Meeting Objectives

- Identify which outreach methods and messages do and do not work
- Identify what factors motivate Vermonters’ current transportation behavior
- Develop shared language and strategy for promoting TDM
- Hear an update on Go! Vermont’s new programs

Agenda

1:00  Welcome, Meeting Purpose & Introductions

1:20  A Look at Three Partners’ TDM Outreach Efforts
    Jenn Wood, Green Mountain Transit
    Bryan Davis, Chittenden County Regional Planning Commission
    Deb Sachs, Go! Vermont & Julie Campoli, Sustainable Transportation Vermont

    Q & A

2:00  Work Session on TDM Messaging & Outreach

3:00  Break

3:10  Report Out & Next Steps

3:30  Go! Vermont Update: Trip planner, Transit App, Rides to Wellness, Recovery Rides & Microtransit
    Ross MacDonald, Go! Vermont

3:50  Wrap-up & Evaluations

Please fill out a MEETING EVALUATION before you go.
Discussion Prompts

Discussion #1 (15 minutes)
What factors currently motivate Vermonters’ transportation choices?
What do they need that we offer? Do we offer what they need?
How can we energize people around the various modes?

Discussion #2 (15 minutes)
What messages & outreach methods work for which mode?
Which ones should we retire because they’re ineffective?
Is there any disconnect that we must attend to? *E.g. we are marketing a resource that doesn’t work for people, or the message is being drowned out by something else?*

Discussion #3 (15 minutes)
What resources can we make better use of?
What shared language and strategies can we begin to coalesce around?
- What resonates with different audiences?
- Which points to hit when talking to each audience?
- When to do follow up, how to keep people engaged?

How do we synthesize this into a shared resource?