

Alternative Transportation Ad Hoc Committee
Minutes of Meeting – 1/21/20 – 6.15pm
Underhill Town Offices

Present: Kurt Johnson (chair), Sara Lourie (secretary), Donna Johnson, Sue Cromwell, Andrew Albright, Monica Donlevy, Michael Oman, Wayne Howe

Town Meeting

- Cambridge – GMT funding request is part of the budget, and not a separate Article
- ridership increased 30-40%, especially in Underhill; UVM students free in summer
- would be good to have actual numbers ***Kurt** to ask for data (also useful for RPC study)

Midday Service - UPWP (Unified Planning Work Project) Application

- clarification: no federal support for midday service; UPWP is project from RPC (Regional Planning Commission); multi-town project therefore = free for us
- GMT puts in a work project application every year . . . perhaps we can be part of theirs, rather than our own; RPC would pay GMT to fund scoping study; outcome = clear set of steps incl. administrative structure
- Kurt spoke 2x with Chris Daimon at GMT . . . we are on their docket
- RPC will decide on projects to be funded in April/May

GMT Jeffersonville Commuter

- Jeffersonville bus stop move to Depot St – GMT not yet decided (not before March)
- Wayne asked if monthly invoices to local outlets for passes could be stopped – answer no
- reality = local pass sales have not been a success . . . 7-8 locations; 4 months; 1 sale; people can buy passes online or single tickets on bus ***Sara/Michael/Kurt** to collect remaining passes; maybe revisit the idea after we have midday service running
- continuing wifi issues also issue with solar lights at bus stops, and TransitApp doesn't work well (sometimes inaccurate by 30-40 minutes) ***Kurt** to mention to GMT
- Sue brought up safety issue of bus stops by busy intersections (e.g. Rt15/127)

Infrastructure Subcommittee

- see if we can get bus stops from GMT . . . iconic 'GMT' look; more visible to community ***Kurt**
- met with Jack Corse re site by Cambridge 360 – environmental issues will be dealt with within year, but unclear if he will have another use for the property after that; leave idea for now
- VTRANS is going to be redoing Park & Ride, but they are still not going to make it wide enough for the bus; curious to know why? ***Kurt**
- Jericho – holding off until there have been further developments with bigger plan
- Underhill – issue with the lights

Midday Service Subcommittee

- all our info has been compiled, and passed on to GMT to be included in their application to RPC; ***Mike** to make sure all the info is in there
- Smuggs as major employer at end of the route should help make the route more viable; Mike thinks that Smuggs has done it before; Monica said we should be clear that we need a *long-term* vision and not expect immediate uptake of a new service
- VTRANS could help with pilot project; Mike and Peter Keating at several conferences; lots of support; more than we can currently deal with; v. interested in our three town approach

Marketing

- Kurt sent a report for Jericho, and Underhill Town Reports. He has also sent it to George Putnam but is not sure whether Mark Schilling will allow it in the Cambridge Town Report
- Next meeting ***FOCUS ON DEVELOPING A MARKETING PLAN*** - ***Monica**
- media around time of RPC announcement – Seven Days, Spring Newsletter, local newspapers
- FPF postings continue but Monica feels they are not targeted enough
- offer incentives e.g. \$50 -> City Market; targeted audience

Other Ideas

- not just Jeffersonville Commuter Committee – make sure we keep exploring other options
- e.g. Sara mentioned she had seen a poster about the Hitching Post¹ in Montpelier and was curious to learn more about it [it's semi-formalized hitch-hiking with coffee tokens for local cafes thrown in to the mix; currently operates in the Worcester, Northfield, Middlesex area]

For Next Meeting

- develop marketing plan ***Monica**
- explore idea of free fares (Donna said that fares account for only 10-12% operating budget)

Meeting Adjourned

Next meeting February 18, 2020

Respectfully submitted,

Sara Lourie
(Secretary)

¹ Articles about Hitching Post: <https://350vermont.org/the-hitching-post-comes-to-rural-vermont/> (26 July 2019); <https://350vermont.org/car-share-in-central-vermont-with-the-hitching-post/> (31 July 2019)