

Hilltown Senior Bus

As part of our transportation initiative, Hilltown CDC is negotiating to assume operations of the senior bus, currently being run by the Goshen COA, dedicated to serving Seniors in the towns of Chesterfield, Cummington, Goshen, Plainfield & Worthington. The Hilltown CDC has a strong and active Regional Transportation Committee seeking to advocate for rural transportation and grow options for residents. Starting in the summer of 2017, operating the senior bus out of the Hilltown CDC is the first step in moving from planning and advocating to implementing transportation solutions for Hilltown residents.

The bus is owned by the Franklin Regional Transit Authority and they call it a "Demand Response" service where eligible seniors and those with disabilities put in a request, and the dispatcher responds. Ridership and driver's hours have waned in the last few years and the Hilltown CDC is developing a new operating and dispatch plan to relaunch the program in the summer of 2017.

Senior Bus Naming Contest

Part of that effort is a rebranding campaign to build trust and comfort in using the FRTA Hilltown bus as a viable, easy to use and FUN way for seniors to get around. At this time, we welcome help coming up with a catchy name for the small bus. The new name should have some motion words, be catchy and express transportation and have a sense of place unique to our rural Hilltown villages and topography.

The new name will appear on the brochure, website and other marketing materials as well as on the bus itself – so think about how the new name will fit into an appropriate logo!

OK- **what are your creative ideas?** Please submit one idea per person.

Name: _____

Town: _____

Email: _____

Phone: _____

I think the bus should be called:

Submit entries to: Kate Bavelock
Hilltown CDC
PO Box 17
Chesterfield, MA 01012
kateb@hillotwncdc.org

Deadline for Submission is

April 20th, 2017

*Winner will be selected by our Transportation
Committee at their April Meeting*

Best naming idea wins a \$50 gift certificate to the Williamsburg General Store, plus a \$50 gift certificate to the Old Creamery Coop – a prize package worth \$100!

If more than one person submits the winning idea – prize will be split amongst the winners.