

2018 State Public Transit Partnership Conference -DOT-

INNOVATIONS/PARTNERSHIPS | AUGUST 15, 2018

Transit in Vermont

- 8 providers serving 255 municipalities from 15 facilities with 616 employees.
- Approximately \$33 million annual budget - **68%** is flexed over from FHWA funds.
- Approximately 15,900 riders per day.
- Our budget allows for some investments and innovations that would not be possible without the legislative and admin support.

GO! VERMONT Trip Planner

Questions?
Call **800-685-RIDE**
or [e-mail us](#).

**GO! VERMONT
TRIP PLANNER**
Connecting you to more travel
options throughout Vermont.

 **CARPPOOLING**

 **Vanpool**
Get started here to create
an account and check for
Vanpools in your area.

Vermont Agency of Transportation

Go! Vermont

[Bus Information](#)

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PROGRAMS

[Guaranteed Ride Home
Benefit](#)

[Volunteer Drivers](#)

[Veterans Services](#)

[Capital Commuters](#)

RESOURCES

[Community Resources](#)

[For Employers](#)

[Program Materials and
Information](#)

[Contact Us](#)



**GO! VERMONT
TRIP PLANNER**
COMBINING MORE TRAVEL OPTIONS
WITH JUST ONE SEARCH

ALL YOU NEED TO KNOW TO GO



[BUS ROUTES,
SCHEDULES, AND
DIRECTIONS](#)



[CARPOOL
MATCHING](#)



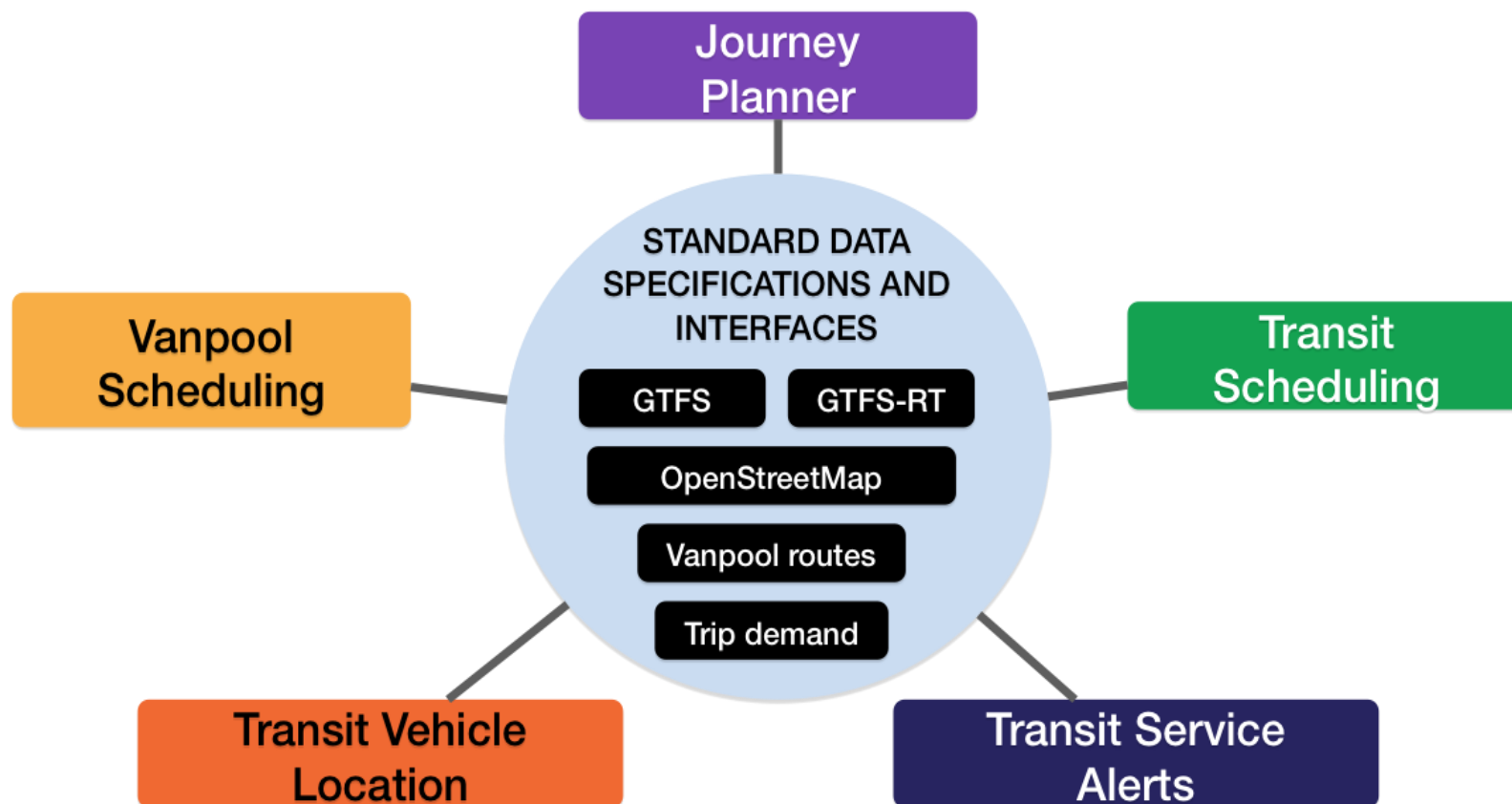
[START OR JOIN A
VANPOOL](#)



[CYCLING
OPTIONS AND
TIPS](#)

THE VISION

- An end to information silos (System Integration, Innovative Business Model)
- Better public knowledge of and access to flexible services (Equity of service delivery)
- More accurate trip planning for semi-flexible services (Equity of service delivery)
- Open-data approach (Innovative Business Model, Systems Integration)
- Open-source community (Partnership Driven, Innovative Business Model)



Standards Allow Interoperability

INTEROPERABLE
TECHNOLOGIES ARE
MODULAR AND CAN BE
REPLACED EASILY.

Menu

32 Daltons Rd, Duxbury, VT 05676

Montpelier, Vermont 05602

Leave now ▾

OPTIONS

Sorry, we could not calculate transit directions from "32 Daltons Rd, Duxbury, VT 05676" to "Montpelier, Vermont 05602"



Current Google Maps Trip Results

32 Daltons Rd



Montpelier City Hall



Depart by



7:41 AM



04/24/2018



Show Settings ▾

Submit 🔍

Drag start and end location pins on the map or use the form above to adjust trip settings.

Option 1: departs at Apr 24th 7:49am

56 min

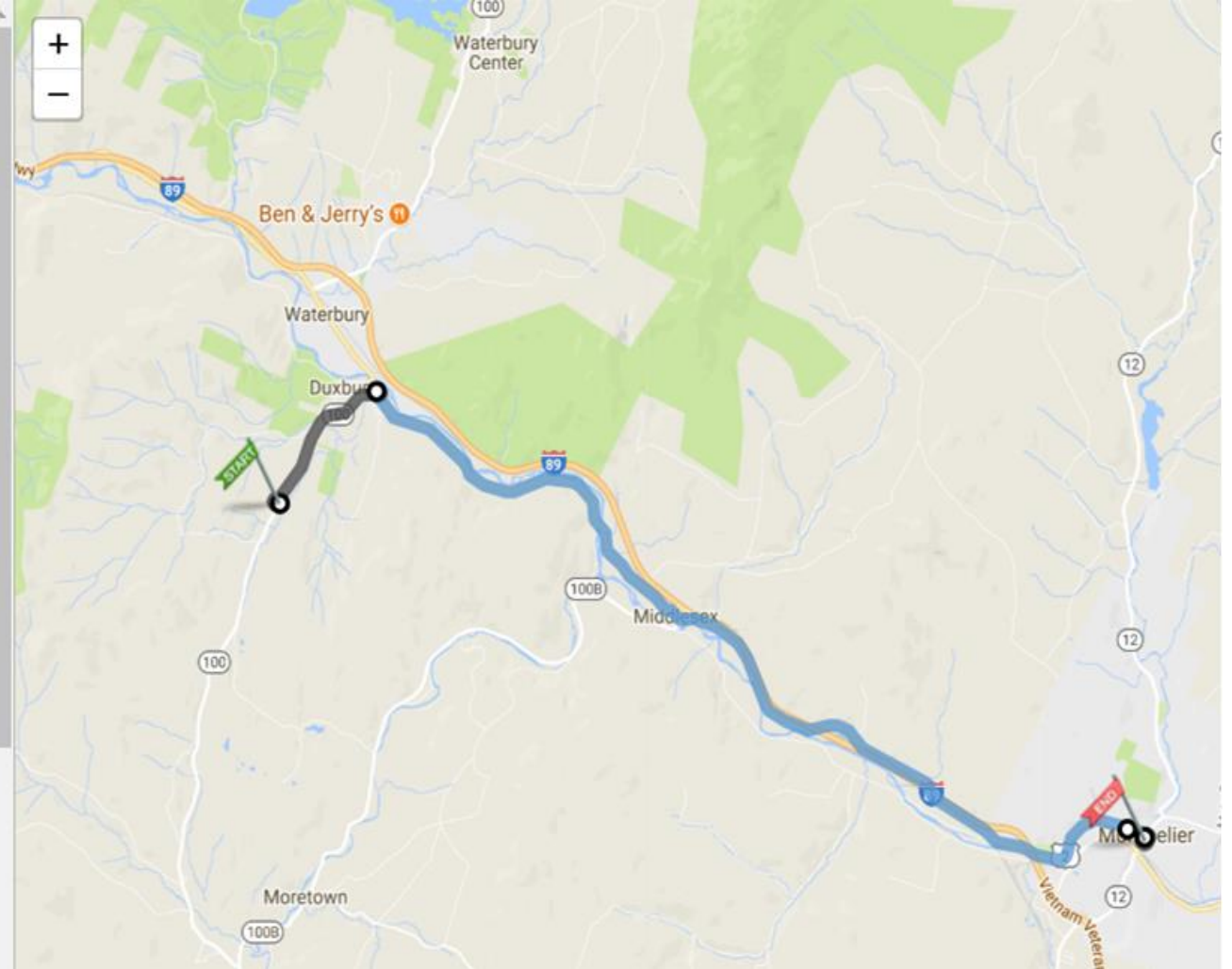


\$2.00

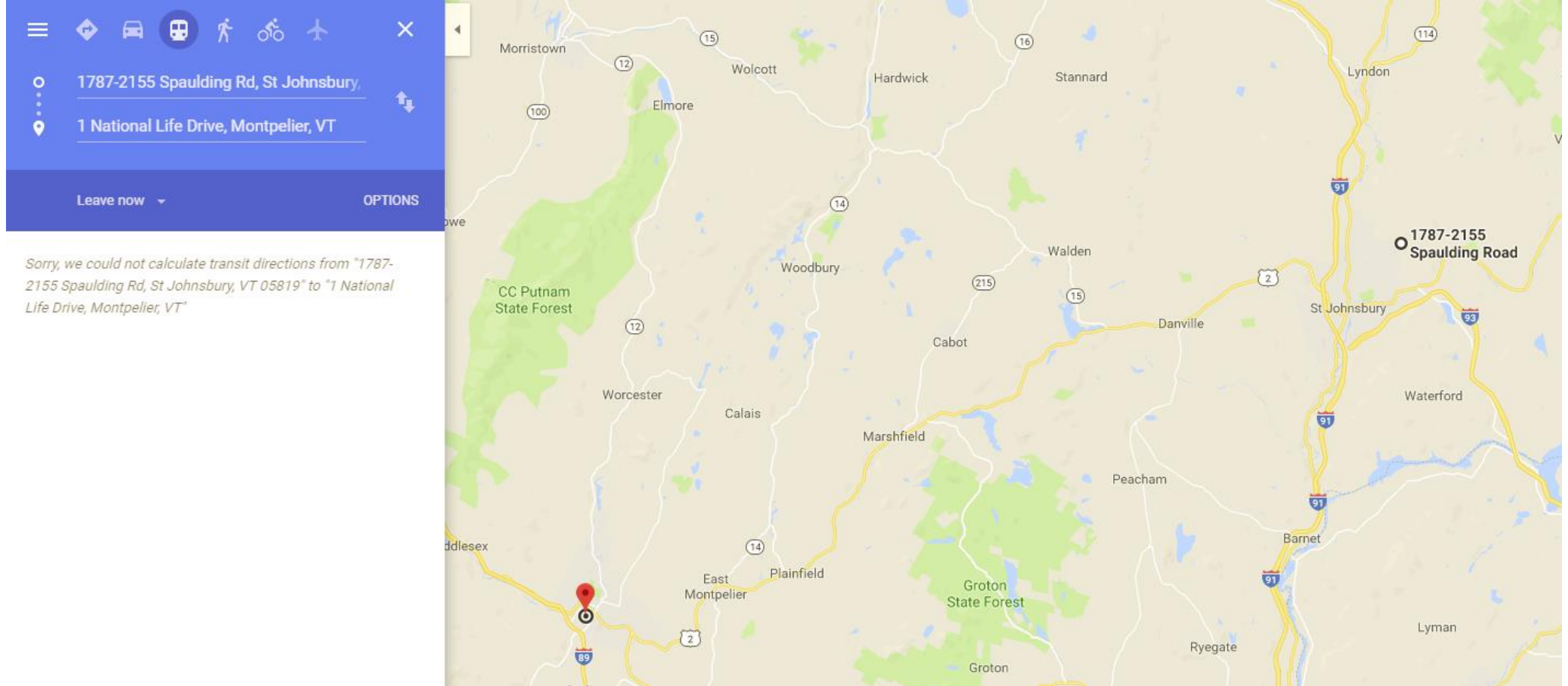
This itinerary exceeds your maximum walk distance.

to Route 2 at Route 100

36 min



GO! Vermont Trip Planner Results



Current Google Trip Planner

go! VERMONT TRIP PLANNER

1787 Spaulding Rd

National Life Drive

Depart by

6:41 AM



04/24/2018



Show Settings

Submit

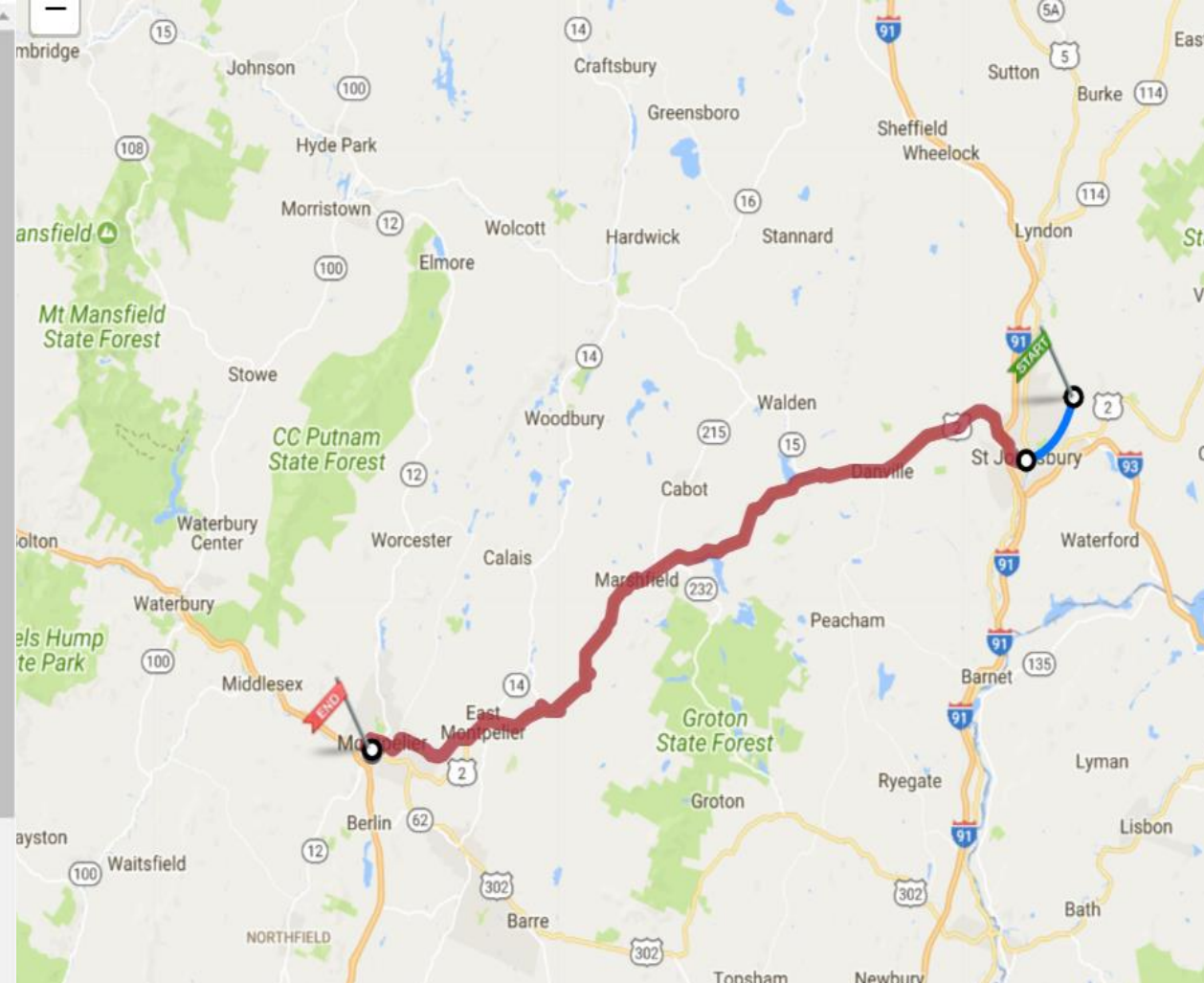
Drag start and end location pins on the map or use the form above to adjust trip settings.

Option 1: departs approximately Apr 24th 7:08am

2 hr, 0 min +



This itinerary exceeds your maximum walk distance.



Same Trip in the GO! Vermont Trip Planner

go! VERMONT TRIP PLANNER

From 826 Marlboro Rd, Brattleboro, VT 05301, USA

Wilmington

Depart by

7:41 AM

04/24/2018



Show Settings

Submit

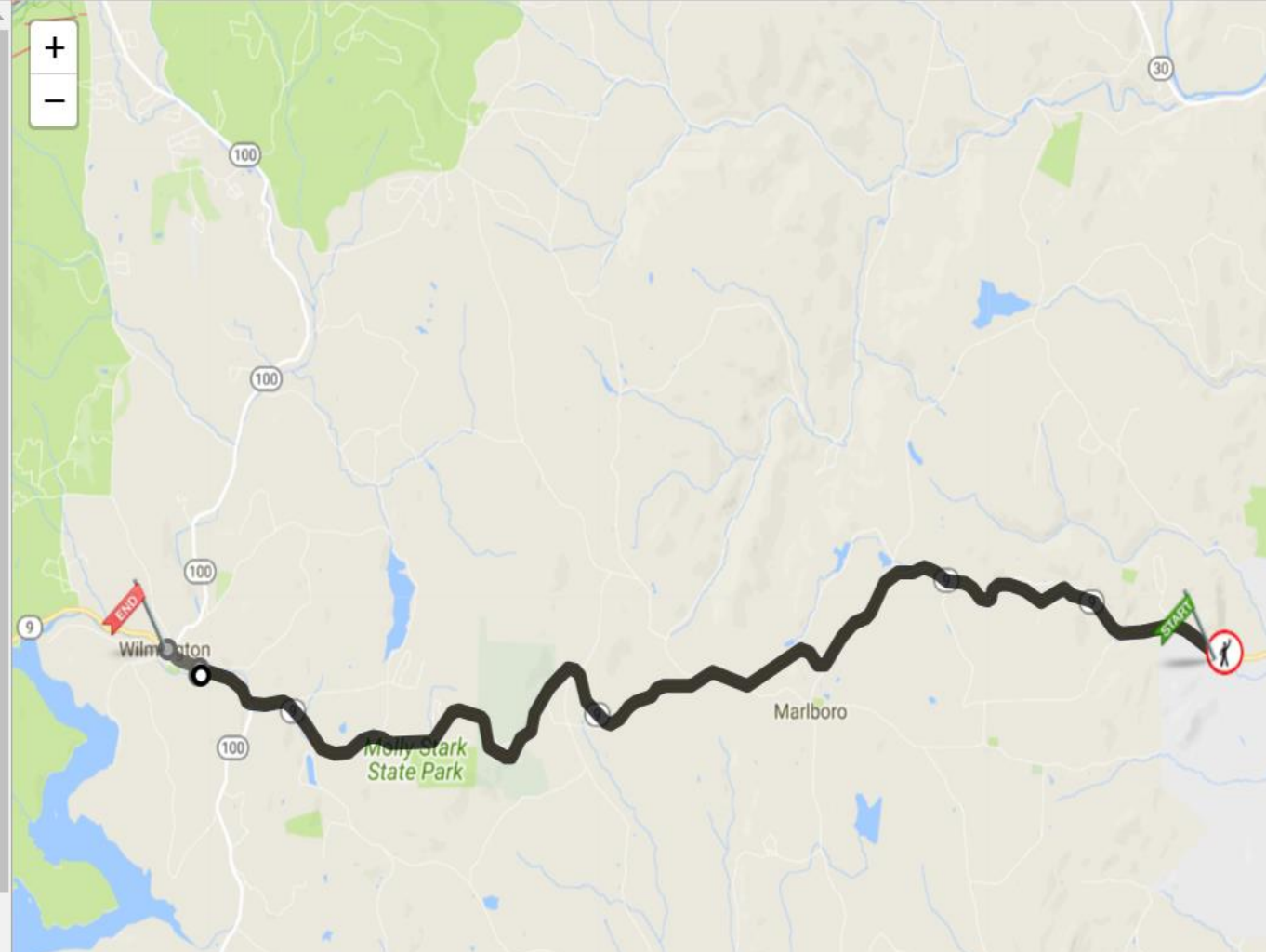
Drag start and end location pins on the map or use the form above to adjust trip settings.

Option 1: departs at Apr 24th 6:12pm

33 min



This itinerary exceeds your maximum walk distance.



GO! Vermont Trip Planner

We now have
a great tool...

How do we
get people to
use it?

State Partners

- Public Transit Providers
 - I. Provider Websites
 - II. Materials
 - III. Call Centers and Marketing
- State Agencies and Services
 - I. Medicaid
 - II. Vocational Rehabilitation, “VABIR”, State employees

We now have
a great tool...

How do we
get people to
use it?

Partner Organizations

- Human Service Organizations
 - I. Hospitals
 - II. Recovery Centers
 - III. Senior Centers
 - IV. Housing Programs, etc.
- Advocates
 - I. AARP
 - II. Vermont Association of the Blind
 - III. Council for Independent Living
 - IV. Council on Aging
 - V. Youth Services

We now have
a great tool...

How do we
get people to
use it?

➤ Community Outreach

- I. Leagues of Cities and Towns
- II. Farmers' Markets, Events, etc.

➤ General Public

- I. Media buys, ads
- II. Materials
- III. Videos

- Multi-year and ongoing presence is required

RESULTS

- Over 1,000 users during the initial pilot phase.
- Surveys: two separate surveys, provider, and riders). Initial to establish baseline, then annual follow-ups planned. Tracking usage, user experience and usefulness.
- Google analytics show more than 15% of visitors to the Go Vermont site are using the Trip Planner.
- Statewide Ad and Outreach Campaign to begin in September.

The Message

We generally strive to bring project information to the public through web/banner ads, videos, and hand-outs.

We also seek to entertain the viewer. Results may vary!



GETTING AROUND VERMONT BE HARD YO!

This video introduces Dale. Dale is a loveable and enthusiastic dude who knows how to link all his travel options together. Why? Because Dale loves rollerblading around Vermont, but “getting places in Vermont on rollerblades be hard yo!”

Dale knows how to connect all his travel options into one seamless trip, because he’s learned the hard way. He’s stoked to show you how the Go! Vermont Trip Planner works.

In the video, Dale is rollerblading on a back country road / Vermont setting (barns, mountains, etc.). He’s grooving, pivoting, laying down moves, and explaining the righteous virtues of the Go! Vermont Trip Planner, and how it works.

He explains the fact that it connects all of your options – local options that “the big search engines don’t even know about because they’re made out in California or some fancy place where it doesn’t even snow.”

We follow Dale back to his house, where we see him kick back with his rollerblades on. He gets on his oldschool desktop computer and begins to use the Go! Vermont Trip Planner. He types in some addresses, so we can see a point A to point B route. From there, Dale shows us his screen and how easy it is to use the trip planning tool to plan all of his rad trips - like getting to job interviews, the hospital, or most importantly, his Grammy’s.

We cut back to Dale getting on the bus with his rollerblades, and we follow him to his final destination. Throughout the video, Dale is perfectly out-of-place in his rollerblades and wardrobe.

CONCEPT NOTES: Dale takes potentially dry information and relays it in a super easy-to-understand way. He’s memorable, funny, and empowering. After all, if Dale can figure out the Go! Vermont Trip Planner, so can you!

VIDEO DURATION: 1-:60 spot, with a :30 cut that focus primarily on the instructional aspect of using the tool (at his house).

THANK YOU

ROSS MACDONALD

PUBLIC TRANSIT COORDINATOR/ GO VERMONT PROGRAM MANAGER

802-828-5577

ROSS.MACDONALD@VERMONT.GOV