

# PUBLIC INVOLVEMENT PLAN

## 2.1: Project Branding

GMT NextGen Transit Plan. Style sheet with project brand fonts, colors

## 2.2: Project Advisory Committee (PAC) (establish Feb)

Establish PAC made up of not more than 14 reps w/alternates to represent rural & urban service areas. PAC will on average every 1-2 month and serve as advisors to the CSA during the course of the study. Each will serve as a liaison with their respective committees & organizations.

**Table 1: Project Advisory Group**

Role	Name	Contact Information
GMT Board Members	Catherine Dimitruk	<a href="mailto:cdimitruk@nrpcvt.com">cdimitruk@nrpcvt.com</a>
	Katherine Miles	<a href="mailto:kmiles@ridegmt.com">kmiles@ridegmt.com</a>
	Bob Buermann	<a href="mailto:bbuermann@ridegmt.com">bbuermann@ridegmt.com</a>
Regional TAC	Central VT – CVRPC – Bonnie Wanager	<a href="mailto:wanager@cvregion.com">wanager@cvregion.com</a>
	Lamoille – Rob Moore	<a href="mailto:rob@lcpvt.org">rob@lcpvt.org</a>
	CCRPC – Peter Keating/Eleni Churchill	<a href="mailto:pkeating@ccrpcvt.org">pkeating@ccrpcvt.org</a> <a href="mailto:echurchill@ccrpcvt.org">echurchill@ccrpcvt.org</a>
VTrans	Ross MacDonald (Alt. Barbara Donovan)	<a href="mailto:Ross.macdonald@vermont.gov">Ross.macdonald@vermont.gov</a> <a href="mailto:Barbara.donovan@vermont.gov">Barbara.donovan@vermont.gov</a>
Staff/GMT	Mark Sousa	<a href="mailto:msousa@ridegmt.com">msousa@ridegmt.com</a>
	Jon Moore	<a href="mailto:jmoore@ridegmt.com">jmoore@ridegmt.com</a>
	David Armstrong	<a href="mailto:darmstrong@ridegmt.com">darmstrong@ridegmt.com</a>
N\N Team	Geoff Slater	<a href="mailto:gslater@nelsonnygaard.com">gslater@nelsonnygaard.com</a>
	Eryn Rosenblum	<a href="mailto:erosenblum@nelsonnygaard.com">erosenblum@nelsonnygaard.com</a>
	Sam Wright	<a href="mailto:sjwright@nelsonnygaard.com">sjwright@nelsonnygaard.com</a>
	Nadine Canter Barnicle	<a href="mailto:canterbarnicle@gmail.com">canterbarnicle@gmail.com</a>

## 2.3: Stakeholder Database and Focused Interviews (March-April)

### 2.3.1 Stakeholder Database

Broader stakeholder databases – (from transportation summit and employer database)

### 2.3.2 List of Interviewees

List of interviews. See spreadsheet Transportation Summit; Employer database

### 2.3.3 Interview Guide

Develop focused interview guide to be used for all interviews

## 2.4 Project Website, Blog, Facebook page (establish March)

### 2.4.1 Website Domain

GMT to establish domain name and include link on homepage, word press platform, pre-printed URL cards

### 2.4.2 Website Hosting

GMT to host web pages using word press platform

- Confirm url: [www.ridegmt.com/nextgen](http://www.ridegmt.com/nextgen)

### 2.4.3 Facebook

GMT Facebook page to be used to drive people to URL at key milestones during the study (currently 1600 “likes”)

### 2.4.4 Project Milestones

Project milestones for outreach and promotions on website:

- Launch: Overview of study, page for general comments, and a trade-off survey
- Task 2: Stakeholder Involvement: Post stakeholder interview report
- Task 3: Analysis of Existing services:
  - Post route evaluations with blog format for comments.
  - Post paratransit evaluation, with blog format for comments
  - Post market analysis, with blog format for comments
- Task 4: Evaluation Framework and Scenario Development
  - Post goals and objectives and evaluation framework, with blog format for comments
  - Post scenarios, with survey asking for preferences, and blog format for comments
  - Post service guidelines, with blog format for comments

- Task 5: Recommended program
  - Post draft program, with blog format for comments

## 2.5 Public Outreach

### 2.5.1 Project Bus

- Cutaway in rural areas
- Partial bus wrap for urban bus – costs? Budget?

### 2.5.2 Bus Interior

Cards with study URL on interior of all GMT buses

### 2.5.3 Bus Exterior

Ads promoting study URL on all buses with ad space available

### 2.5.4 Tabling

1. Burlington Downtown Transit Center,
2. Montpelier Transit Center,
3. UVM Medical Center
4. St. Albans?
5. Barre/Mad River Valley?

### 2.5.5 Public Meetings

As required to satisfy requirements, location TBD

### 2.5.6 Speaker's Kits

To explain project progress for Service clubs, Chamber meetings, Selectboards, full TACs, CATMA ETC meeting, etc (others)

### 2.5.7 Briefing Books

For public to download visual PDF on project as educational tool

1. State of the System briefing book
2. Scenarios briefing book
3. Recommendations briefing book