

Access to the basic knowledge and resources needed to incorporate more economical, efficient, and sustainable modes of transportation is absent for a significant portion of the population in Chittenden County. This project seeks to address this knowledge gap by identifying the primary social and economic factors that prevent individuals in Chittenden County from incorporating more sustainable means of transportation into their daily lives. These barriers were identified through survey-based data collection over the course of 4 months in 2013. Preliminary findings suggest most participants do not view walking or biking as non-recreational modes of transportation, nor do they perceive public transportation, carpooling, or Carshare Vermont as cost-effective, reliable options for everyday travel to and from work, home, and school. The findings of this project will be incorporated into a larger effort by the Chittenden County Regional Planning Commission (CCRPC) to reduce the use of single occupancy vehicle (SOV) modes of transportation through their "Go! Chittenden County" initiative. It will provide additional insight into how the Go! Chittenden County initiative and CCRPC can best coordinate an effective range of diverse transportation options, as well as provide valuable research into the primary barriers facing individuals who wish to increase non-SOV transportation and reduce total vehicle miles traveled (VMT). Local Motion and other organizations involved in the Go! Chittenden County initiative can use these findings to address the reasons why Vermonters fail to adopt more alternative modes of transportation into their daily lives. In addition, this project will also help these organizations identify any potential incentives that would motivate more individuals to reduce their VMT and increase their non-SOV transportation.