

## Takeaways from June 26, 2014 Transportation Stakeholders Gathering in Montpelier

### ACTION STEPS OVERVIEW

**Sue Minter:** Make connection at DMV to discuss statewide recruitment for volunteer drivers.

**Mary and Tawnya:** Work with **Ross** to explore a “Rural Uber” demand response concept.

**Suzanne:** Send out the Spring '14 Way to Go report, and put together a Way to Go marketing plan that reflects input from the group (end of summer). Circle back to share your thinking and let us know where/how to plug in.

**Gail, Deb, Jason, Mary/Sandy, Aaron, and maybe Chris:** Organize as a steering committee for the network and collaborate to develop a network name, message points and web content, and next steps. Report back to the full group for feedback after the summer.

**Bethany:** Reach out to network partners to update the network map. Help nudge/coordinate the steering committee and “Uber team” to keep us on track.

### TDM in the context of a changing climate and Vermont's energy goals

- **READ THIS:** Vermont Transportation Energy Profile and 2011 Comprehensive Energy Plan
- Thinking about climate change adaptation and mitigation is sobering and inspiring – this is a time of transformation.
- TDM needs to be a meaningful part of the climate mitigation/adaptation conversation.
- Sue Minter can help us get the Governor to talk about this.

### “Rural Uber” demand response concept development

- **Mary and Tawnya** will serve on a steering committee to help **Ross** pursue this.
- Transit providers are already handling a huge flow of ride demand (elderly and disabled as well as the general public) – start with what they're already doing and merge it with Go Vermont's technology and statewide approach.
- Recruitment of volunteer drivers is a problem statewide
  - Sue Minter will make a connection at the DMV to talk about recruiting opportunities.
- A few points from the conversation:
  - Uber model (paid drivers) vs. volunteer drivers – many drivers now are lower income retirees who need extra income
  - Surge pricing and/or higher pricing for commuter trips can help with recruitment but may threaten viability of driver program for elderly and people with disabilities
  - Need to make it easy for drivers to accept variety of payments (including Medicaid, etc.)

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### Way to Go

- **READ THIS:** Final report from 2014 Way to Go – **Suzanne** will distribute once completed.
- Some **highlights** from our discussion:
  - Year-round relationships with **businesses** are a priority
  - Encouraging **individuals** to think about their commute year-round. Goal: change habits
  - **In person connections** are critical to recruiting participants (e.g. tabling at a business and identifying workplace champions to recruit their co-workers)
  - **Tracking** during and after the week – how does fun technology fit in (e.g. “Moves” app and improved functionality of Way to Go website)?
  - **Incentives** for more engagement (points for referrals, etc.)
  - From a new network member after her first Way to Go week: **“Was hard to understand what I was doing and what it was for”**
  - Make it about more than just the commute and more than the weeklong challenge – **why not a weeklong celebration of efficient transportation?** Help us share a stronger message about TDM options and mean more to more people. Why not a month of awareness? Include new apps, new transit services, and events around state.
  - The message should highlight financial savings associated with efficient transportation
  - **Suzanne** will develop a marketing strategy and keep this group in the loop – we are the boots on the ground

### Network Next Steps

- New name: **“GoVermont Network”** – A network of planners, providers, and advocates working together to promote and expand efficient transportation options in Vermont.
- We need message points to communicate about how we all fit in (e.g. land use, economic development, mode options) – on the web and talking points for all of us
- We bring more than just our own professional experience to this network – we each represent the thinking and action of our organizations.
- There is value in strategies and ideas coming from more than just the government.
- Will we need a group decision-making process? What would that look like?
- **Steering committee formed: Gail, Deb, Jason, Mary/Sandy, Aaron, and maybe Chris** – the committee will report back in the fall with recommendations for network message points, website content, and next steps (continue the conversation started at the meeting)
- **Three part group purpose:**
  1. Shared learning and coordination among stakeholders
  2. Public engagement around TDM and efficient transportation
  3. Strategic goal setting for TDM stakeholders statewide (understand what our collective works adds up to, share a set of reference points, maybe even endorse these as orgs?)
- We will move to **two meetings per year** with quarterly email check-ins, with the “pulse check”
- **Bethany** will reach out to get updates for the **network map**