The Vermont Agency of Transportation
Access Management Public Outreach Project

7th Conference on Access Management

August 2006
Presentation Outline

• Part I: Program Overview

• Part II: Program Status and Effectiveness

• Outcome
VERMONT - “A state known for its historic villages, winding back roads, spectacular mountain vistas and strong sense of community…”

-National Trust for Historic Preservation
If we are not careful this could be Vermont...
How can we prevent this from happening?
Two Fundamental Approaches

• Legislative: Legal mandate for Access Management processes
  – Examples: Colorado, Oregon, Texas

• Promotion/Education: The process of building support for access management through education and promoting the benefits of improved access management
  – Examples: New Hampshire, Minnesota, Ohio
  – Vermont Chose this approach
Vermont Approach – Grass Roots

• Education:
  – An objective approach designed to provide sufficient information to make informed decisions

• Advocacy:
  – Develop and disseminate materials promoting access management techniques and their benefits

• Resource Materials:
  – Develop materials in several mediums reaching out to different audiences (internet, documentation, ads)
Goals of the Project

• Achieve Public Support for AM
• Identify good tools for local officials
• Encourage coordination between state and local permitting decisions that affect highways
• Provide a first step toward collaborative corridor planning
Target Audience Segmentation to Customize Message

- **Developers:**
  - How to work with VTrans and local government
  - How AM techniques can save money
  - Things to consider early in development process

- **Local and Regional Decision Makers:**
  - Sample local regulations (zoning, planning)
  - How to coordinate with State and Developers
  - Advantages of AM techniques – what to expect

- **General Public:**
  - What is AM and why is it a good idea
  - What you should expect of Town and Developers
Segmentation by Maturity of Local Development
Rural

- Towns with little or no development pressure
- Communicate consistency between AM and growth along with value of AM
Transitional

- Towns experiencing moderate or extreme development pressure but still with modest services
- May have limited AM policies/understanding
- Communicate need to adopt immediately
Vermont Urban

- Towns with mature services and development trends
- Focus on revisions to plans and process of retrofitting existing conditions
Getting the Word Out
Materials Developed
Materials Developed

• Introductory Brochure targeted at public
• Brochure targeted at developers
• Electronic summary of AM that allows staged access
• Tool for determining which area/category best fits your town
• VTrans slide show with branching depending on audience
• Listing of VTrans materials and flow-chart to assist developers in VTrans process
• Website describing all materials and contact information

www.vtaccessmanagement.info
Distribution of Information

- RPC’s were chosen as vehicle for distributing information
  - By request from town policy maker sessions (planning board, selectboard, etc.)
  - Presented at project meetings (proposed development, roadway projects, etc.)
  - Material distributed; also upon request
Part II – Program Status
Information Dissemination

- Average 6 presentations/RPC in 2 years
- Varying interest/success
  - Stand alone presentations
  - As part of corridor studies
  - Applied approach – TA to communities
What’s Worked Well

• The slide show
• Materials as a good resource
• TA to communities
• The website
  but….
And Not So Well

- The website
- Stand alone presentations
- Presentations in the more rural towns
- Permit coordination
Outcome

Where we go from here
Lessons Learned

• The website
• Be less prescriptive to RPCs
• Need better evaluation tools
• Progress is slow – still more work to be done
  Not all goals of project have been met
Next Steps

- Continue outreach – expand methods
- Continue program evaluation
- Step up VTrans/local coordination
- Push forward with corridor planning
The Vermont Agency of Transportation
Access Management Public Outreach Project

7th Conference on Access Management

August 2006