



1 **Strategy Committee Meeting Minutes**
2 **December 12, 2022 8:30 AM**
3 **101 Queen City Road, Burlington VT 05401**
4 **Hybrid in-person and Zoom**

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6 *The mission of GMT is to promote and operate safe, convenient, accessible, innovative, and*
7 *sustainable public transportation services in northwest and central Vermont that reduce*
8 *congestion and pollution, encourage transit oriented development, and enhance the quality*
9 *of life for all.*

10
11 **Present:**

12 Jamie Smith, Director of Marketing & Planning
13 Commissioner Bob Buermann, Grand Isle County
14 Chris Damiani, Senior Transit Planner
15 Ash LaBombard, Marketing & Outreach Coordinator
16 Jon Moore, General Manager
17 Alt. Commissioner Chapin Kaynor, Williston
18 Alt. Commissioner Marcie Gallagher, Burlington
19 Nick Foss, Director of Finance

20
21 **Open Meeting**

22 Chair Buermann opened the meeting at 8:35AM.

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24 **Adjustment of the Agenda**

25 None

26
27 **Public Comment**

28 Introductions were made between new committee members and staff.

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30 **Approval of Committee Minutes**

31 Chair Buermann asked if we could move the approval of minutes to the next
32 meeting.

33
34 **UPWP Presentation and Working Session**

35 Director Smith provided an explanation of the Unified Planning Working
36 Program (UPWP) from the CCRPC, and examples of activities that were
37 carried out in the last year. GMT participates in this committee annually, and
38 submits an extensive presentation to them. She provided a list of what GMT
39 presented in FY23 which included: The Transit Strategic Plan (TSP), automatic
40 passenger counters, Call Center Implementation Study, and Richmond
41 Transit Analysis. Director Smith stated that we plan to carryover the Transit



42 Strategic Plan, automatic passenger counters, community engagement, and
43 service equity, and asked what the committee would like to see.

44

45 Commissioner Buermann asked could we look at our microtransit to the rural
46 areas as a connection to the link services. Director Smith responded that we
47 could present our approach to microtransit as a regional idea which would
48 bleed into our rural service areas.

49

50 Commissioner Kaynor stated that Williston's priorities are planning for a
51 multimodal center at Tafts Corners and looping in the Exit 12 park & ride
52 which is nearing completion. Personally, he would like to see an increase in
53 ridership for the number 10 as it is a connection between two of our highest
54 ridership routes.

55

56 Commissioner Buermann asked if we should look at Amtrak station
57 connections, specifically in Essex. Director Smith mentioned that CCRPC is
58 working with a consultant to study rail connection, while their focus has
59 primarily been on the Burlington station. Director Smith added that there is a
60 desire to look at rail connection throughout the state and it is worth adding it
61 to the presentation. GM Moore commented that outside of Sunday evenings
62 we do have connect with all Amtrak trains. He added that we used to have
63 a Sunday connection at the Essex Amtrak bus ridership was minimal outside
64 of vacations and holiday periods.

65

66 Commissioner Gallagher would like to see more destinations and frequency
67 for LINK buses. She mentioned it would be nice to see weekend trips to the ski
68 mountains and other recreational areas.

69

70 Chapin commented that highlighting amenities such as Wi-Fi, and charge
71 ports for choice riders. Director Smith added that we now have Wi-Fi onboard
72 all GMT buses and that it's nice for CCRPC to see where planning and
73 marketing overlap.

74

75 Senior Transit Planner Damiani added that while this is more a marketing item
76 GMT's 50th anniversary is next year.

77

78 Director Smith ended this working session by explaining where GMT is at in the
79 application process and steps needed to complete it. She added if the
80 committee had anything else that was not added to email planning staff.

81

82 **Commissioner Items**



83 Commissioner Kaynor asked what would staff like him to think about to
84 prepare for participating in this committee long term. GM Moore replied that
85 previously strategic planning like the TSP were headed by this committee,
86 and he would like to see that return. Commissioner Buermann was in
87 agreement with this. Director Smith added that she would like to bring
88 marketing and how it relates to service planning to the committee for
89 consideration and to help with testing messaging.

90

91 **Adjourn**

92 Commissioner Kaynor made a motion to adjourn, Commissioner Gallagher
93 seconded. All were in favor and the motion carried.