

Challenges Faced in Newport

- **Development is RAPID and ROBUST** – EB-5 requires a 24 month timeframe, and several major development projects going into full swing this June!
- **Overwhelm.** There is so much happening so quickly – how/where to start?
- **Lots of reports and studies** – many out of date due to recent development (lots of updating happening right now, but it's challenging to keep up!)
 - Lack of good information about the extent, manner and impact of development plans
 - “We're tired of being studied!” – need implementation
- Municipalities are not adjusting quickly. Progress must be made from the bottom up. **It's about the partnerships – We need advocates and supporters.**
- Difficult to **communicate long term benefits** of transportation initiatives to taxpayers
- Need to **get people off the resorts** and into our local businesses
- **“We are not prepared for the reverse commute”** – employees coming in from population hubs farther afield.
- We know **we can't rely on Zimride** to work for all our residents (lack of internet, etc.)
- **Lack of park and rides;** challenges taking advantage of the municipal park and ride program
- **Explore regulatory and non-regulatory options** including sharing of “Act 250 party status”, “Complete Streets” policy, and “Impact Fees”

A Few Other Unique Factors in Newport

- Newport's **“Active by Nature”** campaign promoting healthy food and active lifestyle as culturally defining of the Newport region.
- Many **Canadians biking into Newport** and around Lake Memphramagog
- Newport City Renaissance and the Design Committee are working with AARP to achieve an **“Age Friendly Community”** designation in Newport
- **Robust local “Design Committee”** – responsible for adoption of form-based code and complete streets. This was just in Newport – we want this approach and success at a regional scale!!

General Reflections from the Group

- **Newport has “Good Bones” (lots of potential and lots of challenges)** – Newport has the opportunity to be proactive and not just reactive in planning/implementing this development scheme, even as rapid and robust as it is. Opportunity also to be creative and strategic.
- **It's all about land use** – the density proposed is good, but needs to be done right.
- **Newport is a positive story, and could it lead smaller communities on good principles to development including transportation efficiency at all levels?** Development that is harnessed for the good of the community? Create models for engaging with developers on transportation issues?

(general reflections from the group continued...)

- **Vermont should be a national destination for walk/bike** – But we have to see strong models outside of Burlington. Newport is well on its way!
- **Transportation is Critical** – The transportation system in the Northeast Kingdom must/will evolve to support (and define) this new, developed Newport.
- **Lots to learn from Newport** – We should all want to stay tuned, this is just the beginning!

Marketing Transportation Efficiency in Newport – Keep it Positive, Non-Threatening, and Local

Below is a list of strategies identified by the group to address some of the challenges facing our partners in Newport. We found that many of these strategies relate to the theme of marketing the value of transportation efficiency to key audiences and partners. The following list includes a mix of short-term and longer term strategies. Immediate action items underlined.

<p>Regional Stakeholders</p>	<ul style="list-style-type: none"> • Look at development and transportation efficiency through a regional lens • Engage a broader (and stronger) base of stakeholders/advocates • <u>Establish regular meetings modeled after successful examples (CIRC Alternatives, existing Community Commons meetings, the Design Committee’s success in Newport)</u> • <u>Lead in the development of a “Newport Area Transportation Efficiency Plan” to include vision, short and long term strategies/actions to strengthen transportation in the region.</u> • Pay attention to new flexibility in standards for developing walk/bike infrastructure (ask Jason) • Plug into support from stakeholders statewide - starting with this group • Explore technology including strategies that boost transportation efficiency, include partners at all levels from planning to implementation and outreach.
<p>Employers</p>	<ul style="list-style-type: none"> • Employers are closer than ever to listening – it’s time to be proactive about those relationships • <u>Bring in businesses from across the state who “get it” to talk about experiences, lessons learned, and the benefits of investing in transportation. (e.g. convening of ski resort reps)</u> • Convene a network of internal champions at local businesses, like they did in Chittenden County • Present \$’s in terms of parking spots – instead of adding more parking, spend those \$’s so you reduce parking demand • Get big employers on board by making it about employee recruitment and retention (e.g. dealer.com – major partner in Chittenden County)
<p>Developers</p>	<ul style="list-style-type: none"> • Unique opportunity to <u>engage developers</u> – we can all learn from this • Show them why they should be interested in transportation efficiency considerations. Good for business; good for community. We’re on the same team. • Include the business community and developers in the process of developing the “Newport Transportation Efficiency Plan” of actions to adopt across the region and to implement at all levels.

The Public (local)	<ul style="list-style-type: none"> • How is this compelling and relevant in their lives? Everyone commutes...we should be able to find a way to hit home with people on this! • <u>Plug into existing town forums – town mtgs, energy committees, etc.</u> • Consider the aging population
The Public (visitors)	<ul style="list-style-type: none"> • We want to attract visitors from cities (NYC, Montreal, CT, etc.) – many don't have a car, and may have unique expectations (e.g. Canadians are used to "package deals") • We need ways to connect travelers all the way to their NEK destination (e.g. <u>work with Amtrak to provide bus/taxi service to end destination with a single ticket purchase</u>) • Our approach must be multi-modal • Market VT (and Newport specifically) as a destination for bike/walk
The Media	<ul style="list-style-type: none"> • <u>Find out who is writing on relevant issues In the area; start building a relationship</u> • Road trip to a ski mountain in VT that does transportation well, and bring a reporter along
State-Level	<ul style="list-style-type: none"> • Let the state shine a spotlight on Newport – e.g. <u>targeting the Northeast Kingdom in a future Way-to-Go Commuter Challenge</u>