



The Holyoke Multimodal Center

*Implementing a
Public-Private
Partnership for Transit*



September 16, 2009
Mary MacInnes
PVTA Administrator

Joint Development Partners





- Project oversight
- Procure private partner
- Prepare joint development agreement
- Receive state and federal funds
- Ownership of firehouse and parking facility
- Transfer firehouse ownership to private partner
- Manage firehouse redevelopment
- Building Operations
- \$1 million contribution

Adaptive Re-uses

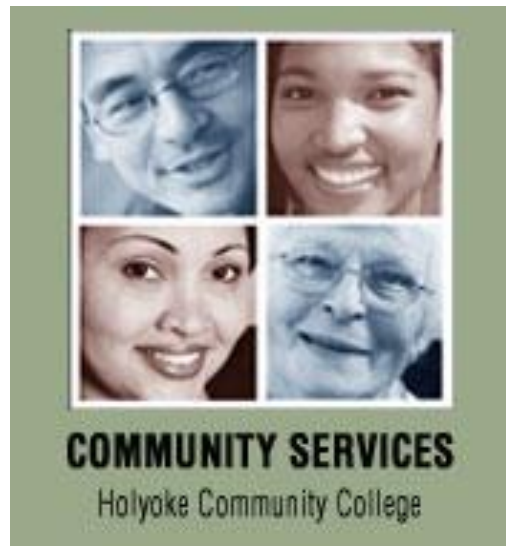


Floors 3-4: Adult literacy and continuing education classrooms

Floor 2: Head Start day care and pre-school

Floor 1: Bus info/ticket booth, waiting area, restrooms, coffee shop

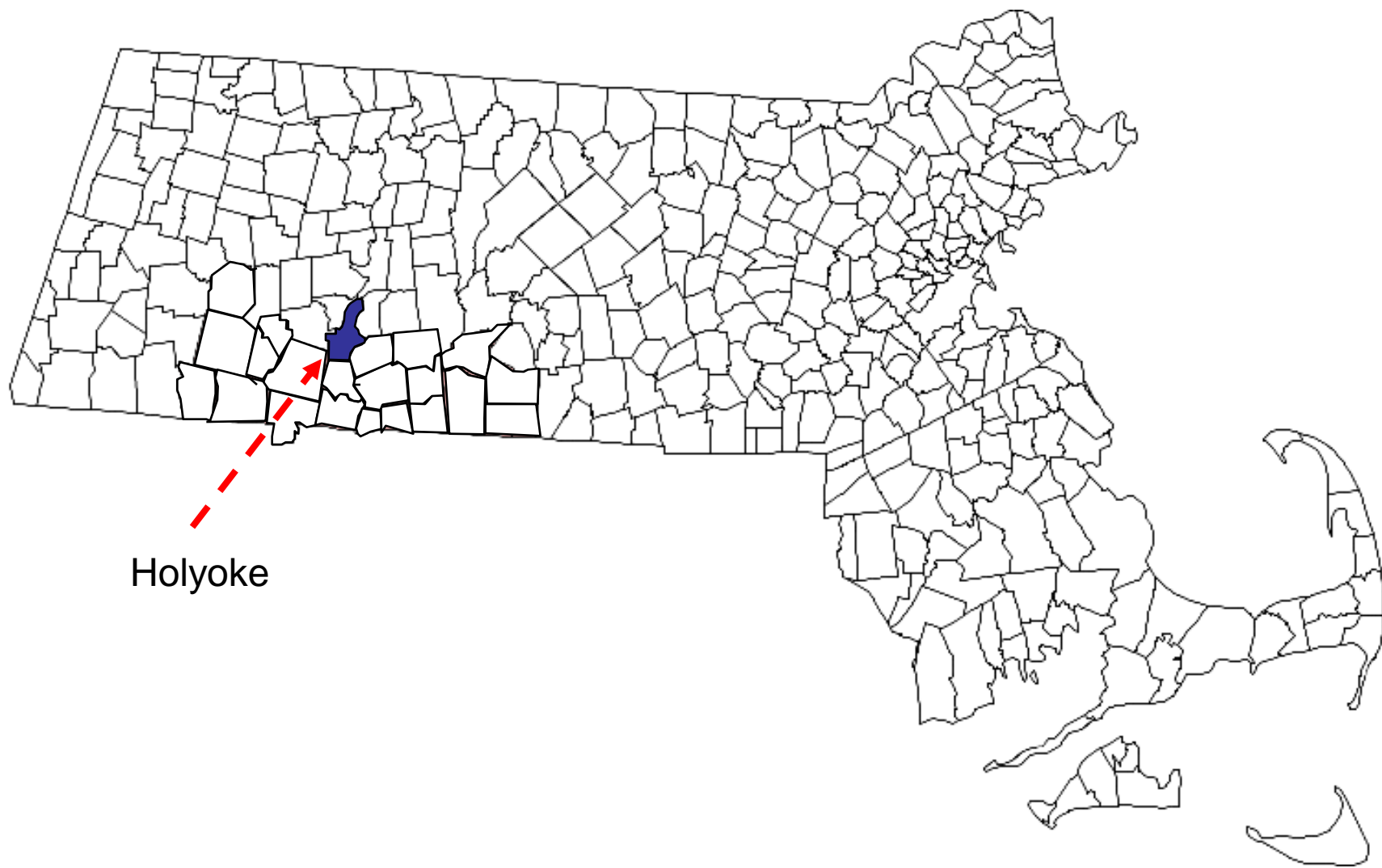
Adult Learning and Continuing Education Component



Basic Literacy

Pre-GED classes

GED classes



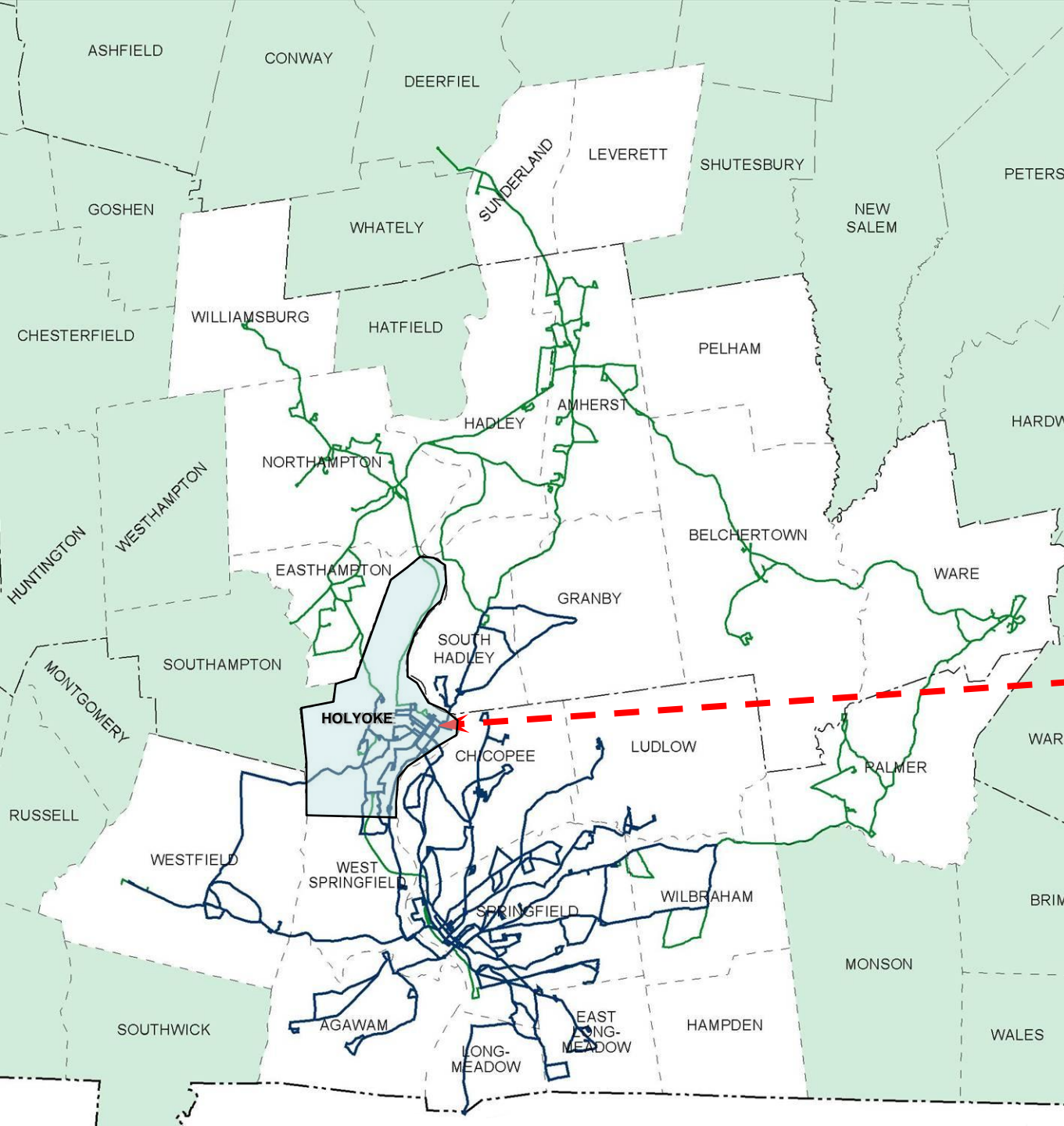
Holyoke

PVTA Service

 Northern Tier
(20 Routes)

 Southern Tier
(24 Routes)

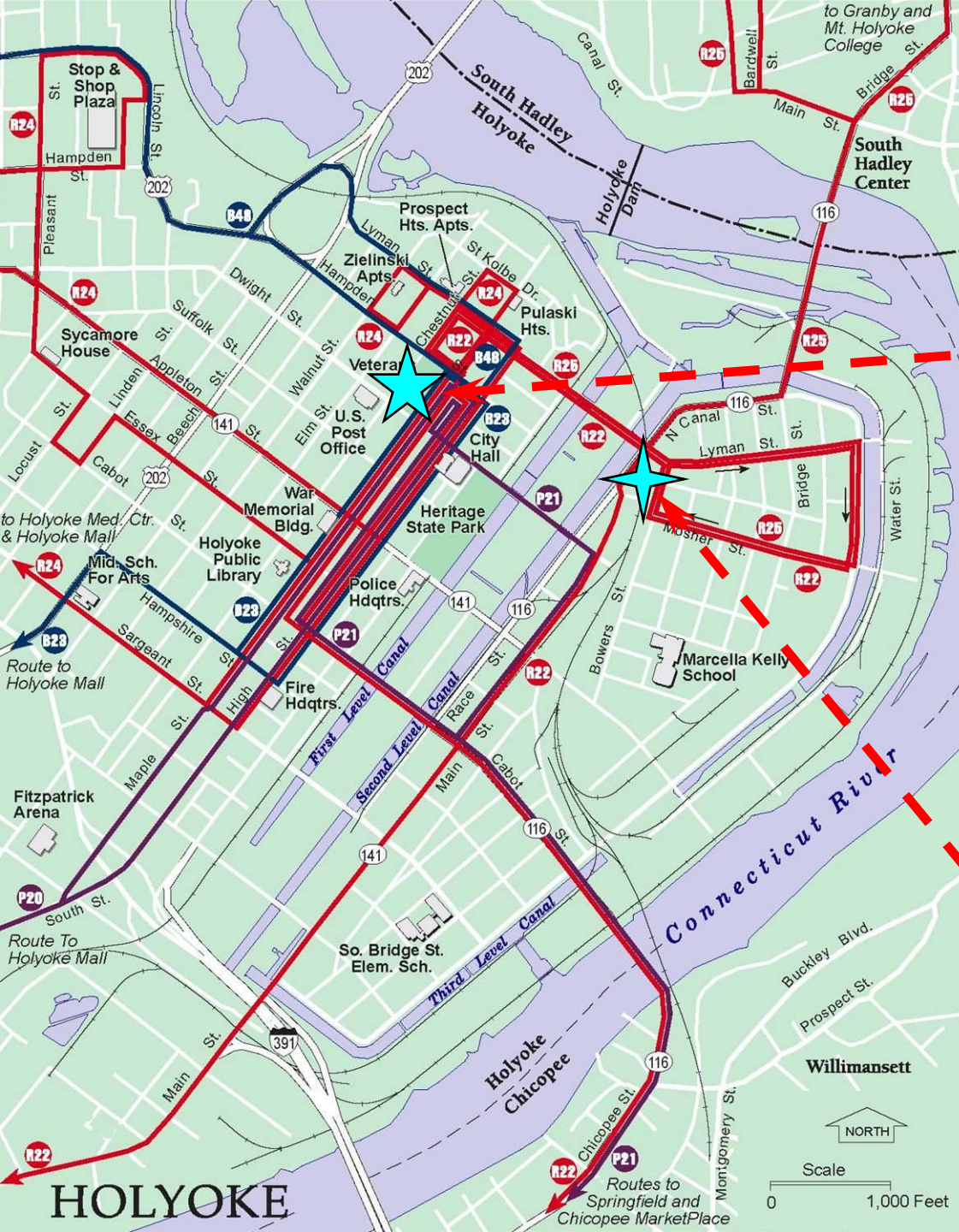
 Holyoke
Multimodal
Center



Holyoke

Multimodal Center

- 206 Maple Street at Veterans Park
- 7 Routes converge
- Transfer point between North/South Tiers
- Historic focus of Holyoke bus network
- Walking distance to future passenger rail station (restored)

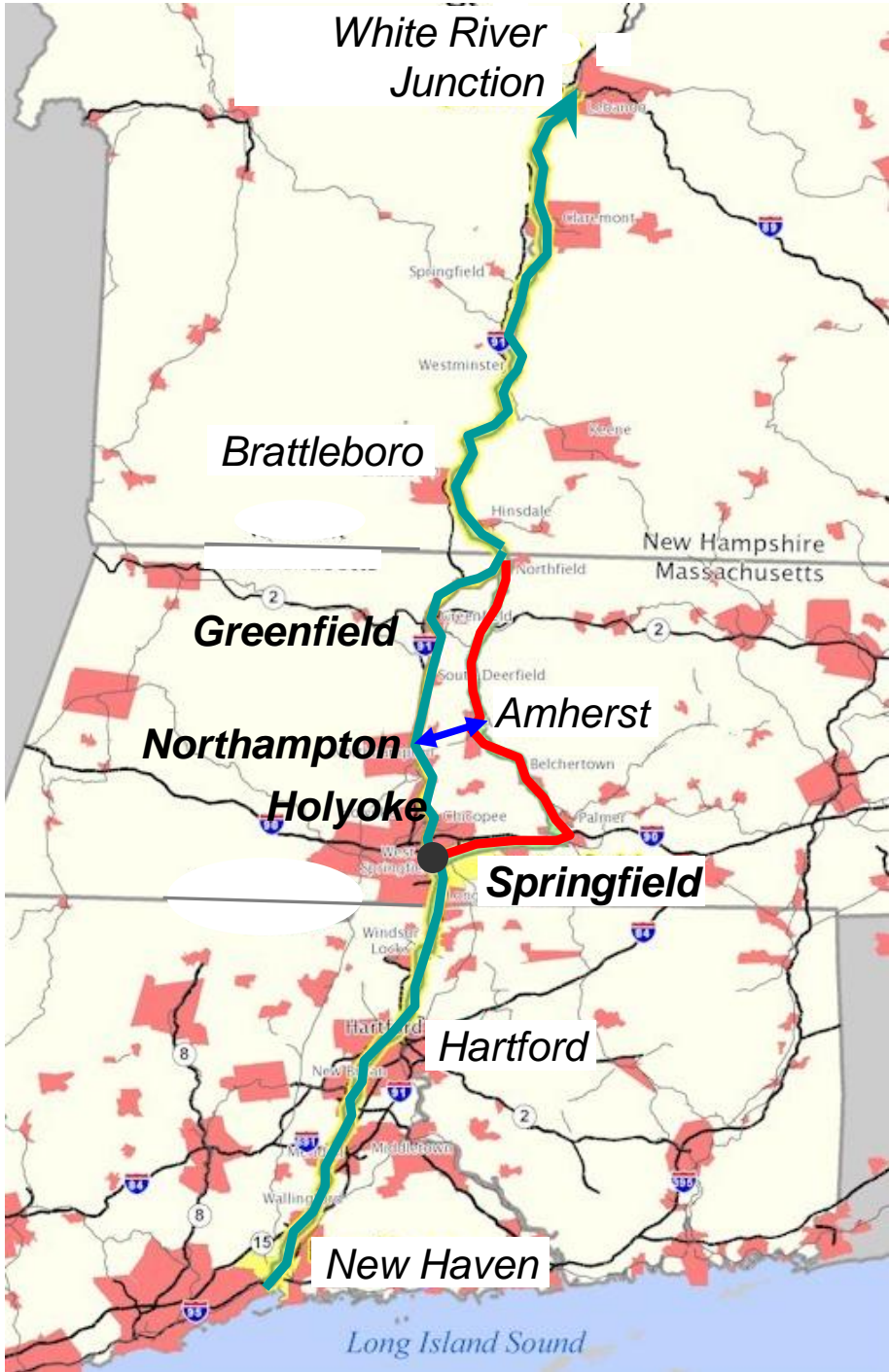


Knowledge Corridor

- Addition of rail service – major benefit

Amtrak Today

3:05 hrs travel
Springfield to
White River Jct.
2 stops in Mass.
85% on-time



**Realigned
Amtrak**

~2:00 hrs travel
Springfield to
White River Jct.
4 stops in Mass.
PVRTA transfers
in Springfield,
Holyoke,
Northampton
PVRTA B43 bus
link: Amherst to
Northampton
FRTA bus link in
Greenfield



Facility History



City firehouse
constructed
1913

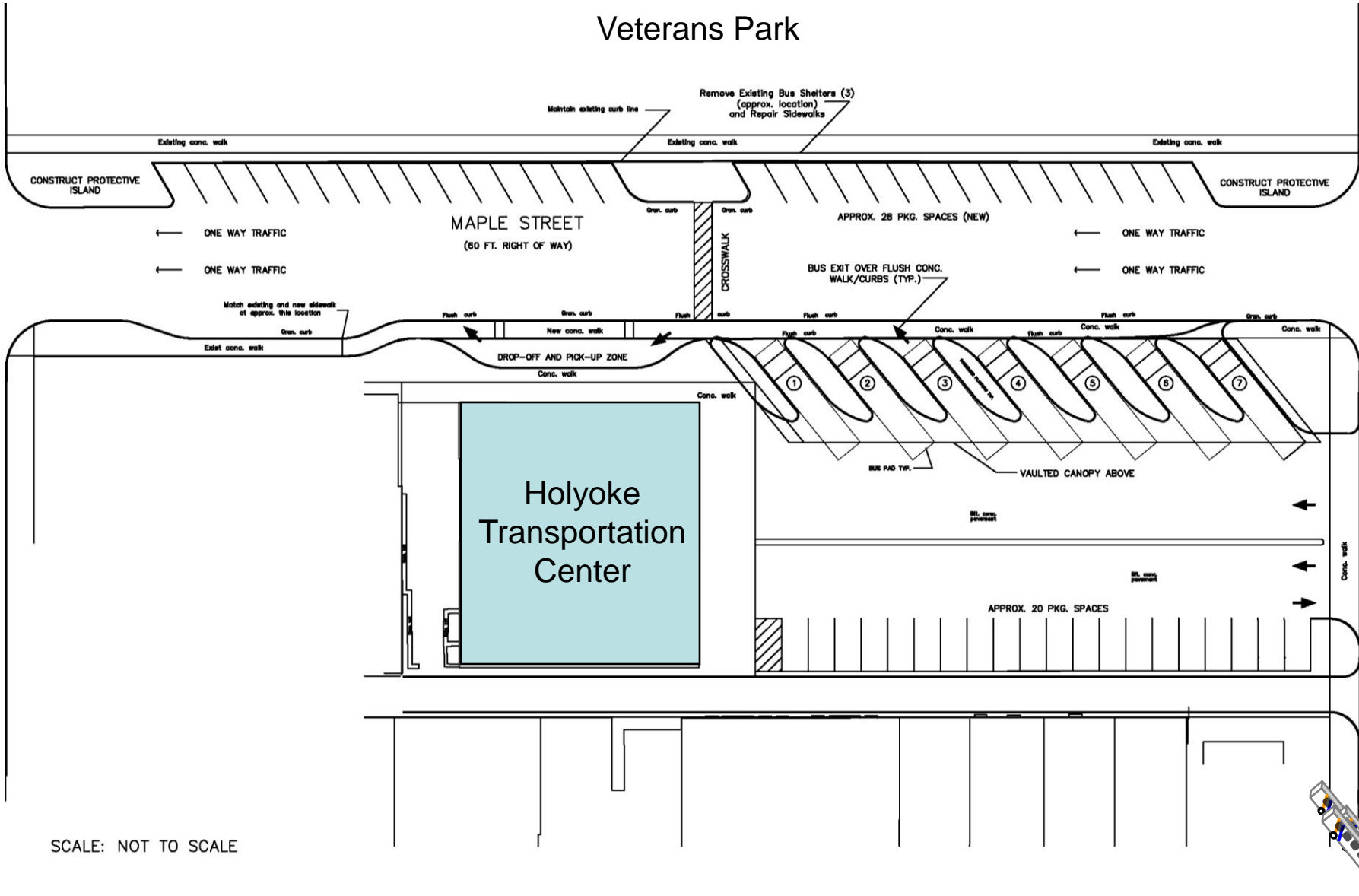
Vacant since
2000

Transportation Modes

- City bus (PVRTA)
- Paratransit van (PVRTA)
- Regional bus (Peter Pan)
- Taxi
- Bicycle
- Pedestrian

Veterans Park

DWIGHT STREET



SCALE: NOT TO SCALE

HAMPDEN STREET

Investment

\$1.0 M Private

\$2.9 M State

\$4.5 M Federal

\$8.4 M Total

Schedule

2002: Funding secured

2003: Private partner selected

2004: Preliminary Design

2007: Final Design

2008: Advertised for construction

2009: Demo, abatement, construction

2010: Completion (July)

Benefits

- New transit mobility and interconnections
- Increased ridership with existing users
- Facility re-use and historic preservation
- Asbestos clean up
- 7,000+ transit users per week
- Uses complement transit customers' needs
- Community development anchor

Challenges

- Availability of qualified private partners in smaller economically challenged market
- Lack of private partner experience with federal funding requirements
- Finding qualified staff to oversee project

Making a Public-Private Partnership Work

- Develop a clear, practical and implementable joint development agreement which clearly defines roles
- Practice proactive, honest communication
- Hold regular progress meetings
- Be clear about federal funding requirements
- Overcome preconceived notions of private and public sectors
- Remain calm and be creative when things go wrong

