



NewMo Update

February 28, 2022



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Nicole Freedman / Director of Transportation Planning
City of Newton
nfreedman@newtonma.gov

Vision

- Mobility (Job Access+)
- Sustainability
- Equity



"I am a **low income mom** and I **do not have a vehicle** so it is hard for us to get around Newton and also for my son to get to Newton North high school. I could never able to afford a ride for my son to get to school ...but with NewMo it made it possible ...I can't thank you enough and how much of a help this has been to us." – B.L.

"NEWMO is a **game changer for our son** and his ability to access to the community safely!" – **Mark, father of disabled son**

"Thank you..!! I am a commuter with **a mile long walk to work from the T**. It is helpful to have the Newmo option" – *Survey respondent*



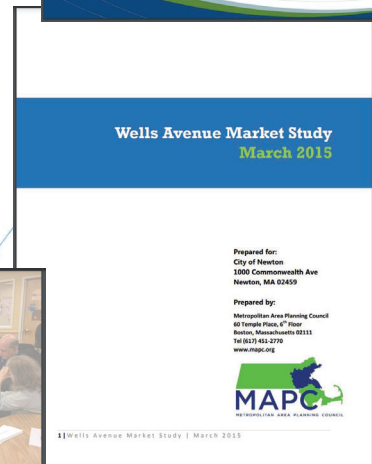
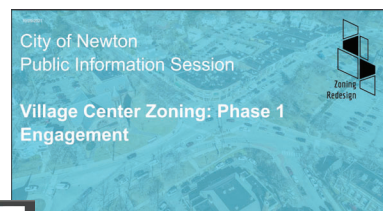
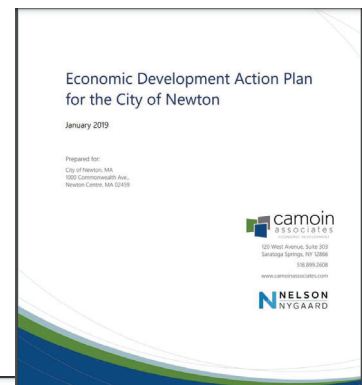
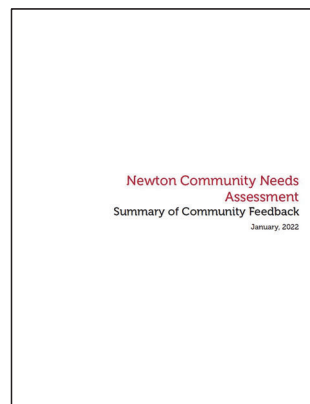
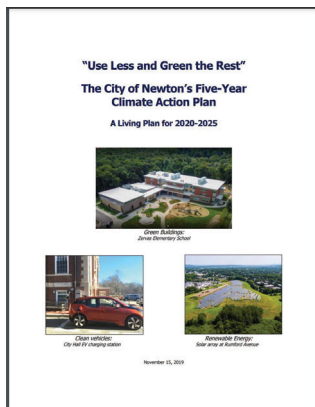
...It worked perfectly. I walked 200 feet from my house and my ride came within 5 minutes... it did **save a car trip for me all the way into Boston** and back. ...and the car was clean and green. - *Dave*

"This is a **great affordable and safe service**. I hope it continues, ... as we do not drive" – *survey respondent*

I'm grateful for the NewMo ride service, because I'm a low-income disabled person living on a fixed income, therefore, I **can't afford to hire a cab every week**. Most often I **go to the supermarket**, and the drivers are always kind enough to help me with my bags" – N.G.

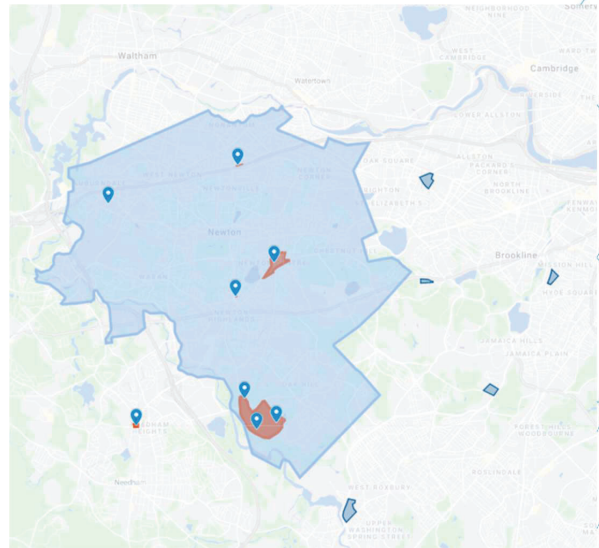
"**NewMo changed a family's life**. When our organization moved a political asylum family into Newton with nothing, **NewMo enabled them to register their child in school, buy groceries, go to the library to register for ESL classes**. They would have been (and would continue to be) lost without it.. [it was] a Godsend in getting [their daughter] registered in school. What a city we live in." – *G. political asylum sponsor*

Consistent with City Plans



Background

- **Before 2019 – Senior Taxi service:**
 - City funded taxi rides for seniors
 - 20,000+ annual trips
- **June 2019 - Senior Service launched:**
 - Serving seniors select locations + medical facilities outside the city
 - Pre-Covid pace: ~20,000 annual trips
- **July 2021 - Commuter Service launched:**
 - Connect major transit hubs and key business districts
- **October 2021 - Citywide Expansion:**
 - City wide access for all riders



How NewMo Works

- On-Demand
- Shared Rides
- App or Phone
- Anywhere in Newton+
- Corner-to-corner/ door-to-door
- \$2.0 (\$.50 low-income)



Service Overview

1,550

Unique users completing a ride

Up to 700+ unique riders take NewMo every month and 736 users have completed 5+ trips.

560%

Increase in average weekly trips since service expansion

NewMo ridership continues to grow week-over-week, and averaged **1137 weekly trips** for February, 2022,

4.9/5

Average rider rating out of 5 since expansion

Riders who leave reviews largely rate the service highly.

45,107

Total NewMo rides since 2019

Senior ridership plummeted to 20% of pre-pandemic levels and has since recovered to 62% of pre-pandemic levels.

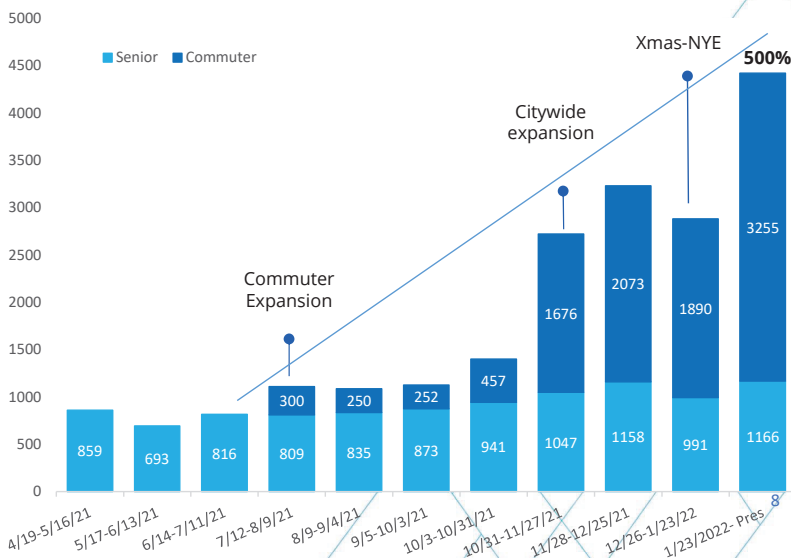
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Average daily weekday trips

NewMo recently set a single-day record of **263 rides** on February 18.

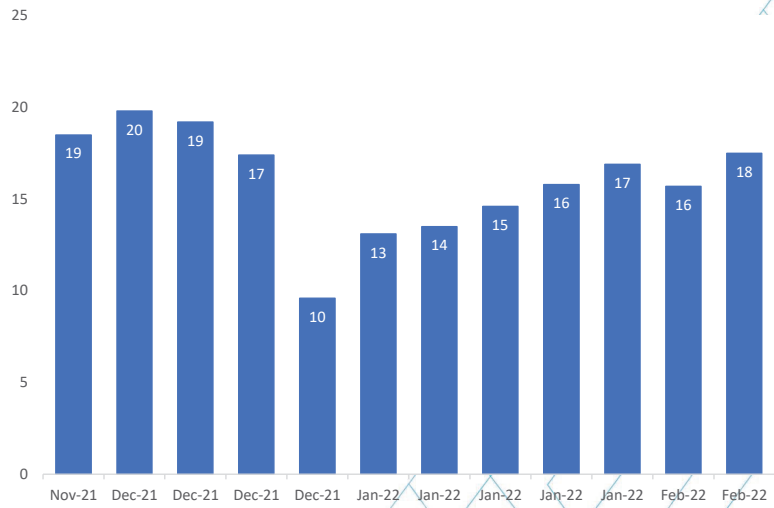
Completed Rides

- **500% growth in ridership** comparing before and after expansion.
- **Senior ridership expanding moderately**
- **Limited destination commuter service** minimal impact

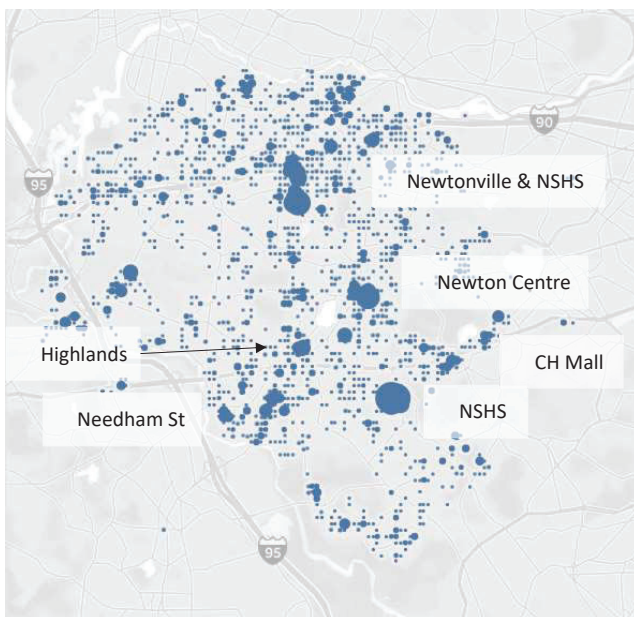


Weekly ETAs

- Avg. ETA <20 minutes
- 7th vehicle added in January, 2022 managed ETA's
- Additional vehicles likely to meet future demand



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Geographic Distribution

- Ridership distributed across entire City
- NSHS is most popular location. NNHS ranks in Top 5
- Employment Clusters + Village Centers see high ridership
 - Needham St
 - Newton Centre
 - Newtonville
 - Chestnut Hill
 - Highlands

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Achieving Newton's Goals

Mobility

Sustainability

Equity

37%

Trips connecting to transit, by non-seniors

NewMo is enabling more people to access transit without a car, and from farther away.

EV's

NewMo currently uses hybrid sedans, and is trying to transition all sedans to EV's.

58%

Riders from households earning less than 80% of AMI (family of 3)

NewMo users earn substantially less than most Newtonians. 40% come from households earning <50% of the AMI.

54%

Trips to medical appointments by seniors

25-30%

Time in vehicle with 2+ passengers

34%

NewMo users living in households without a car

NewMo users own fewer cars than the average Newton resident. More than two-thirds live in households with just 1 car.

62%

Trips jobs and/or school, by non-seniors

28%

Riders choosing Newmo because they had "no viable alternative". 11

Based on 2/2022 survey. 152 respondents

NewMo in the Press

Positive press across a number of channels



Newton Debuts On-Demand Senior Transportation Service



Felisa Salazar (left) and Phyllis Chiriac (right) exit a NewMo senior transportation van, with the help of driver Bob Kaganaki. Mary Blawie / WGBH/News

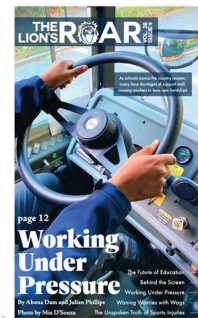
The Boston Globe

With NewMo, Newton's rideshare service continues to grow

By Justin Tang Boston University journalist, Updated February 16, 2022, 5:27 p.m.



Newton Mayor Ruthanne Fuller greets Jonathan Vershbow, a driver for the city's NewMo service. JUSTIN TANG



Newton Senior High School, Newton, MA. Oct. 1997. Photo by Justin Tang



Newton Expands NewMo Transportation Program

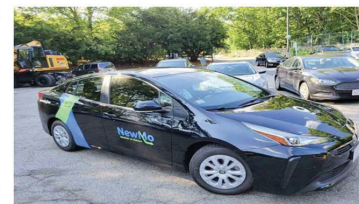
Starting Monday, anyone age 13 and older can take a ride anywhere in New just \$2.

Amie Sandell, Patch Staff
Posted Mon, Oct 25, 2021 at 1:56 pm ET



Newton expands senior microtransit to younger riders

As of October 25, NewMo – the City of Newton's microtransit – now allows any rider age 13 and anywhere in Newton. When NewMo launched in 2019, it replaced the senior taxi program with service and was open only to older adults, although the City hoped to eventually expand access and other groups. This past July, Newton began a soft rollout, opening NewMo to any rider age who was connecting to or from a transit stop or employment center. Once the City was confident meet demand, they allowed all riders to travel anywhere within Newton.



NewMo Riders Can Now Travel Anywhere In Newton

Peer Cities

	Lexington Express	Catch Connect	Wat Connector	Salem Skipper
Municipality	Lexington	Wellesley	Watertown	Salem
Population	34,000	29,000	35,000	44,000
Square Miles	16.5	10.5	4	18.3
Launch	1979	2/2020	9/2021	1/2021
Cost/Trip	\$9.78	~\$20	TBD	\$18-\$20
Annual Cost	\$650,000	\$723,000+	\$200,000	\$1,000,000
Type	Fixed route	Microtransit	Fixed route	Microtransit
Annual Rides	66,444	20,000	TBD	35,000 (1 st year)
Funding Sources	* MBTA \$58,000 * TDM fund ~\$90,00 * Town \$501,530	* RTA	* Grant \$105,000 * Private \$65,000 * TNC funds \$30,000	* Marijuana \$845,500 * Private \$156,000 * FootP Power \$100,00

Peer Cities

	NewMo	Lexington Express	Catch Connect	Wat Connector	Salem Skipper
Municipality	Newton	Lexington	Wellesley	Watertown	Salem
Population	89,000	34,000	29,000	35,000	44,000
Sq. Miles	18.2	16.5	10.5	4	18.3
Launch	6/2021*	1979	2/2020	9/2021	1/2021
Cost/Trip	\$16-\$20	\$9.78	~\$20	TBD	\$18-\$20
Annual Cost	\$1,059,000	\$650,000	\$723,000+	\$200,000	\$1,000,000
Type	Microtransit	Fixed route	Microtransit	Fixed route	Microtransit
Annual Rides	60,000+	66,444	20,000	TBD	35,000 (1 st year)
Funding Sources	Year 1 *Workforce Grant \$175,000 *CC Grant \$310,000 *CTGP Grant \$200,000 *Formula Grant \$30,000 *UMass \$30,000 *400 Lang \$5,000 *Riverdale \$33,000 *City \$275,000	* MBTA \$58,000 * TDM fund ~\$90,00 * Town \$501,530	* RTA	* Grant \$105,000 * Private \$65,000 * TNC funds \$30,000	* Marijuana \$845,500 * Private \$156,000 * FPrint Pwr \$100k

Financial

Costs

\$1,059,000

FY22

\$505,000 Seniors – flat fee
\$554,000 Commuters - \$58.11/hr.
6-7 vehicles

\$1,180,000

FY23

23,000 service hours
\$46-\$56/service hour
8-9 vehicles

Revenue

\$1,059,000

FY22 - Confirmed

Workforce Transport. Grant	\$175,000
Community Connections Grant	\$311,000
Community Transit Grant	\$200,000
State Formula Grant	\$30,000
UMass	\$30,000
400 Langley	\$5,000
Riverdale	\$33,333
City (via senior services)	\$275,000

\$1,160,000

FY23 – Confirmed + Potential

Community Connections Grant	\$270,000
Community Connections Grant II	\$264,000 P
Community Transit Grant	\$125,000
Senior Fares	\$5,000
UMass	\$30,000
400 Langley	\$5,000
Riverdale	\$33,333
Trio	\$150,000 P
City (via senior services)	\$275,000
(Other potential: Riverside, CH Special Permits...)	

Budget

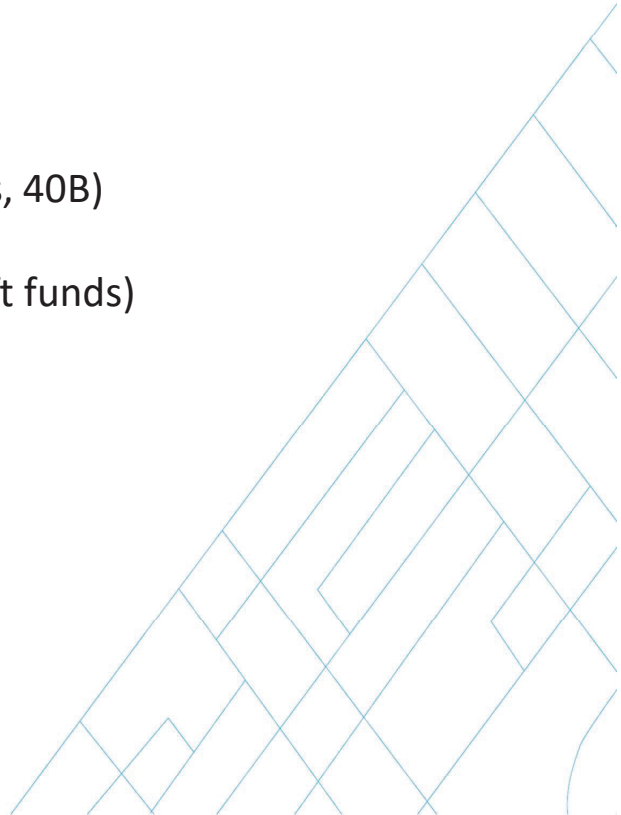
	Yr. 1 Operations FY22 7/1/21-6/30/22	Y2 2 Operations FY23 7/1/22 - 6/30/23
Service Hours		
Senior Service	9,120	9,275
Commuter Service	9,538	13,913
Total Service Hours	18,658	23,188
Cost		
Senior Service	\$505,000	\$472,479
Commuter Service	\$554,262	\$708,718
Total Cost	\$1,059,262	\$1,181,197
Sources of Revenue (confirmed)		
<u>Senior Service</u>		
CTGP (SFY'21)	\$200,000	\$125,000
Rider Fares (revolving)	\$0	\$5,000
State Formula Grant	\$30,000	tbd
City Funding	\$275,000	\$275,000
<i>Subtotal Senior Service</i>	<i>\$505,000</i>	<i>\$405,000</i>
<u>Commuter Service</u>		
Workforce Trans. Grant	\$175,000	\$0
Community Connections FY21	\$240,000	\$0
Community Connections FY 22	\$70,929	\$149,071
Community Connections FY23	\$0	\$121,000
Special Permit - 400 Langley	\$5,000	\$5,000
Umass (committed)	\$30,000	\$30,000
Riverdale (committed)	\$33,333	\$33,333
Trio (potential)		\$150,000
Comm Connections II (potential)		\$264,000
<i>Subtotal Commuter Service</i>	<i>\$554,262</i>	<i>\$752,404</i>
Total Revenue	\$1,059,262	\$1,157,404

Assumptions:

1. 8 vehicles 7/22; 9 vehicles 1/23
2. \$51/ service hour = midrate
3. CC grant II + Trio w/ City as backstop

Potential Long-Term Sources of Revenue

- State and Federal Grants
- Mitigation Funds (special permits, 40B)
- TNC Annual Fund (a.k.a UBER/Lyft funds)
- City Funding
- Sponsorship
- Riders



Thank you!