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

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Partners</th>
<th>Barriers</th>
<th>Priorities</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>As Organizations</th>
<th>As Communities</th>
<th>As Regions</th>
<th>As a Network</th>
<th>As a State</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Name** | **Organization** | **Email** |
---|---|---|
Aaron Brown | Vital Communities and Upper Valley TMA | aaron@vitalcommunities.org |
Becky Jones | Brattleboro Memorial Hospital | rmjo@rcn.com |
Bryan Davis | Chittenden County RPC | bdavis@ccmpo.org |
Deb Sachs | GoVermont | dsachs@ecostrategiesllc.com |
J.B. Mack | Southwest Regional RPC (Keene, NH) | jbmack@swrpc.org |
Jan Terk | Deerfield Valley Transit Authority | jan@moover.com |
Karen Sinclair | Connecticut River Transportation | ksinclair@crtransit.org |
Kate McCarthy | Vermont Natural Resources Council | kmccarthy@vnrc.org |
Kathleen White | Brattleboro Climate Protection | Kathleen.White@state.vt.us |
Nadine Barnicle | Addison County Transit Resources | nadine@actr-vt.org |
Matt Mann | Windham Regional Commission | mmann@sover.net |
Paul Cameron | Brattleboro Climate Protection | pcameron@brattleboro.org |
Ross McDonald | GoVermont | ross.macdonald@state.vt.us |
Sandy Thorpe | Rural Community Transportation | sandy.thorpe@gmail.com |
Sandy Thibault | Campus Area Transportation Management Association | catma@uvm.edu |
Sarah Simonds | High Meadows Fund / Coordinator | ssimonds@vermontcf.org |
Sue Graff | United Way Windham County | sue@unitedwaywindham.org |
Wayne Michaud | Idle-Free Vermont | info@idlefreevt.org |