



AGENDA

NextGen Advisory Committee

July 18, 2017 2:00 PM – 3:00 PM
15 Industrial Parkway, Burlington VT.

- 1. Adjustment to the Agenda**
- 2. Public Comment**
- 3. Approval of June Meeting Minutes**
- 4. Overview of Completed and/or Works in Progress**
 - Route profiles/evaluations
 - Particular focus on “potential service improvement options”
 - <http://ridegmt.com/route-profiles/>
 - Draft work trip map
 - See attached
 - Review of service guidelines
 - <http://ridegmt.com/wp-content/uploads/DRAFT-NextGen-Transit-Plan-GMT-Service-Guidelines.pdf>
 - Outreach activities
 - See attached
 - Further ideas/discussion
- 5. Next Meeting**

GMT NextGen: Public Outreach Activities

- CSA sign on the platform digital signs
- 5,000 business cards directing people to the website
- Social Media push for the CSA, also directing people to the website
- Ads in each of the local papers--
 - Charlotte/Hinesburg
 - So. Burlington Other Paper
 - Shelburne News
 - Stowe Reporter
 - Valley Reporter
 - Williston Observer
 - Waterbury Record
 - The World
 - St. Albans Messenger
 - The Times Argus
- 75 laminated flyers to go into bus shelters across the system
- Geo-targeted push for people at major stops (DTC, Montpelier Shaw's. etc.)
- Lake Monsters opportunity:
 - Update banner with CSA info
 - 5x7 card to be printed and given out at parking
- Events
 - Battery Park Free Concert Series (every Thursday in July, starting at 6:30PM)
 - Do Good festival (July 15, gates at 2:00PM, National Life)
 - As a staff, we will try to be at one of each community's farmers markets
 - Chris Loyer is looking into Field Days and The Champlain Valley Fair

As information changes, we will assess the list of events provided by Nadine and make decisions about event opportunities that make most sense.

GMT NextGen: Draft System-wide Work Trips

