

## Transportation Stakeholders Network (TSN)

### Reducing Fossil Fuel Use in Vermont's Transportation Sector through Behavior Change

Hosted by the High Meadows Fund

12:45pm – 4:15pm | Wednesday, April 24, 2012

Marlboro Graduate Center Room 2 WEST – Brattleboro, VT

**TOPIC: Supporting and Learning From Transportation Demand Management (TDM) Efforts in Vermont's Satellite Communities**

#### Meeting Objectives:

- **Map and receive updates from pockets of TDM activity across the state.**
- **Learn about efforts in Southeastern Vermont to build support for TDM.** Consider major opportunities, barriers, and players that have defined Windham County efforts.
- **Help Windham County identify and prioritize strategies for moving forward.** What have we learned in other regions that might apply, and what about Windham's efforts can we learn from?
- **Identify common goals/opportunities/barriers across pockets of TDM across the state.** Are there opportunities for prioritization and coordination of strategies through this network?

#### Working Agenda

*(Train arrives at Brattleboro Station at 12:20pm)*

- 12:45 **Welcome and Review** (coffee, tea, and snacks provided)
- Introductions and review of the day's agenda
  - Brief overview on past themes and discussions which tie into the day's agenda.
- 1:05 **Mapping TDM in Vermont – where are we?** (Map and handout with updates from across the state will be provided in advance of the meeting)
- 1:40 **Perspectives from Windham County on Local/Regional TDM Efforts**
- Matt Mann - Windham RPC. (Windham County Regional Mobility Plan)
  - Paul Cameron - Brattleboro Climate Action Group (Way-to-Go, Trans. Business Roundtable)
  - JB Mack – Southwest RPC, Keene, NH (cross-border opportunities and challenges – here and throughout the state)
- Discussion – Can we learn from Windham County? Advice for Windham County? *(Remember – many communities are facing similar challenges and opportunities – this is relevant to all of us.)*
- 2:40 **Group Brainstorm** – Identify common themes among communities/regions tackling TDM in VT
- Common Barriers? Partners? Opportunities? Priorities? *(Remember – we're thinking statewide)*
- 2:55 **Short Break**
- 3:15 **Group Discussion – Given what we're seeing, what should we be focused on?**
- As communities, as organizations, as regions, as a network, as we work to support one another?
- 3:45 **Network Next Steps**
- Next meeting, transition in ownership/coordination

End by 4:15 *(Train leaves from Brattleboro Station at 5:07pm)*

## Themes for Thought:

- A. Opportunities for shared resources and learning across regions.
- B. Striking an appropriate balance between centralized resources/programs and on-the-ground local relationship building.
- C. Strategies for coalition building and making a stronger, community-scale case for TDM.

Pieces that I hope will come up in discussion:

- Mobility Managers
- Coalition Building – key to successful boots-on-the-ground approach
- What do boots-on-the-ground need from the state or from a centralized/credible source?
- What does TDM mean in a community? Can we describe it? Make it matter?
- How do we better engage municipalities (there's just so much to tackle, transportation isn't always a priority)

A frame for our group brainstorm...

### GROUP BRAINSTORM – Common Themes among communities tackling TDM

Opportunities	Partners	Barriers	Priorities

### WHAT SHOULD WE BE FOCUSED ON – In working toward a strong network of communities working on TDM?

As Organizations	As Communities	As Regions	As a Network	As a State

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