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To: Town Selectboard and Energy Committee
Subject: Go Vermont Pilot - Support for Local Energy Committee

To whom it may concern;

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 as you can bring local credibility, energy, and innovation to the ongoing effort to expand the reach of the Go Vermont Program. Through a partnership with your local Regional Planning Commissions (RPCs), VTrans will provide a \$500 grant to participating municipal energy committees.

PROJECT OBJECTIVES:

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 for Go Vermont, 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

The ultimate goal of this program is to increase program awareness, carpool registrations, numbers of vanpools and general activity on the Go Vermont website.

PROCESS and TIMELINE:

RPCs and VTrans are interested in keeping this process as simple as possible, and the below list outlines the necessary steps to do so:

- **September 16, 2011:** Select boards or Energy Committees submit Letters of Interest to VTrans
- **October 2011:** VTrans selects municipalities from the September 16th submittals and informs the corresponding RPC's
- **November 2011:** Regional forums hosted by RPCs are held for Energy Committee representative(s) to pick up Go Vermont promotional materials, learn about the specific services, and to collectively discuss various outreach opportunities and events
- **November 2011 – June 2012:** Timeline for Follow-up and deliverables outlined in the Letters of Interest
- **June 2012:** Due date for Final Reports outlining efforts performed during the project period, along with general comments and suggestions for the Go Vermont program. Additionally, please provide comments/suggestions in terms of future projects or initiatives that VTrans should consider for future projects/initiatives.

LETTERS OF INTEREST:

Interested parties should send their Letter of Interest to the address listed above and should include the following:

- Contact name and municipality on municipal letterhead
- Proposed list of activities and deliverables. Please consider the following:
 - Attend the RPC forum (this is the only mandatory deliverable)
 - Present program and materials at two 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

Please feel free to contact me with any questions or comments. Thank you for your efforts on behalf of the Go Vermont program, and I look forward to working with you.
Sincerely,

Ross MacDonald
Go Vermont Program Manager