



Programs & Services Committee Report

City of Newton In City Council

Thursday, June 20, 2024

Present: Councilors Oliver (Acting Chair), Krintzman, Malakie, Baker, Micley, and Lobovits

Absent: Councilor Humphrey and Farrell

Also Present: Councilors Albright, Lucas, and Greenberg

City Staff: Barney Heath, Director of Planning; Jenn Martin, Director of Transportation Planning; Mignonne Murray, Director of Senior Services; Nicole Freedman, Former Director of Transportation Planning; Jonathan Yeo, Chief Operating Officer; and Jaclyn Norton, Committee Clerk

All agendas and reports, both past and present can be found at the following link: [Programs & Services Committee | City of Newton, MA \(newtonma.gov\)](https://www.newtonma.gov/Programs%20and%20Services/Programs%20and%20Services%20Committee)

For more information regarding this meeting, a video recording can be found at the following link: [Programs & Services Committee - June 20, 2024 \(youtube.com\)](https://www.youtube.com/watch?v=...)

#149-24 Ordinance change to prohibit the sale of tobacco in Newton to anyone born on or after 1/1/2000

COUNCILORS ALBRIGHT, KELLEY, HUMPHREY, KRINTZMAN, DOWNS, LUCAS, BIXBY, AND DANBERG requesting a discussion and amendment to Chapter 20 Section 3 or sections as appropriate to protect the health, safety, and welfare of the young people in Newton by creating a prohibition of sales such that No person, firm, corporation, establishment, or agency shall sell tobacco or e-cigarette products to anyone born on or after 1/1/2000.

Programs & Services Held 7-0 on 04/10/24

Action: **Programs & Services Held 5-0 (Councilor Krintzman Not Voting)**

Note: The docketing Councilor stated that the goal of this ordinance is to prevent people from smoking one year at a time by gradually removing individuals from the market. She noted that she has spoken with the Commissioner of Health and Human Services about advocating for the passage of similar ordinances in communities that are part of the MetroWest Health Consortium. A Councilor asked if the Law Department could provide clarification regarding what is meant in the findings section regarding the term “public exposure”. During discussion a Councilor noted how CVS does not sell tobacco products and forwarded the following link after the meeting. (<https://www.cvshealth.com/news/community/tobacco-free->

[for-five-years.html](#)) A couple of Councilors expressed concern with the ordinance citing that this could be seen as government overreach. Other Councilors urged support of the ordinance due to the health concerns associated with smoking along with secondhand smoke, and that this ordinance would protect future generations. A Councilor in support of the ordinance asked if it would also apply to vaping and e-cigarettes. The docketing Councilor stated that this would also apply to vaping and e-cigarettes.

Councilors voted 5-0 (Councilor Krintzman Not Voting) on a motion to hold from Councilor Lobovits.

#264-24 Discussion regarding on-demand transportation system

HER HONOR THE MAYOR requesting discussion of the new City-wide on-demand transportation system.

Action: Programs & Services No Action Necessary 5-0 (Councilor Micley Not Voting)

Note: Nicole Freedman presented the attached presentation which outlines the specifics of GoGo Newton. GoGo currently operates across the United States and Canada and serves as an overlay to connect riders with Uber & Lyft vehicles. Uber & Lyft Vehicles that participate in GoGo are independently vetted by GoGo and GoGo will speak directly with the driver for their first ride to make sure they can accommodate riders. Partnering with GoGo will allow rides to be available 24/7 along with the GoGo Guardians Program. The GoGo Guardians Program is a 24/7 amenity support that can provide real-time monitoring on the trip, support for over 20+ unique impairments, and real-time emergency support. With transitioning to GoGo Newton there will also be improvements to the service area with riders being able to receive rides to and from Newton, Waltham, Watertown, Brookline, Needham, Wellesley, Weston, and medical facilities in Boston. Ms. Freedman noted that the trip would either need to originate or end in Newton to utilize the service.

Riders are categorized into three categories. The first category is very low-income individuals over 18 years of age. Individuals in this category will receive 12 subsidized one-way trips per month with the rider paying the first \$4, Newton paying the next \$10, and the rider paying the remainder of the fee. The second category is low-income individuals over 65 and low-income individuals with disabilities over 18. Individuals in this category will receive 8 subsidized one-way trips per month with the rider paying the first \$6, Newton paying the next \$8, and the rider paying the remainder of the fee. The final category is individuals of any income over 65 and people with disabilities over 18 of any income. Individuals in this category will receive 4 subsidized one-way trips per month with the rider paying the first \$8, Newton paying the next \$6, and the rider paying the remainder of the fee.

The attached presentation provides information on how members of the public can begin using this service and more information can be found at

<https://www.newtonma.gov/government/planning/gogo#!/>. This project is funded through \$275,000 from the City, \$30,000 from the State Formula Grant, and \$190,000 from a CTGP

(Community Transit Grant Program) Grant. The attached presentation provides a breakdown of the projected FY25 expenses of the program.

Committee members asked if riders would be aware of the full price of the ride when they requested it and if the cost of the ride would change if traffic were incurred during the ride. Ms. Freedman stated that riders would know the price before booking and that the price is locked when the ride is booked. A Councilor asked if the funding from the City was new for this fiscal year. Jonathan Yeo, Chief Operating Officer, noted that these funds have been dedicated to this purpose in the senior services budget for over a decade. When asked the difference between this and the MBTA Ride, Mignonne Murray, Director of Senior Services, stated that they would help people figure out the service best for them. A Councilor asked for clarification on the duration of the GoGo contract. Ms. Freedman noted that this contract is for 1 year with the ability for two 1 year extensions.

Committee members voted 5-0 (Councilor Micley Not Voting) on a motion of No Action Necessary from Councilor Lobovits.

#46-24 Discussion on the Ban of Single Use Plastic Water Bottles in Newton
COUNCILORS DANBERG, ALBRIGHT, KALIS, WRIGHT, DOWNS, AND GROSSMAN
requesting discussion and possible ordinance change regarding the ban on the
purchase or sale of single use plastic water bottles in Newton.

Action: Programs & Services Held 5-0 (Councilor Micley Not Voting)

Note: A Councilor explained that prior to the meeting the docketing Councilor reached out to them asking if the discussion can be postponed. Committee members voted 5-0 (Councilor Micley Not Voting) on a motion to hold from Councilor Oliver.

The meeting adjourned at 8:17 pm.

Respectfully Submitted,
John Oliver, Acting Chair

Discussion Regarding On-Demand Transportation System #264-24

Introducing: **GoGo**
.....
Newton

Newton City Council – Programs & Services Committee

Planning & Senior Services Department

June 20, 2024

City of Newton

GoGo@newtonma.gov



Outline

- Background
- About GoGo
- GoGo Newton
- Financials

- Background

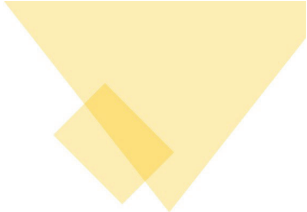
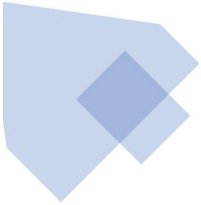


Background

- <2019 – City provides seniors discount taxi trips.
- **June 2019 – NewMo senior service launches**
 - ~2,000 trips per month
- **October 2021 – NewMo expands citywide**
 - Grows to 6,000-8,000 trips per month
 - All sedans are EV and hybrids
 - 58% of riders are low income
- **September 2023 – NewMo downsizes**
 - System serves low-income, people with disabilities and seniors only
 - ~3,000 trips per month
- **November 2023 – City issues RFP**
 - Prepares for 6/30/2024 contract expiration
 - Opportunity to improve service for most important users
- **June 13, 2024 – Mayor announces GoGo Newton**
- **July 1, 2024 – GoGo Newton to launch!**



• About GoGo

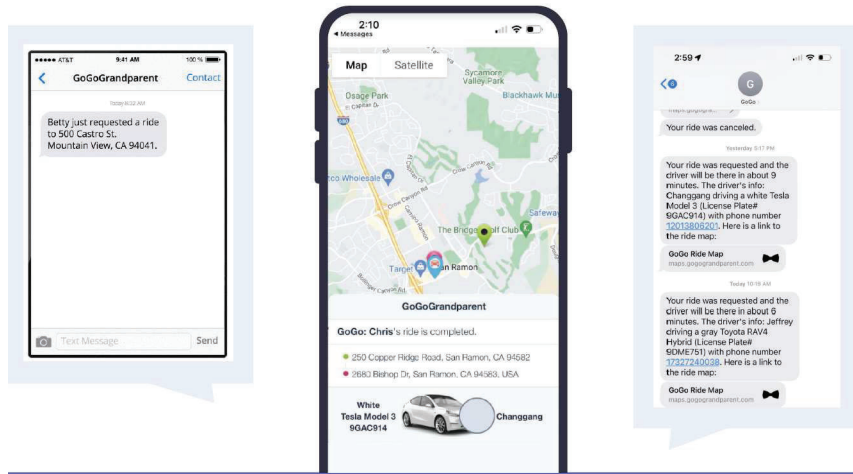


GoGo

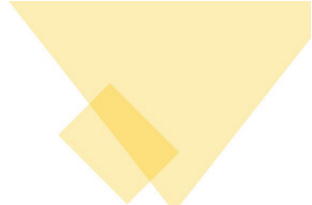
Our mission is to make on-demand services accessible and reliable so we can thrive independently and confidently at home and in the community as we age.

2016 GoGo was founded	50+ States GoGo's available across the U.S. and Canada	7.8M Millions of requests fulfilled
1,000+ Proud partners	#1 Largest Virtual Retirement Community	12M+ Days Extended number of independent days





GoGo connects riders with Uber & Lyft vehicles



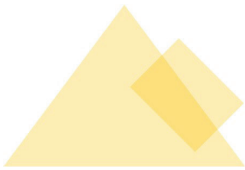
GoGo Guardians



- 24/7 Amenity Support , 365 Days Per Year - Bilingual
- Everyone Background Check 7 Years
- Real-Time Monitoring on all service requests
- Filter more than 30% of service providers
- Proprietary 1-touch dial phone system
- Supports 20+ unique impairments
- Realtime Emergency Support

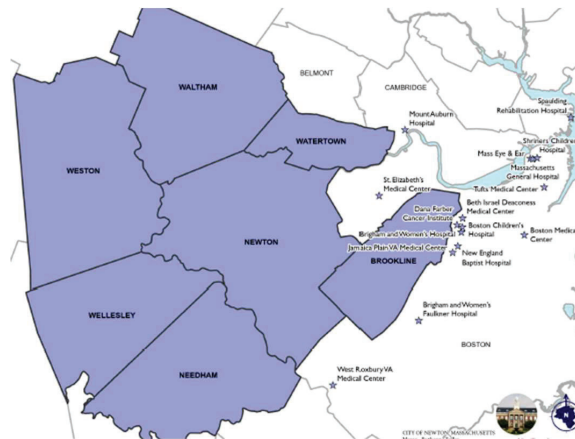


• GoGo Newton



GoGo Newton Service Parameters

- On-demand service & Pre-scheduled
- 24/7/365 service
- Expanded service area
- Improved customer service
- Greater reliability
- Wait times < 20 minutes
- *Launches 7/1/2024*



GoGo Newton Riders & Fares

Very Low Income . All Ages (18+)	Low Income . Older Adults (65+) & People with Disabilities (18+)	Any Income: Older Adults (65+) & People with Disabilities (18+)
12 one-way trips each month	8 one-way trips each month	4 one-way trips each month
- Rider pays first \$4 - Newton pays next \$10 - Rider pays the rest	- Rider pays first \$6 - Newton pays next \$8 - Rider pays the rest	- Rider pays first \$8 - Newton pays next \$6 - Rider pays the rest



Getting Started

- Step 1:
Verification
Process**

 - Online: newtonma.gov/gogo
 - By appointment: 617-796-GOGO (617-796-4646) or emailing gogo@newtonma.gov
 - Drop-in sessions: Newton Free Library 6/24, 1-4
 - Senior session zooms
- Step 2:
GoGo
Registration**

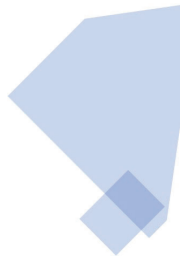
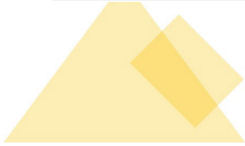
 - GoGo to contact approved applicants to complete process
- Step 3:
Book a Trip**

 - By phone: (855) 605-8544
 - Online: gogograndparent.com

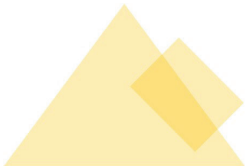


Communicating the Transition

Mayor's newsletter 6/12/2024	NewMo driver communications & assurances	Senior e-newsletter & printed newsletter
NewMo email to all registered riders	NewMo in-app notification when booking a ride	Outreach to and enrollment sessions at social service agencies (Food pantries, public housing, etc.)
Planning email to NewMo users with low- incomes or disabilities.	Memo to City Council and P&S presentation	Newton Public Schools



• Financials



Financial Projections

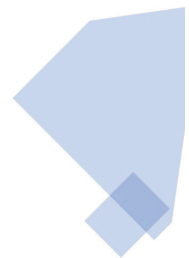
Projected Expenses FY25

Expenses*	\$420,000
• Annual Fee	\$30,000
• Insurance	\$10,000
• Setup Fee	\$10,000
• Phone Service Fee	\$119,000
• Trip Fees(Net of Revenue):	\$250,000
• Average Cost to City/Trip	\$11.45

Revenue FY25

Revenue FY25	\$495,000
• City	\$275,000
• State Formula grant	\$30,000
• CTGP grant	\$190,000

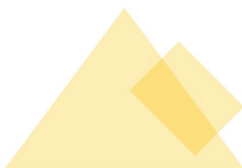
*Based on estimate 36,600 trips



Questions?

For more information

- newtonma.gov/gogo
- 617-796-GOGO
- gogo@newtonma.gov



NewMo Financials

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