Transportation Stakeholders Working Group on Reducing Single-Occupancy Vehicle Commuting
Hosted by the High Meadows Fund and the University of Vermont Transportation Research Center
March 13th, 2012
The University of Vermont – Waterman 427A – Burlington, VT

Meeting Objectives

- Share information and updates about transportation initiatives and programs
- Hear/learn about one initiative in more depth, consider its implications for others in Vermont and discuss ideas to maximize its impact
- Engage in small group learning/planning discussions in two topic areas – (1) policy, and (2) marketing that tests and extends our learning about CBSM principles
- Develop next steps for future meetings and the development of this informal network

1:00 Welcome & Roundtable updates (coffee, tea, and snacks provided)
- Since the December meeting, what is something you’ve learned or been surprised by in the initiative or program you work with?

1:40 Spotlight on Chittenden County Transportation Demand Management (TDM) Partners project
- Brief presentation (5-10 mins)
- Discussion (20 mins)

2:10 Short break

2:20 Breakout discussions on policy and marketing
- Background and focus questions from discussion leaders (10 mins)
- Small Group Discussions (40 mins)
  A. Leveraging public policy to support transportation initiatives
     Discussion Leader: Jennifer, AARP
  B. Developing and sharing successful marketing strategies
     Discussion Leaders: (someone from VTRANS, and TDM Partners?)
  • Whole group discussion of ideas and plans generated (40 mins)

3:50 Next steps
- Promoting information-sharing
- Future meetings of this group, formats and topics

End by 4:30

Parking instructions will be distributed prior to the event. Campus and building maps provided on reverse.