

Transportation Stakeholders Network (TSN)
Reducing Fossil Fuel Use in Vermont's Transportation Sector through Behavior Change
Hosted by the High Meadows Fund and Addison County Transit Resources

9:00am – 12:30pm | Thursday, January 24, 2012
Hannaford Career Center, Room A208 – 51 Charles Ave – Middlebury, VT

TOPIC: Making the Transportation Management Association (TMA) model work in Vermont

Meeting Objectives:

- **Highlight shared goals** and review where we've been as a network.
- **Consider existing approaches and thinking** on TMAs in Vermont – What's working and why? What can the TMA model do, at its best, to further our shared goals?
- **Discuss synergies and barriers** to implementing TMAs in rural areas.
- **Imagine collectively** how local, regional and state players might work together to take advantage of what a rural TMA has to offer (using Addison County as an example).

Agenda:

9:00 **Review and Affirm Shared Goals** (coffee, tea, and snacks provided)

- Introductions and review of the day's agenda
- Brief overview and discussion of the history/purpose of this network, the group's shared goals, and the relevance of the day's topic.

9:30 **Transportation Management Associations (TMAs) – What are they? What works, and why?**
(please refer to resources provided in your meeting materials)

- Questions and comments on the background material provided
- Comments from Vermont's two existing TMAs on what's working, what's challenging, and why.
- Discussion

10:00 **Continued Discussion in Small Groups**

- What are opportunities for and barriers to effective TMAs in rural Vermont?

10:40 Short Break

11:00 **Applying Our Thinking on the Ground**

- Addison County is currently exploring whether a TMA could work for that region. We will list out key partners, and think creatively as a group about what kinds of services and collaborations would make a TMA in Addison County worthwhile. Many of us are looking to Addison County as a future model for how to approach TMAs from a rural perspective.

12:00 **Next Steps and Brief Discussion on Future Gatherings**

End by 12:30

Acronyms Guide

CATMA	Campus Area Transportation Management Association
CBSM	Community-Based Social Marketing
CEP	Comprehensive Energy Plan
EVT	Efficiency Vermont
GHG	Greenhouse Gases
HMF	High Meadows Fund
RPC	Regional Planning Commission
SOV	Single Occupancy Vehicle
TDM	Transportation Demand Management
TMA	Transportation Management Association
TSM	Transportation System Management
TSN	Transportation Stakeholders Network
UVTMA	Upper Valley Transportation Management Association
VEIC	Vermont Energy Investment
VMT	Vehicle Miles Travelled

Directions

*Patricia A. Hannaford Career Center
51 Charles Ave, Middlebury, VT
(802) 382-1012
Sarah's Cell: 207 624 2012*

From the South, follow Rt. 7 north into Middlebury. You will wind up at a traffic light with a McDonalds and a Mobile station on your left, and a Hannaford Supermarket behind that. Take a left at the third light past that McDonalds/Mobile light onto Charles Ave.

From the North, follow Rt. 7 south into Middlebury and through the little "zig-zag" at the town green. Take a right at the second light after the "zig zag" onto Charles Ave.

*Once you turn onto Charles Ave from Rt. 7 you'll be staring right at the High School. Park in the lot on your left. The Hannaford Career Center is the building to the left of and adjacent to the High School. When you enter, stop at the main office to the right and check in. We are meeting in **room A208**, which is up the stairs and just a bit down the hall on your right.*