



1                                   **Strategy Committee Meeting Minutes**  
2                                   **September 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.*

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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

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21                   **Open Meeting**

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

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24                   **Adjustment of the Agenda**

25                   None

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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.

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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 50<sup>th</sup> 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.