VTEN
A NETWORK OF TRANSPORTATION PLANNERS, PROVIDERS, AND ADVOCATES

Our transportation system is hard on our wallets, our economy, and environment. VTEN partners come together to learn from each other, advance projects, initiatives, and strategies to improve Vermont's transportation system.

VitalCommunities.org/Transportation/VTEN
Advancing TDM Outreach for 2020

- 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
TDM Outreach at
Green Mountain Transit

Jenn Wood
Top 3 Marketing & Communication Goals

1. Customer Service
2. Expanding Language Options
3. Sustainability Focus
   (Environmental/ Social/ Health/ Economic)
Goal #1 - Customer Service

- Extended outreach and communication to passengers: e.g. electronic newsletter, on-board signage, increased social media engagement, and how-to videos

- Staffing – Call Center & Front Desk

- Driver Training
Goal #2: Expanding Language Options

- Updating all messaging – e.g. translation options on website, Bus Maps & Guides in multiple languages, partnering with agencies serving New Americans

- Incorporate with Partner Conversations:
  - Advocacy Groups
  - VTEN, T4VT,…
  - State/ VTrans & Legislature
  - Business Community
  - Institutions
  - Municipalities
Goal #3: Sustainability Focus
CASE STUDY: Youth Climate Action Week

RIDE THE BUS!

The transportation we choose, creates the city we become. Transit ridership is down in almost every major U.S. city, which could be detrimental to your city’s ability to combat climate change.
A Cleaner, Greener Vermont

- To help build a cleaner, greener environment, GMT works to educate and inform current and potential passengers about the environmental benefits of taking the bus.

- By focusing on how public transportation can help create a healthier environment, we hope to increase ridership, thus cutting back on Vermont’s traffic congestion.

- Transit moves people better. In cities everywhere, transit is the most effective way to move the most people. One FULL bus carries the same number of people as 60 CARS! If you drive a car, you’re not stuck in traffic. You are traffic!
Goal #3: Sustainability Focus
CASE STUDY: Youth Climate Action Week

TAKE THE PLEDGE!

Take the pledge and commit to riding the bus at least once a week. Small changes can make a big difference.

ridegmt.com
GMT operates 50 routes serving communities across 5 counties in Northwest Vermont.

In Chittenden County, GMT's urban district offers:
- Fixed routes
- Local commuter routes
- LINK Express routes
- ADA paratransit services
- Shuttles from senior housing complexes to local supermarkets
- Neighborhood specials for student transportation to Burlington schools

GMT ridership represents fifty percent (50%) of Vermont's public transit network – with the remaining provided by 7 other regional transit agencies spread across Vermont.

GMT is considered a municipality and is the first and only transit authority in the State of Vermont.

GMT services in Washington, Lamoille, Franklin, and Grand Isle Counties provide:
- Deviated fixed routes
- Commuter routes
- LINK Express Routes
- Demand response medical shuttles
- Service to elders and persons with disabilities.
GMT’s Funding Goal: The goal is a 20% local share for operating funds as part of the statewide transit plan. GMT urban communities have signed on as members, and are assessed annually along with a 3% increase per year for what they are required to pay for their local share through the power of taxation.

- Fare Revenue
- Private Contributions
- Institution Contributions
- Businesses Contributions
- Municipalities
- Contracts with outside agencies

80% Federal/State

20% Local
GMT’s Funding Goal - URBAN

- Towns = Member Communities
- Annual GMT Assessment with 3% increase/year
- Via Power of Taxation, Towns Contribute Local Match
What’s Needed?

- EDUCATION, EDUCATION, EDUCATION
- Marketing & Communication
- Leverage (New & Existing) Partnerships
- Advocacy
- Statewide Initiatives
- Policy Reform
Public Affairs & Community Relations Manager
jwood@RideGMT.com
TDM Outreach at Chittenden County Regional Planning Commission

Bryan Davis
Advancing TDM Outreach for 2020

Two Case Studies from CCRPC
Bryan Davis

VTEN
October 9, 2019
A Tale of Two Programs

go! CHITTENDEN COUNTY

Way to go!
MAKE YOUR COMMUTE More fun!

gO! CHITTENDEN COUNTY

GochtittendenCounty.org | 800-685-RIDE
Program Partners
Projects

Establish Regional Multimodal Transit Hubs

Expand CarShare Vermont

Regional Bike-Walk Tools

Employee Transit Pass Pilot Project

TDM Circuit Rider/ETC network

Neighborhood-based VMT Reduction Social Marketing Program (Park It Pledge)
Outreach

• Press event
• Partner promotion
• Social media
• Print ads
• Online ads

• Contests
• Newsletters
• Front Porch Forum
• Ch 17 TV show

• Rack cards/Palm cards (but didn’t use PP&D)

• Did not use a marketing firm to develop and execute outreach plan...
Brand Messaging
MAKE YOUR COMMUTE
More fun!

WE KNOW HOW.
Whether a Business or Individual looking for new ways to easily get around Chittenden County—while saving time and money—we’re here to answer your transportation questions.

go! CHITTENDEN COUNTY

GOCHITTENDENCOUNTY.ORG | 800-685-RIDE (7433)
Want more fun in your commute?

Find out how by September 30th and you’ll be entered to win a Timbuk2 messenger bag!

Just call or email the Go! Chittenden County hotline:
800-685-RIDE (7433)

info@gochittendencounty.org
Got the commuter blues?

Call or email by December 5, 2014 to learn about other transportation options, and you'll be entered to win a CCTA bus pass for one month (valued up to $150) or a $100 gift certificate to Earl's Cyclery & Fitness — your choice!

800-685-RIDE (7433) | info@gochittendencounty.org

GOCHITTENDENCOUNTY.ORG
Be a happy commuter!

Call or email us by April 30, 2015

to learn about other transportation options, and you'll be entered to win a CCTA bus pass for one month (valued up to $150) OR a $100 gift certificate to Earl's Cyclery & Fitness — your choice!

And don’t forget to reclaim your ride and sign up for Way to Go! Week, May 4-15!

800-685-RIDE (7433) | info@gochittendencounty.org | gochittendencounty.org
commute
OUTSIDE
the
BOX

Go! Chittenden County is your one-stop shop for information and advice about transportation in our region. Get in touch today and let us help you save money, get around easily and safely, and have more fun while doing it!

gochittendencounty.org | info@gochittendencounty.org | (800) 685-RIDE
Measuring Results

General Go CC:
- Calls to Go! Vermont/VEIC
- Website visits
- Contest entries

Project-specific:
- Transit pass data
- Bike commute classes/participants
- Bike racks installed
- CarShare VT members
- Park It Pledge participants
- ETC Network
Measuring Results

Goal: 1% SOV mode shift decrease

Did we reach it?

TRAVEL MODES

More of us are getting out of our cars.

The goal is to reduce single occupant vehicle travel and increase – through targeted investment in active transportation facilities and transit services – walking, biking and transit trips.

All three modes are moving in the right direction.

Walking/Biking
- 2014: 9.4%
- 2015: 9.5%

Transit
- 2014: 2.2%
- 2015: 2.6%

Driving Alone
- 2014: 75.3%
- 2015: 75.2%

Source: American Community Survey 2015 1-Year Estimates
# Measuring Results

Goal: 1% SOV mode shift decrease

*Did we reach it?*

<table>
<thead>
<tr>
<th>Commuting to Work</th>
<th>2011(^1)</th>
<th>2015(^2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car, truck, or van -- drove alone</td>
<td>71.7%</td>
<td>73.2%</td>
</tr>
<tr>
<td>Car, truck, or van -- carpooled</td>
<td>9.9%</td>
<td>8.4%</td>
</tr>
<tr>
<td>Public transportation (excluding taxicab)</td>
<td>2.5%</td>
<td>2.4%</td>
</tr>
<tr>
<td>Walked</td>
<td>7.7%</td>
<td>7.4%</td>
</tr>
<tr>
<td>Other means</td>
<td>2.4%</td>
<td>2.6%</td>
</tr>
<tr>
<td>Worked at home</td>
<td>5.8%</td>
<td>5.9%</td>
</tr>
<tr>
<td>Mean travel time to work (minutes)</td>
<td>19.7</td>
<td>20.6</td>
</tr>
</tbody>
</table>
Measuring Results

Considerations:
- Respondents restricted to single mode used for the longest distance for ACS
- While more people drove alone in 2015, they drove fewer miles
- Effects of Great Recession still felt in 2011
- Fuel price drop by 2015

p.s. Go! Chittenden County was sunsettted with CATMA’s expansion
The Evolution of Way to Go!

- 1993 – Curb Your Car Day
- 2004 – Way to Go!
- 2010 – expanded statewide
- Incentive based
- Target audience changes
- Timing changes
- Funding changes
- Donations and sponsors evolution
- Award-winning
Participation Over The Years

Note: School participation was not always segmented from individual participation. School numbers were separated in the reporting starting in 2012. Challenge did not become full school year until 2018.
Messaging
USE NATURAL ENERGY

Why wait for a solution?
74,000 lbs. of Green House Gas Emissions -
That's what WAY TO GO participants saved in just one week.
By biking, walking, carpooling or taking the bus to work you can make a huge impact now. Try it for a week. It's the WAY TO GO!

SIGN UP www.WAYTOGOVT.org

Join the WAY TO GO challenge!

WAY TO GO

74,000 lbs. of Green House Gas Emissions -
That's what WAY TO GO participants saved in just one week.
By biking, walking, carpooling or taking the bus to work you can make a huge impact now. Try it for a week. It's the WAY TO GO!

SIGN UP www.WAYTOGOVT.org

Join the WAY TO GO challenge!

MAY 7-11
Let’s reduce 500,000 pounds of greenhouse gas emissions in Vermont...in just one week.

You’ll be surprised. Reducing 500,000 pounds of greenhouse gas emissions in Vermont can happen in just one week...

By biking, walking, carpooling, telecommuting or taking the bus you can make a huge impact on our emissions and...

Save money and reduce your carbon footprint. Sign up for a week.

Visit www.WAYTOGOvt.org
Join us in reducing 500,000 pounds of Greenhouse Gas emissions from MAY 4-8.
SIGN UP www.WAYTOGOVT.org

THANKS TO OUR GREEN TEAM

Join us in reducing 500,000 pounds of Greenhouse Gas emissions from MAY 4-8.
SIGN UP www.WAYTOGOVT.org

THANKS TO OUR GREEN TEAM
TWO ROADS DIVERGED IN A WOOD, AND I TOOK THE BUS.

TWO ROADS DIVERGED IN A WOOD, AND I TOOK THE BIKE PATH.

TWO ROADS DIVERGED IN A WOOD, AND I WALKED TO WORK.

TWO ROADS DIVERGED IN A WOOD, AND I CARPOOLED.
Who's Ready
FOR A CARBON THROW DOWN?
Reduce Air Pollution! Win Prizes!
Challenge A Rival Business or Organization!
Way To Go week is a chance for you or your business to go toe to toe against carbon pollution and win! Bike, walk, carpool or ride the bus to victory! Win prizes, have fun - and help us reach our goal of saving 500,000 lbs of carbon pollution in Vermont!
MAY 13-17! SIGN UP WAYTOGOVT.ORG

WHO'S READY TO GO?
Reduce Air Pollution! Win Prizes!
Challenge A Rival Business or Organization!
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MAY 13-17! SIGN UP WAYTOGOVT.ORG
ATTENTION ALL EMPLOYEES!

CHECK CO-WORKERS FOR SIGNS OF 
COMMUTER ZOMBIFICATION

VACANT EXPRESSION

Commuting alone can cause a dulling of the senses, grogginess, and even a willingness to listen to really bad talk-radio shows to stay alert. Stop the madness and find a carpool buddy! Enjoy lively conversations and cut your gas costs in half.

BRAINLESS SPENDING

Zombie Commuting makes you slowly lose track of how much money you are wasting on gas. Is this cash you could be using to pay for groceries, bills, or anti-zombie gear? Snap out of it! Take the bus and save some dough.

REALY BAD GAS

When you Zombie Commute you emanate toxic gas called carbon pollution. This gas not only causes global warming, it also creates a craving for brains. Avoid stinky gas emissions. Walk or bike to work.

---

THIS MESSAGE WAS BROUGHT TO YOU BY

THE ZOMBIE ERADICATION
TASK FORCE UNIT AT

CHITTENDEN COUNTY

GO!

Who urges you to

TAKE YOUR COMMUTE OUT OF ZOMBIE MODE

OCTOBER 14-18

SIGN UP WAYTOGOVT.ORG

READ IMMEDIATELY

COMMUTER ZOMBIFICATION

Survival Guide

---

CHECK CO-WORKERS FOR SIGNS OF 
COMMUTER ZOMBIFICATION

VACANT EXPRESSION

Commuting alone can cause a dulling of the senses, grogginess, and even a willingness to listen to really bad talk-radio shows to stay alert. Stop the madness and find a carpool buddy! Enjoy lively conversations and cut your gas costs in half.

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REALY BAD GAS

When you Zombie Commute you emanate toxic gas called carbon pollution. This gas not only causes global warming, it also creates a craving for brains. Avoid stinky gas emissions. Walk or bike to work.

---

THERE IS A CURE!

OCTOBER 14-18. IT'S GO TIME!

Add some life to your commute. Walk, bike, carpool, carshare or take the bus during Way To Go! week.

WIN AWESOME PRIZES!

Score an iPad mini, Bash Badge ski pass, or some great outdoor gear! Zombies hate prizes.

SAVE THE PLANET!

Help us stop 250,000 lbs of carbon pollution in one week! You can make it happen.

KICK ZOMBIE BUTT!

Join other businesses, schools, and organizations to make a big difference.

SIGN UP WAYTOGOVT.ORG

---

WAY to go!

OCT 14-18 SIGN UP WAYTOGOVT.ORG

WIN GREAT PRIZES. SAVE EARTH.

All you have to do is walk, bike, carpool, carshare, or take the bus. Help us stop 250,000 lbs of carbon pollution.
LET'S MAKE Vermont a better place!
BIKE • WALK • BUS • CARPOOL

MAY 12-16! REDUCE AIR POLLUTION! WIN PRIZES!
Way To Go! Week is a chance for you or your business to go toe to toe against carbon pollution and win. Bike, walk, carpool or ride the bus to victory. Win prizes, have fun — and help us reach our goal of saving 300,000 lbs of carbon pollution in Vermont!

SIGN UP TODAY: WAYTOGOVT.ORG
IT'S GO TIME!
WIN PRIZES! GET MOVING!
TAKE THE CHALLENGE AND BATTLE CARBON POLLUTION

WALK > RUN > BIKE > BUS > CARPOOL > TELECOMMUTE

SEPT. 26 – OCT. 7

SIGN UP: WAYTOGOVGT.ORG
Way to go!

Calling All Vermont K-12 Schools

September 25 - October 6

School Captains

It's Go Time!
Sign Up Your School
Battle Carbon Pollution

Win a Solar Tracker
BATTLE POLLUTION!
SCHOOL TRANSPORTATION CHALLENGE

Way to go! to School

SEPTEMBER 2019–JUNE 2020 waytogo.govt.org
Outreach

- Coupons for local businesses
- Lunch & Learns
- Paystuffers
- Tabling
- Press releases
- Partner promotion
- Social media
- Print ads
- Online ads
- Videos
- WTG newsletters
- Front Porch Forum
- Email blasts (general and targeted)
- Awards ceremonies
Measuring Results

By the numbers...

- Participation (individual, businesses, schools...)
- Miles driven
- GHG emissions
- $ saved
- Website analytics
- Social media (referrals, likes, retweets...)
- Email blasts
- Program inquiries
Moving WTG Forward

- With current focus on schools, outreach has changed
- Continue to implement “lessons learned” year to year
- How to measure the long-term impact and outcomes of our outreach? Ongoing surveys to document behavior change? Determine brand awareness and support?
And so...

- Figure out what you want to measure before you start. What does success look like?
- If you don’t have the expertise or resources in-house, find the right person/entity.
- Are there transportation and/or TDM influencers? Is anyone using them?
- What are ways that people can interact with transportation and/or TDM as a brand?
- How can we encourage behavior change without mode shaming?
Bryan Davis
bdavis@ccrpcvt.org
802-861-0129
TDM Outreach at Go! Vermont & Sustainable Transportation Vermont

*Deb Sachs & Julie Campoli*
Our mission:
Paint a picture of what a sustainable transportation system looks like
Create a forum
Showcase programs and initiatives, success stories
Engage lawmakers

Mollie S. Burke

We Need to Mobilize

The 2019 Transportation Bill is a step in the right direction, but we need to take bigger, bolder steps.

July 15, 2019

curriculum

Encourage better trip chaining and use of other modes. Raise the gas tax. It may be regressive, but put some of the money toward VETI and expand that program to take the edge off. Spread development more regressive than any gas tax. Support the removal of most if not all Act 250 jurisdiction in state designated growth centers and village centers. Make the development of multimodal, mixed use village and town centers as easy as possible, so people don’t have to “drive until they can buy.” Build state-subsidized housing in these centers. Do everything you can to require that public parking is market-priced and not a free subsidy to driving. Cars don’t shop, people do. Lower the threshold for new impervious surfaces. State stormwater permits and discourage the creation of new big parking lots. Make the four-feet-to-pass vulnerable users “recommendation” a law. Add a $600 incentive to the existing BID and GMP $200 e-bike incentive.
Normalize the car-light lifestyle
Land use patterns

Savoring the Cheddar

Julie Campoli
An Extraordinary Act
An urban lifestyle—walking almost everywhere, sharing space with neighbors, and enjoying a rich community life often experienced on a sidewalk—was once a big part of our identity. It can be again.

March 11, 2019

Marshall Distel
Off Balance

Thinking Beyond the Vehicle

Julie Campoli

When considering transportation, it’s natural to think of a vehicle, but the structures we build, where we locate them, and how we arrange them, have a profound impact on the way we move and how we travel.

April 02, 2018

Julie Campoli
Bring Back the Corner Store
Retail diversity makes life easier for people who don’t have a car, or don’t want to drive.

August 05, 2019
Challenge conventional thinking
<table>
<thead>
<tr>
<th>State agencies</th>
<th>Planning Agencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>VTrans</td>
<td>Dept of Health</td>
</tr>
<tr>
<td>DHCD</td>
<td>Secretary of State</td>
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<tr>
<td>Chittenden County RPC</td>
<td>Mad River Planning District</td>
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<tr>
<td>Two Rivers Ottawaquechee RPC</td>
<td>Northeastern VT Development Assoc</td>
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<td>Windham Regional</td>
<td>Southern Windsor RPC</td>
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<tr>
<td>Northwest RPC</td>
<td>Rutland RPC</td>
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<td>Bennington County RPC</td>
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</table>

<table>
<thead>
<tr>
<th>Local Government</th>
<th>Non-Profits / Advocacy Orgs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Burlington</td>
<td>AARP</td>
</tr>
<tr>
<td>City Councilors</td>
<td>Idle-free VT</td>
</tr>
<tr>
<td>Mayor</td>
<td>Renewable Energy VT</td>
</tr>
<tr>
<td>Electric Department</td>
<td>Energy Action Network</td>
</tr>
<tr>
<td>DPW</td>
<td>VPRG</td>
</tr>
<tr>
<td>Parks and Rec</td>
<td>Net Zero</td>
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<td>South Burlington Planning Office</td>
<td>Bikeable Burlington Now</td>
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<tr>
<td>Montpelier Community Development Office</td>
<td>VBike Solutions</td>
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<tr>
<td>Shelburne Planning Office</td>
<td>CLF</td>
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<tr>
<td></td>
<td>High Meadows Fund</td>
</tr>
<tr>
<td></td>
<td>Vermont After School</td>
</tr>
</tbody>
</table>

1,200 - 2,000 page views/month

audience

who’s reading STVT
How you can help
How you can help

1. write something
How you can help

1. write something

energy
environment
policy
technology
2. Share our content

3. Comment

4. Feedback
   • Is it working?
   • What else should be covered?
   • Suggested audience?
Work Session on TDM Messaging & Outreach

Break into NEW groups of 3-5. Use big post-it notes to capture your thinking.

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?
Work Session on TDM Messaging & Outreach

Break into groups of 3 - 5. Use big post-it notes to capture your thinking.

Discussion #2 (15 minutes)

What messages & outreach methods work for which mode?
Which ones should we retire because they’re ineffective?
Where is there 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?
Work Session on TDM Messaging & Outreach

Break into NEW groups of 3 -5. Use big post-it notes to capture your thinking.

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?
- When to do follow up, how to keep people engaged?

How do we synthesize this into a shared resource?
Stretch Break
Report Out and Next Steps

What are the opportunities for collaboration? Who is good at what? How can we better share what we're working on?
Go! Vermont Update: Trip planner, Transit App, Rides to Wellness, Recovery Rides & Microtransit

Ross MacDonald, Go! Vermont
Public Transit Innovative and Technology Projects
Our budget allows for some investments and innovations that would not be possible without the current legislative and admin support. The Trip Planner, Statewide AVL, and Job Access programs are examples.
- Redesigned site
- Microtransit
- Open Source Data
- Trip Planner
- AVL
- R2W
- Recovery Rides
- What Else?
- Working group produced White Paper, Outreach Plan, nation-wide project Assessment, and received “simulations” from two industry leaders (Via and Transloc)
- Applied for Integrated Mobility Innovation grant
- Line item in proposed budget to proceed with or without grant award.
Why consider this “new” type of Service?

- Aging population
- Current ridership
- Costs of transit service
- New technologies
- More flexible
- More Convenient?
- Successful Case Studies

![Figure 2: Total Ridership](image)

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Ridership (in Passenger Miles)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2018</td>
<td>4,742,202</td>
</tr>
<tr>
<td>FY 2017</td>
<td>4,687,076</td>
</tr>
<tr>
<td>FY 2016</td>
<td>4,711,693</td>
</tr>
<tr>
<td>FY 2015</td>
<td>5,029,130</td>
</tr>
<tr>
<td>FY 2014</td>
<td>4,853,733</td>
</tr>
</tbody>
</table>

![Figure 4: Cost per Trip](image)

<table>
<thead>
<tr>
<th>Year</th>
<th>Cost per Trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>$7.22</td>
</tr>
<tr>
<td>2017</td>
<td>$6.79</td>
</tr>
<tr>
<td>2016</td>
<td>$6.09</td>
</tr>
<tr>
<td>2015</td>
<td>$5.81</td>
</tr>
<tr>
<td>2014</td>
<td>$5.54</td>
</tr>
</tbody>
</table>
Standards Allow Interoperability

Interoperable technologies are modular and can be replaced easily.
Statewide AVL
- All providers, routes, and bus stops operating with the same AVL service.
- Open Source Data (GTFS-RT)
- Basic Service expectation

Transit App
Current Google Maps Trip Results

Sorry, we could not calculate transit directions from "32 Daltons Rd, Duxbury, VT 05676" to "Montpelier, Vermont 05602"
GO! Vermont Trip Planner Results
Sorry, we could not calculate transit directions from "1787-2155 Spaulding Rd, St Johnsbury, VT 05819" to "1 National Life Drive, Montpelier, VT"
Same Trip in the GO! Vermont Trip Planner
The data is complete and let the design competition begin!
Agile Mile – Proposed Design
Agile Mile – Proposed Design
All projects lead to more opportunities...

- Launch media campaigns for both Trip Planner and Transit App
- Incorporate Microtransit into Transit App and Trip Planner
- Develop interface so Demand Response (Dial-a-Ride) trips can be revealed in Trip Planner
- Real-time carpooling? Rural “Slug lanes”? And, and, and...
We now have great tools...

How do we get people to use them?

Partner Organizations and Outreach

- Human Service Organizations
  - Hospitals
  - Recovery Centers
  - Senior Centers
  - Housing Programs, etc.

- Advocates
  - AARP
  - Vermont Association of the Blind
  - Council for Independent Living
  - Council on Aging
  - Youth Services

- Community Outreach
  - Leagues of Cities and Towns
  - Farmers’ Markets, Events, etc.

- General Public
  - Media buys, ads
  - Materials
  - Videos

Multi-year and ongoing presence is required
Rides To Wellness

- Two successful pilots currently at NKHS and Mt. Ascutney. Consultants developed a formal application for additional pilot regions.
- Consultants and Vtrans conducted informational meetings with staff from Gifford, Porter, Copley, Southwest Vermont Medical Center and medical facilities in Lamoille county.
- Vtrans expecting 2-3 pilot expansion requests.
- Limited remaining seed money but unspent funds in existing pilots may be reallocated to new regions.
- Consultants will work with medical facilities on training and implementation regardless of available seed money.
Recovery Rides

- $320k over two years for additional DR trips for wrap around services
- Process, contracts, and metrics established – Services began on Sept. 16th.
Community Outreach and Pilot Considerations

- VT Council on Rural Development – RAMP project
- Tri-Town Rt. 15 Corridor project
  - Considerations
    - Expanded Volunteer programs
    - Carshare Hardware and Technologies
    - Promote existing services and options
    - Hitching Post
    - Leased Vehicles to towns/regions
THANK YOU

ROSS MACDONALD
802-522-7120 / ROSS.MACDONALD@VERMONT.GOV
Wrap-Up

- Please fill out an evaluation form before you leave!

And a big thank you to:

- VTrans for hosting us!

- All of you who make VTEN!