



FY2022 UPWP Committee - Meeting 1 (Virtual Meeting via Zoom) **January 28, 2021**

Members Present:

Catherine McMains, Committee Chair
John Zicconi, Board
Michael Bissonnette, Board
Jaqueline Murphy, Board
Amy Bell, VTrans
Chris Jolly, FHWA
Ravi Venkataraman, CWAC
Karen Adams, CWAC
Justin Rabidou, TAC
Barbara Elliot, TAC
Dean Pierce, PAC

Staff:

Charlie Baker, CCRPC

Eleni Churchill, CCRPC
Amy Irvin Witham, CCRPC
Regina Mahony, CCRPC
Marshall Distel, CCRPC
Bryan Davis, CCRPC

Others:

Annie Bourdon, CarShare VT
Jonathon Weber, Local Motion
Chris Damiani, GMT
Leah Soderquist, United Way
Connie Beal, United Way
Sandy Thibault, CATMA
Jennifer Wallace-Brodeur, VEIC
Gregory Rowangould, UVM TRC

1. Welcome & Introductions

Committee Chair Catherine McMains opened the meeting at 5:30 p.m. and introductions were made.

2. Orientation to the UPWP Process & Format (based on ECOS Plan)

Marshall Distel provided an overview of the UPWP process and detailed how the UPWP Committee will be assisting with the development of the FY22 CCRPC Work Program.

3. GMT Transit Planning Tasks

Chris Damiani outlined GMT's transit planning tasks that have been underway in FY21, which include: Contingency Service Planning; a Service Equity Evaluation; Bus Stop Audits; a GMT COVID Survey; FTA Public Transit Agency Safety Plan; AVL Technology Improvements; and T-Mobile Partnership Marketing.

Chris also gave an overview of GMT ridership throughout FY21, stressing a 75% drop in April due to the pandemic. Following the April low, ridership slowly climbed through October. In November and December, ridership continued to decline.

Chris then introduced the FY22 tasks, which include: work on the Transit Strategic Plan; AVL-based Service Adjustments; Bus Stop Audits; a continuation of the Service Equity Evaluation; Rural Transit Planning; and a Call Center Feasibility Study.

4. Presentations from Partner Organizations

United Way: Leah Soderquist and Connie Beal presented on behalf of United Way. The

organization's mission revolves around building a stronger Northwest Vermont by mobilizing communities to improve people's lives. United Way brings together individuals, nonprofits, businesses, and government entities to fight for a strong, vibrant, and healthy community.

Connie provided an overview of Working Bridges, which is an employer collaborative that helps employees with low-to-moderate wages navigate life issues, increasing employee retention and productivity.

Information about shared-resource coordination was also provided. This typically involves one-on-one, confidential, on-site collaboration with employees to help with life issues and give support navigating community resources during work hours.

For FY22, United Way is proposing to take on a Transportation Landscape Project. COVID-19 has disproportionately impacted women, BIPOC community members, and low- to moderate-income essential workers. Transportation continues to be a barrier for employees getting to and keeping work, especially for employees who do not have jobs with flexibility for remote work.

The Transportation Landscape Project will survey and analyze transportation needs of essential workers, document innovative and successful workplace transportation resources, and identify existing gaps.

The project will culminate in a final report to stakeholders such as CCRPC, CATMA, and Old Spokes Home/Transportation Equity Coalition to increase representation and diversity of experience in transportation planning, with ongoing collaboration as needed.

Following the presentation, Chris Jolly asked if United Way would be able to clarify what they mean when referring to "essential workers." Connie said that an essential worker would include employees in healthcare, manufacturing, in-home care, and other people who do not have the ability to work from home during the pandemic.

CATMA: Sandy Thibault presented on behalf of CATMA. Sandy started out her presentation by highlighting the growth of CATMA as membership-based, transportation management association serving Chittenden County.

In FY21, CATMA's work has focused on four core areas.

Business Outreach:

- Membership retention & ETC recruitment
- Business inquires assistance & support
- Hosted ETC Network virtual event (November 2020)
- Participation in external groups including Transportation For Vermont Coalition and the Tri Town Study

Telework:

- Developed Telework Program Tools (Step-by-Step Guide, Assessment & Survey).
- Softly launched Telework Program & toolkit of resources

Regional Mobility Management Center:

- CATMA website facelift (refocus as a community resource, COVID 19 Commuting, Telework best practices & resources)
- Plan next phase of BikeShare to 200 E-Bikes in Spring 2021
- Communications & Social Media Marketing to commuters, employers & ETC Network

Data Collection/Reporting

- Conducted ACT COVID 19 Survey & Return to Workplace Survey
- Completed Leadership Champlain group project for Short Commute Network

More work will be conducted in these four cores areas throughout the rest of FY21.

In FY22, CATMA will focus efforts around an additional four core areas.

Advance our Regional Mobility Management Center as a Service:

- Building on CATMA's success as a "go to" TDM resource & trip planning assistance
- One stop shop for REGIONAL transportation information (individual city/town pages)
- Increase awareness of TDM, ensuring consistent resources and information
- Facilitate & plan transition of Greenride Bikeshare to 200 Electric Assist Bikes in Spring 2021
- Seek and coordinate off-site parking / shuttles

Business Outreach:

- Revitalize business outreach plan & identifying audiences who can benefit from CATMA membership
- Reconfigure CATMA membership structure via Strategic Planning Committee
- Increase participation & engagement in ETC Network
- Organize & Create Business Contact Management Database

Formalize & Implement Telework Program, including Marketing Campaign:

- Strengthen, promote and active our Telework Program support service to employers & employees

Strengthen Data Collection Portal:

- Conduct Micro Transportation Surveys & Comprehensive Travel Survey to targeted audiences
- Collect data on COVID's impact on regional transportation behavior
- Identify gaps & barriers that can assist and inform transportation planning
- Report on climate impact data (GHG, VMT, CO2 avoided) in addition to mode splits

Following the presentation, Karen Adams said that she appreciates the acknowledgement that multiple transportation surveys are being proposed by partner organizations in FY22, with the hope that there may be opportunities for collaboration and efficiency.

UVM TRC: Gregory Rowangould provided the UPWP Committee with an overview of the UVM TRC, which has been around since 2006 as a federally funded transportation research center.

In FY21, the UVM TRC has been looking at how to improve the way that bike/traffic data are used and evaluated. Greg explained that their task focuses on identifying gaps in the current count program and evaluating new methods and technologies that can help collect more data more efficiently.

Greg briefly outlined other projects that the UVM TRC is working on, related to an evaluation of travel behavior in rural Vermont.

For FY22, the UVM TRC is proposing to conduct survey-based research on transportation disruptors like COVID, climate-related policies, and technology like EVs and autonomous vehicles. The UVM TRC will evaluate how these major disruptors will impact travel demand in the future, with the results able to be incorporated within the CCRPC's next MTP. These data could also help with understanding limitations in existing travel demand modeling forecasts, while also helping to evaluate the need for additional household travel data and re-calibration of other travel forecasting models.

Greg also conveyed that the UVM TRC would be open to collaborating with other partner organizations on this survey research.

VEIC: Jennifer Wallace-Brodeur gave a presentation to the UPWP Committee about VEIC, which is a nonprofit sustainable energy company with a mission to enhance the economic, environmental, and societal benefits of clean and efficient energy use for all people. Jennifer outlined how VEIC has been assisting CCRPC's municipalities over the years. Part of the contract is related to energy planning, which was originally tied to municipal energy planning initiatives.

However, the bulk of VEIC's work is now centered around EV adoption and technical assistance related to transportation-energy planning. VEIC offers:

- Support for municipal policies for siting and simplifying EV charging installation
- EV charging support, including public, workplace and multifamily housing
- Support for EV adoption among fleets
- Consumer EV education and outreach, including demonstration events

For FY22 VEIC plans to continue working on initiatives in the following focal areas:

- EV charging and energy planning support
- Local EV education & outreach
- Technical support to expand EV charging at multifamily dwellings
- Developer survey follow up from FY20
- Focus on policies and procedures for EVSE with affordable housing developers and funders
- Provide support for EVSE installation at multifamily dwellings

John Zicconi stated that some of the auto manufacturers have been putting deadlines on when they will cease production of fossil fuel-powered vehicles. What efforts are there to help

municipalities put EV charging regulations within their municipal codes?

Jennifer: There is a requirement in our stretch code that certain buildings be EV-charging ready. We could certainly look into this further if it becomes an area of interest for municipalities in FY22.

Catherine McMains: There is an energy committee member that is questioning the need for pumping funding into charging if the technology continues to change so rapidly.

Jennifer: Residential charging is unlikely to become obsolete. However, this conversation gets more complicated with regards to fast-charging stations. The capability of fast chargers keeps getting stronger. There is debate about overbuilding these high-powered chargers within transportation corridors.

CarShareVT: Annie Bourdon provided an overview of CarShare Vermont. After record usage in early 2020, utilization/revenue dropped by 82% (at lowest) during March and April. Plans to grow the CarShareVT fleet were thwarted, instead active vehicles were reduced by 25%. Membership also dropped by 13.6%, largely among campus users. Staff was reduced from 4.25 FTE to 1.25; now back at 4 FTE.

In 2020, 44% of members reported being car-free with 86% belonging to one or zero vehicle household. 75% of members reported shedding or opting not to purchase a vehicle. Membership in the MobilityShare program nearly doubled from 2019 to 2020, demonstrating increased demand for safe and reliable transportation during the pandemic. VMT reductions doubled over 2019. Top 3 carsharing uses were found to be shopping, household errands, and social trips

Annie also provided an overview of the Park It Pledge program, as well as EV carsharing. The first EV was launched in October, after 15 months of planning. To date, there have been 349 EV trips with 112 unique users – 40% of whom have taken multiple trips

In our effort to highlight the impact of transportation and parking costs on housing affordability, CarShareVT played a key role in informing changes to Burlington's minimum parking requirements to include significant TDM measures:

- Lowered the maximum parking requirements, and removed the exemption of spaces in underground or structured
- Lowered the threshold for applicability of TDM requirements so that more residents and employees of developments may benefit from the identified TDM measures.
- Added a requirement for developments to provide a free public transit pass in the first year of a tenancy or employment, and 50% discount in each of the subsequent nine years
- Added a requirement for developments to pay for a free carshare membership in the first two years of a tenancy or employment, and 50% discount in each of the subsequent eight years.

In FY22, CarShareVT plans to move forward with support for the Park It Pledge while also initiating a carsharing project as a response to COVID. This project will build upon an MTI grant to expand electric carsharing to 5-6 affordable housing developments through a targeted outreach campaign that will increase support for the MobilityShare program at developments. This initiative is expected to add 200 members.

Local Motion: Jonathon Weber from Local Motion outlined how Local Motion has been providing their services to enhance walking and biking in Chittenden County. Local Motion supports municipalities, businesses, commuters, schools and local bike-walk advocacy groups through education and technical assistance. Their work focuses on identifying methods to encourage more people to choose walking and biking as a mode of transportation. Local Motion's work areas were outlined, and some examples of recent projects were also provided.

Local Motion highlighted some of the transportation equity issues and has been ramping up attention to diversity, equity, and inclusion, both internally and externally. The FY22 proposal includes a robust equity focus. Direct outreach and support are planned for underserved populations.

Jonathon then provided an overview of the technical assistance work. This varies based on each community's needs. Local Motion provided services in Chittenden County usually offered by paid consultants, at no cost to communities. Advisory committee participation, pop-up demonstrations, creating walk-bike safety action plans, providing support for walk-bike councils and other advocacy groups, and fiscal sponsorship for informal groups are other examples of the technical assistance work.

No public opinion surveys are planned this year.

Jonathon also gave an overview of the bike count program. Local Motion will be collaborating with UVM TRC on this work.

To wrap up the presentation, Jonathon described the FY22 proposal for Education and Outreach, E-Eike Lending, and Learning Network project areas.

5. Next Steps & Adjourn

Following the partner organization presentations, Marshall provided a brief overview of the next steps. The UPWP Committee decided that moving the next meeting to a 4:30pm start would be more convenient for most members. The date/time for the next meeting will be 2/25 from 4:30pm to 6:30pm. Marshall will mail applications materials to John, Catherine, Barbara, and Amy. Further review instructions will be provided to UPWP Committee members via email.

Catherine adjourned the meeting at 7:30 p.m.

Respectfully submitted,

Marshall Distel