer, Belchertown, East Brookfield, Brookfield, West Brookfield, Monson, Hardwick, Warren, Brimfield, North Brookfield, Holland, and Wales, with a specific focus on:</p> <ul style="list-style-type: none"> <li>• older adults,</li> <li>• residents with disabilities, and</li> <li>• low-income residents</li> </ul>	<ul style="list-style-type: none"> <li>• Develop a fixed route service</li> <li>• Acquire vehicles as needed</li> <li>• Hire and train staff</li> <li>• Develop operations policies and procedures</li> <li>• Conduct marketing and outreach</li> <li>• Update website</li> <li>• Develop resources to train residents on use of app</li> <li>• Coordinate pilot with PVTA Micro-transit grant</li> <li>• Participate on East-West Rail Initiative Committee</li> <li>• Monitor and use data to improve system</li> <li>• Gather input from Leadership Team and QRCC Advisory Board</li> <li>• Gather input from Community Members Advisory Group</li> <li>• Conduct advocacy to sustain resources</li> <li>• Add additional community stakeholders to the Quaboag Regional Coordinating Council</li> <li>• Implementation of data-gathering systems</li> </ul>	<ul style="list-style-type: none"> <li>• Fixed route shuttle</li> <li>• Demand response door-to-door service</li> <li>• Improved Operations Center</li> <li>• App tailored to the region</li> <li>• Marketing and outreach materials</li> <li>• Training materials</li> <li>• Quarterly data reports</li> </ul>	<p><b>Pilot:</b></p> <ul style="list-style-type: none"> <li>• Successfully run 60 trips per week with at least 180 passengers via fixed route service</li> <li>• At least 50% of fixed-route riders satisfied</li> <li>• Provide demand-response service to at least 100 unique riders over at least 300 trips</li> <li>• At least 75% of demand-response riders satisfied</li> </ul> <p><b>5-year Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Successfully run 120 trips per week with at least 720 passengers via fixed route service</li> <li>• At least 80% of fixed-route riders satisfied</li> <li>• Provide demand-response service to at least 200 unique riders over at least 800 trips</li> <li>• At least 90% of demand-response riders satisfied</li> </ul>	<ul style="list-style-type: none"> <li>• Improved access to health and community services</li> <li>• Fewer missed medical appointments within the region</li> <li>• Improved access to job opportunities within the region</li> </ul>	<ul style="list-style-type: none"> <li>• Improved health and social areas that contribute to health (e.g., employment, social connection)</li> <li>• Increased funding for transportation initiatives in the region</li> <li>• Increased engagement in transportation initiatives from community stakeholders and members</li> </ul>