



**The Vermont Agency of
Transportation
Access Management Public
Outreach Project**

7th Conference on Access Management

August 2006

Presentation Outline

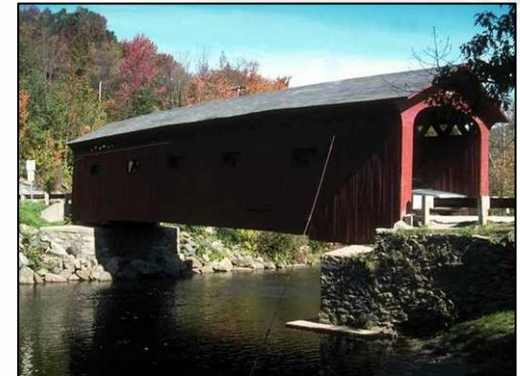
- Part I: Program Overview
- Part II: Program Status and Effectiveness
- Outcome

VERMONT ACCESS MANAGEMENT



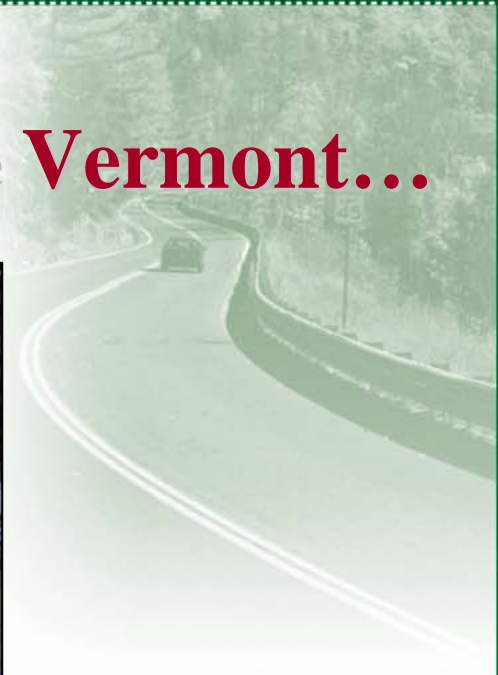
VERMONT - “A state known for its historic villages, winding back roads, spectacular mountain vistas and strong sense of community...”

*-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)

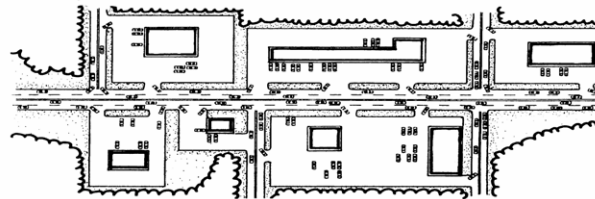
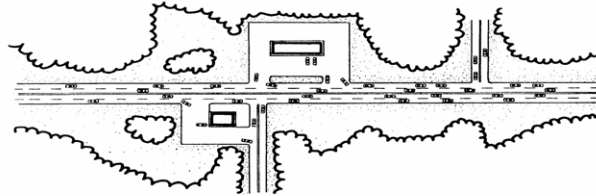
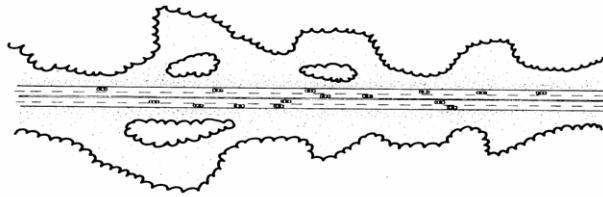
Goals of the Project

- 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



Creating a business or a building is a rewarding but challenging experience. Between competitive pressures and the need to stay on top of the road that is being done. Fortunately, there are many ways to ensure that your customers see that your business is quickly and safely.

ACCESS MANAGEMENT

Access Management is the process of managing the way that traffic flows through a site. It is a key element of any site plan and is essential for ensuring that your customers can find their way to your business quickly and safely.

HOW TO GET STARTED

When you are building a project or a new business, it is important to consider access management. This is the process of managing the way that traffic flows through a site. It is a key element of any site plan and is essential for ensuring that your customers can find their way to your business quickly and safely.

THE BENEFITS OF ACCESS MANAGEMENT TO DEVELOPERS AND BUSINESS OWNERS



VERMONT AGENCY OF TRANSPORTATION WAITSFIELD CASE STUDY

PROJECT: Route 100 Frontage Road
LOCATION: Irasville, VT

Challenge
During the 1970s and 1980s the ski industry was experiencing growth, and development at both Mad River Glen and Sugarbush was attracting more tourism into the region year round. Town officials recognized that retail and other tourism related development was on the horizon, and that Route 100, the only



VERMONT AGENCY OF TRANSPORTATION SOUTH BURLINGTON CASE STUDY

PROJECT: Dorset Street
LOCATION: So. Burlington, VT

Challenge
One lane traffic in each direction was creating difficulties for the City of South Burlington throughout the 1970s and 1980s. Traffic was making left hand turns across the opposing lane, often waiting for the opportunity to make the turn and holding up traffic as a result. Pedestrian and bicycle traffic was disrupted by



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



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