

Go Vermont Pilot - Support for Local Energy Committees



The VTrans Public Transit Section is offering grants to municipalities to assist in building a statewide outreach and advocacy network for the Go Vermont Program (www.connectingcommuters.org). Local Selectboards and Energy Committees are a logical partner in this effort and will bring local credibility, energy, and innovation to the Go Vermont Program. VTrans will provide a \$500 grant to participating municipal energy committees.

Go Vermont is a web-based clearinghouse for all transportation modes in Vermont, featuring an automated carpool, vanpool and public transit matching service, a vanpool program, information for State Park and Ride locations, and a link to “511” traffic conditions. In effect, the framework and services have been established, and the focus has now shifted toward building program participation to achieve the necessary critical mass for rideshare matches, and toward facilitating efficient transportation options versus continued operation of single occupancy vehicles. To this end, the project objectives are as follows:

- Broaden Go Vermont outreach efforts
- Build relationships with local committees and advocates
- Identify local and regional transportation priorities and activities
- Build local and regional program capacities and awareness
- Increase the number of registrants in the Go Vermont database
- Increase traffic to the Go Vermont website (www.connectingcommuters.org)
- Focus regional and local initiatives and advocacy efforts

Suggested Local Activities:

- Present program and materials at events held in your municipality (e.g. farmer’s markets, fairs, holiday events)
- Post promotional materials at the municipal offices and on local business and community bulletin boards
- Meet and work with participating local employers to promote and advocate for the efficient transportation services offered through Go Vermont
- Present program and materials at a select board meeting and at the annual Town Meeting.
- Host a special event to address transportation costs and options
- Perform a door-to-door campaign, sharing information and dropping off promotional materials
- Place a Go Vermont sign at municipal Park and Ride(s)
- Additional efforts to help build awareness and to support efficient transportation choices

Interested parties should contact Ross MacDonald at 802-828-5577 or at ross.macdonald@state.vt.us.