

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.

