

Takeaways from April 24, 2013 Transportation Stakeholders Gathering in Brattleboro

COMMON THEMES for Communities/Regions Tackling TDM

Common Priority: Meet people where they are.	
OPPORTUNITIES	CHALLENGES
<ul style="list-style-type: none"> • Collect and share TDM success stories across the state – proactively tap into learning and resources from across the network. • Ongoing training for “frontline” folks in how to talk with people about transportation resources. • Focus the community stakeholder conversation (and be strategic in who you invite) – Target a particular commuter corridor, or congested parking area, or office complex, or neighborhood, or transit mode. • Identify un-tapped partners, figure out when/where they are already gathering together, and piggy-back. (i.e. sustainability coordinators at local businesses, energy committee roundtables, etc.) • Improve strategy for working with businesses – maximize engagement and minimize fatigue. • Promote Employee Transportation Coordinators (ETC’s) at partner businesses – Provide packaged expectations, training, networking, resources, and materials. Connect ETC’s within and across regions. • Develop and implement turn-key anti-idling programs – may be a good way to engage energy committees, health groups and parent groups. • Make the “Way-to-Go” brand useful beyond the week-long May challenge. E.g. add an autumn Way-to-Go (like in Windham and the Upper Valley). • Understand local regulations (i.e. water quality, parking, etc.) imposed on businesses and development, and work with them to promote TDM whenever possible. • Target the aging cohort – especially amenity retirees & active retirement communities • Work with communities to implement Complete Streets guidelines. 	<ul style="list-style-type: none"> • Partnering with municipalities – many of whom still have too much on their plate post-Irene to even think about TDM. • \$\$ to extend transit services. • Articulating the economic benefits of TDM – if we could get this message down we’d be looking at a huge opportunity. • Inconsistent interest and investment from employers and other partners. • Cross-state challenges (NH, MA, NY) • Changing behaviors; we’re irrational decision-makers • We are a rural state • Sustainability and appropriate leadership of TDM programs • Parents with children – major challenge group • Determining when and how to plug into local, state and national policy conversations. (An ongoing challenge for the network) • Plugging into smart growth and land-use conversations
	PARTNERS
	<ul style="list-style-type: none"> • Outreach through United Way - GoVermont and United Way of Windham County recently developed and piloted a computer-based course for training “frontline” human services providers in connecting people to transportation resources. United Way’s 2-1-1 information line is also a largely untapped resource for outreach. • Dept. of Health – Currently partnering with Go Chittenden County and Idle-Free VT. • VT Greenprint for Health – A collaboration with 350 Vermont, interested in seeking national funding to invest in Vermont’s transportation system as a means of preventing health costs for the state down the road. www.thevermontgreenprintforhealth.org • Connect Existing Efforts and Stakeholders – e.g. Bike/Ped advocates, local trails and town energy committees, safe routes to schools, anti-idling.

WORKING WITH EMPLOYERS

We're seeing the same trends across the state – some reflections and tips from the group:

Employer Transportation Coordinators (ETCs): Advocate strongly for an internal ETC designated within each participating employer (large or small). Provide a clear package ETC roles and responsibilities, access turnkey resources, and opportunities to network with other ETCs locally and across the state. This work can be shared and coordinated statewide.

Reaching Smaller Businesses: It's easier to provide meaningful services to larger employers. Every TDM program in the state is struggling with this. One suggestion: Approach smaller employers in clusters (by location AND similar workday schedules). Resources and carpool matches can be shared within the cluster. Also recognize there might be different carrots (and sticks) for small businesses and big businesses.

Maintaining Business Interest and Engagement:

- Business roundtables (Current examples include Upper Valley TMA and Brattleboro Climate Protection). Relevance and retention are major challenges. Keep interest up by providing clear, useful services and sharing success stories.
- Make the economic argument – We don't have a consistent argument yet for why TDM is good for local economies, but collectively we probably have enough evidence to make the case (CATMA's survey data, UVTMA's smart commute data, and success stories from small businesses).
- Create or plug into existing "green business" award/reward programs.
- Tailor outreach to the priorities and missions of the businesses.

Plug into other arenas where local businesses are being convened – no need to overwhelm/fatigue businesses with a new set of meetings when you can integrate with an existing network structure.

Remember: We're not developing employer *programs*; we're developing employer *avenues* as a means of meeting people where they are. At the end of the day it's about the individual commuter.

OTHER LESSONS FROM WINDHAM

- **There's a lot of great work being done already**, in some cases what's really needed is an effort to connect and coordinate the dots within a community (or across the state).
- **We may not always need formalized TDM – we need a toolkit.** It's about matching communities with the right resources. This network can help:
 - Documenting, sharing and learning from success stories, however small.
 - Advice and technical assistance to help match communities Sharing data, collecting programs/resources/materials and sharing learning about what solutions are most suited to various transportation challenges.
- **Build a Broad Coalition.** The most significant outcome of Windham County's Mobility Study was engaging and educating a broad group of stakeholders. These are partnerships Windham can build on in a more targeted way moving forward with specific implementation efforts. E.g. convening stakeholders specifically concerned with improved transit along Route 30.
- **Do Something Flashy** – e.g. This comprehensive bike suitability map published by Windham Regional Commission has been very popular with the public: www.windhamregional.org/bikemap.