



Vermont Transportation Efficiency Network

Fall Meeting: “Advancing TDM Outreach for 2020”

1-4 pm | October 9, 2019

Vermont Agency of Transportation
Barre City Place (219 N. Main Street), 4th floor, Room 425
Barre, Vermont

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?