



Stakeholder Engagement Plan

Regional Transportation Demand Management Plan

Deliverable 1-2

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1. Regional TDM Plan – Purpose and Background

The primary objective of this project is to provide planning support and technical analysis to produce a long-range strategic Transportation Demand Management (TDM) Plan for the Atlanta region.

The Regional TDM Plan will address the Atlanta Metropolitan Transportation Planning Area. This includes all or parts of the following eighteen (18) counties: Barrow, Bartow, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding, and Walton. The plan will also include two additional counties that are part of the non-attainment area, Carroll and Hall.

The Regional TDM Plan will define a strategic framework for developing and integrating TDM strategies into planning, project development, and system operations investment decision-making. It is intended to build off the region's current long-range comprehensive plan and provide input into the update of future regional plans and programs. The strategies and action plans will be developed based on a broad concept of TDM. While traditional definitions of TDM focus primarily on ridesharing, the Atlanta Regional TDM Plan will consider strategies within a broader context. Known as **TDM+**, this broader definition expands the view of traditional TDM strategies by making the connection between TDM and climate change, livability, systems operations, transportation planning, economic development, healthy communities, and active aging.

The Regional TDM Plan will be developed to pull from existing regional strengths, while capitalizing on untapped opportunities and introducing new ideas. The effort will be closely coordinated with other planning processes around the region, existing policies, and the potential for passage of the Regional Transportation Referendum (RTR) on July 31, 2012. The Stakeholder Engagement Plan may be modified based on the outcome of the referendum.

2. Stakeholder Engagement Objectives

A Stakeholder Engagement Plan (SEP) has been developed for the purposes of defining the outreach and engagement process for the Regional TDM Plan. Stakeholder engagement is integral to the success of the plan and will occur throughout all phases of the project. A successful engagement component is particularly underscored for this project because it is the first of its kind in the Atlanta region and no formal regional approach to TDM currently exists. The Regional TDM Plan responds to a need for a coordinated vision to better manage demand and operations. The SEP will be critical for developing a collaborative approach to the vision and framework for TDM.

This SEP is designed to identify stakeholders and outline ways in which they may provide meaningful input to project processes and outcomes. The plan strives to establish new forums for information exchange and collaboration while also leveraging existing groups and organizations. Engagement efforts will educate, inform and involve the stakeholders about the purpose and progress of the project by highlighting local issues, technical considerations, best practices, potential implementation strategies, and potential impacts. The SEP provides tools for both disseminating project-related information and

gathering stakeholder input that reflects concerns and interests of various community and regional groups.

The SEP focuses on targeting individuals and groups in the position to have an impact on the general public and decision-makers, and who are involved in funding and operations of TDM activities. Engagement activities will be geared toward traditional TDM players such as Georgia Department of Transportation (GDOT), local transportation and transit agencies and existing TDM service providers such as the Employer Service Organizations (ESOs) and Community Improvement Districts (CIDs). The SEP will also aim to engage non-traditional TDM players, including both small and large businesses, the non-profit community, the healthcare industry and others.

This SEP was developed using the principles and guidelines included in ARC's *Draft Regional Community Engagement Plan*. Specifically, the SEP is based on ARC's primary engagement principles of access, value and results. The approach has been designed to value participants' input and time and facilitate access to participation through the inclusion of virtual meetings when possible. The stakeholder engagement approach will also be results-driven, with a focus on developing actionable and measurable solutions for implementation.

3. Stakeholder Engagement Approach

The development of the Regional TDM Plan will be based on a multi-faceted engagement approach involving a Technical Advisory Committee (TAC), partner and stakeholder workshops/focus groups, interviews, and a website. A summary of planned stakeholder engagement techniques is described in the following paragraphs.

3.1. Technical Advisory Committee

The consultant team and ARC will determine a list of individuals to invite as members of a Technical Advisory Committee (TAC). The TAC will help guide development of the Regional TDM Plan, provide feedback on draft deliverables, and aid in implementation of the plan upon completion.

This committee will largely be comprised of representatives from the following groups and organizations within the 20-county study area:

- **Employer Service Organizations (ESOs) / Transportation Management Associations (TMAs) and TDM Service Providers**
 - Atlantic Station Access + Mobility Program (ASAP+)
 - Buckhead Area TMA
 - The Clean Air Campaign
 - Clifton Corridor TMA
 - Downtown TMA
 - Midtown Transportation Solutions (MTS)

- Perimeter Transportation & Sustainability Coalition (PTSC)
- **Community Improvement Districts(CIDs)**
 - Cumberland CID
 - Gwinnett Place CID
 - North Fulton CID
- **Vanpool Operators**
 - Douglas County Rideshare
 - Enterprise
 - VPSI (vRide)
- **Federal, State, Regional, and Local Agencies**
 - Georgia Department of Transportation (GDOT)
 - Georgia Regional Transportation Authority (GRTA)
 - Metropolitan Atlanta Rapid Transit Authority (MARTA)
 - State Road and Tollway Authority (SRTA)
 - Federal Highway Administration (FHWA)
 - Hartsfield-Jackson Atlanta International Airport (H-JAIA)
 - Centers for Disease Control (CDC)
- **Other Groups**
 - Center for Transportation & The Environment (CTE)
 - Coca-Cola
 - Home Depot
 - Georgia Tech
 - Southface
 - Colonial Properties

The TAC will participate in up to **four (4)** in-person meetings throughout the duration of the project. The focus of the in-person meetings will be to review and discuss major deliverables associated with the project, gather input regarding strategies and recommendations and promote action to implement the plan.

The TAC will also participate in up to **five (5)** virtual meetings throughout the duration of the project. These webinar-style meetings will be the medium to facilitate most of the discussions within the TAC (beyond the four in-person meetings). This approach will be an efficient way of communicating information and soliciting input, given the size of the region and geographic distance between the TAC members. Four meetings have been listed in the schedule, with flexibility on timing for the fifth virtual meeting as needed. Based on the success of the virtual meetings, in-person meetings may be substituted for virtual meetings as requested by ARC. Any substitutions will be determined throughout the duration of the project. The consultant team will telephone each of the members of the TAC no later

than one (1) day prior to each TAC meeting (either in person or virtual) in order to ensure maximum participation by TAC members.

Email communication will also be used on a periodic basis to communicate ideas and solicit feedback on draft deliverables. Meeting agendas, presentations, meeting notes, and other important documentation shared with the TAC will be recorded and posted to the project website (www.atlantaregional.com/tdmplan).

3.2. Interviews

The interviews will focus on those that help support and promote TDM as employers, community organizations, CIDs, and local governments. These interviews will be used to develop more detailed information about targeted programs and opportunities. Interviews will be determined based on the needs of the project and primarily used as information gathering tools. They are likely to include key TDM partners and stakeholders in the region, such as members of ARC's Transportation Coordinating Committee (TCC) and Transit Operations Subcommittee, the ESOs, GDOT, GRTA, and SRTA. The interview questions will be both qualitative (to collect more subjective information on program operations) and quantitative (to clarify and collect the most up-to-date data on key programs and services in the region). In some instances, interviews may be conducted with TAC members. We will conduct up to **eighteen (18)** phone or in person interviews, six (6) of which will be geared toward the Regional Vanpool Program.

Notes from the interviews will be recorded and distributed internally to the project team; however, they will not be posted to the project website. Notes will be less detailed than those recorded in the TAC meetings.

3.3. Workshops and Focus Groups

The workshops and focus groups will help identify the groups that promote TDM programmatically, and learn more about their specific programs; in later stages they may be used to test potential strategies. While the TAC will provide input and oversight to all of the activities associated with developing the Regional TDM plan, it will be critical to involve a broad range of other representative regional stakeholders in the development of the plan. We will hold a series of focus groups or workshops to gather information for the regional TDM needs assessment and program evaluation and to test proposed TDM strategies. The sessions are intended to allow for an open dialogue on the strengths, weaknesses and opportunities in the region. These meetings will be structured to bring together different types of providers and system users in a variety of urban, suburban, and rural settings across the region. Of particular interest are major employers including Fortune 500 companies such as Coca-Cola and Home Depot, the Centers for Disease Control, and Hartsfield-Jackson Atlanta International Airport. One focus group will be specifically comprised of vanpool program providers, operators and

riders to guide the assessment of the current vanpool programs. We will conduct up to **eight (8)** workshops/focus groups.

Notes from the workshops and focus groups will be recorded and distributed internally to the project team; however, they will not be posted to the project website. Notes will be less detailed than those recorded in the TAC meetings.

3.4. Additional Outreach

The following groups have been identified by the TAC to be considered for participation in interviews, workshops, and focus groups:

- Commercial or residential property managers
- Small and large employers (including utilities, Home Depot, and Cox Communications)
- Sustainable Atlanta
- Economic development initiatives, such as Partnership Gwinnett
- Universities
- Healthcare industry/hospitals
- Center for Visually Impaired
- Human Services Transportation
- Council for Quality Growth
- Chambers of Commerce
- Southern Environmental Law Center

Input for the Regional TDM Plan will also be requested from several of the committees that make recommendations to the ARC Board. Input will be collected from the following committees on an as-needed basis as determined by the ARC project manager:

- The Environment and Land Use Committee (ELUC)
- The Land Use Coordinating Committee (LUCC)
- The Transportation and Air Quality Committee (TAQC)
- The Regional Transit Committee (RTC)
- The Transportation Coordinating Committee (TCC)

Additionally, the following task forces and technical committees within the ARC organization will also be considered for coordination and additional outreach:

- Airport Area Working Group
- Bicycle and Pedestrian Task Force

- Community Engagement Network (CEN)
- Financial Planning Team
- Freight Advisory Task Force
- Healthy Aging Coalition
- Human Services Transportation Advisory Committee
- Interagency Consultation Group
- Lifelong Communities Partnership
- Local Agriculture Committee
- Long Range Regional Forecast Technical Advisory Group
- Management & Operations Subcommittee
- Model Users Group
- Breeze Policy Group
- Interagency Consultation Group
- Service Coordination Council
- Social Equity Advisory Committee
- Transit Operators Subcommittee (TOS)

Coordination with the above groups will primarily be led by the ARC project manager. TAC meeting materials, including presentations will be provided by the project team to support these efforts by the ARC project manager.

The consultant team will also review and summarize previous recorded engagement activities as made available by ARC. These may include activities associated with the Regional Transportation Referendum, GDOT TDM focus groups, and outreach for PLAN 2040.

3.5. Website

The consultant team will assist in developing project-related content, educational materials and information, calendar items, and engagement materials for inclusion on ARC's website, to be uploaded by the webmaster on a regular basis. The webmaster will develop a page specifically for the TDM plan (www.atlantaregional.com/tdmplan), and project related meeting materials, such as TAC meeting agendas, meeting presentations, and meeting notes will be provided to the webmaster for posting to the website. Working documents will not be uploaded to the project website. Agendas for each meeting or event will be provided to the webmaster at least three (3) days prior to each meeting or event. Meeting presentations and meeting notes will be provided to the webmaster the day they are approved as final by the ARC and the Project Management Team. All content uploaded to the Regional TDM Plan page will be approved by ARC staff before disseminating to the public.

3.6. Documentation

Documentation of the input and stakeholder involvement activities is a key component to the SEP. A standard format for this documentation will be developed and will summarize the activity's purpose, venue, participation numbers, and key issues identified. Formal meeting agendas, presentations, and meeting notes will be provided to ARC for inclusion on the project website. Summaries of meetings will be available within five (5) business days after the date of the event. Materials and notes from the interviews, workshops, and focus groups will be informally recorded and shared within the consultant team; however, will not be formatted and uploaded to the project website.

3.7. Measuring Success

A stakeholder engagement approach should be evaluated periodically throughout the process to determine its effectiveness. An evaluation will allow the project team and ARC to gauge the success of the outreach approach. To measure the outreach plan's success, the project team will request feedback from the TAC after each in person meeting using an evaluation form. The evaluation form will request feedback on measurable indicators and qualitative assessments such as:

- Awareness of the TDM Plan amongst organizations in the Atlanta region
- Quality of TAC engagement in key deliverables and decisions
- Degree to which TAC feedback is seen as incorporated into the TDM Plan
- Additional items for consideration

4. Schedule

A draft team calendar of stakeholder engagement activities relative to the technical tasks of the project is included below. This calendar is based on an 18 month schedule. The specific timing and number of interview and focus groups in each phase may need to be adjusted as the research proceeds. Deliverables and TAC meetings are bolded.

Date	Tasks, Meetings and Deliverables
June 2012	<ul style="list-style-type: none"> • Begin literature review and inventory collection • Begin identifying interviews and focus group needs • <u>Hold TAC kickoff meeting (in-person # 1)</u> <i>Purpose: Introduce TAC membership responsibilities, describe project approach and solicit feedback on stakeholder engagement plan and project approach.</i> • Deliverable 1-1 TAC Membership Memo • Deliverable 1-2 Stakeholder Engagement and Participation Plan

Date	Tasks, Meetings and Deliverables
	<ul style="list-style-type: none"> • Deliverable 1-3 Engagement and Participation Schedule
July 2012	<ul style="list-style-type: none"> • Continue literature review and inventory collection, with focused literature review on vanpools • Finalize interview and focus group plan
August 2012	<ul style="list-style-type: none"> • Prepare for interviews and focus groups • Continue literature review and inventory collection, with focused literature review on vanpools • Conduct inventory interviews • <u>Hold TAC meeting (virtual # 1)</u> <i>Purpose: Summarize research approach to date and identify gaps, summarize interview and focus group plan and identify gaps, and summarize focus group plans and interview plans remaining.</i>
September 2012	<ul style="list-style-type: none"> • Prepare for and conduct inventory/vanpool interviews and focus group
October 2012	<ul style="list-style-type: none"> • Finalize research for inventory and begin Draft Regional TDM Inventory Report • Conduct inventory/vanpool interviews
November 2012	<ul style="list-style-type: none"> • Prepare Draft Recommendations on Regional Vanpool Program Report • <u>Hold TAC meeting (in-person # 2)</u> <i>Purpose: Summarize research and interviews to date and request feedback, present Regional TDM Inventory, and summarize vanpool work to date and request feedback on assessment.</i> • Deliverable 2-1 Regional TDM Inventory Baseline Report
December 2012	<ul style="list-style-type: none"> • Begin Draft Regional Travel and Commuting Report • Deliverable 2-3 Recommendations on Regional Vanpool Program
January 2013	<ul style="list-style-type: none"> • Prepare Draft Regional Travel and Commuting Report • Conduct Strengths, Weaknesses Opportunities, and Threats (SWOT) analysis interviews and focus groups
February 2013	<ul style="list-style-type: none"> • <u>Hold TAC meeting (virtual # 2)</u> <i>Purpose: Present final Regional Vanpool Program Recommendations, present Regional Travel and Commuting Report and summarize draft SWOT analysis results.</i> • Deliverable 2-2 Regional Travel and Commuting Report
March 2013	<ul style="list-style-type: none"> • Deliverable 2-4 SWOT Analysis
April 2013	<ul style="list-style-type: none"> • Begin strategy development • Conduct TDM strategies interviews/focus groups

Date	Tasks, Meetings and Deliverables
	<ul style="list-style-type: none"> • <u>Hold TAC meeting (in-person # 3)</u> <i>Purpose: Present SWOT analysis results and request feedback.</i>
May 2013	<ul style="list-style-type: none"> • Work on strategy development • Conduct TDM strategies interviews/focus groups
June 2013	<ul style="list-style-type: none"> • Conduct TDM implementation interviews/focus groups • <u>Hold TAC meeting (virtual # 3)</u> <i>Purpose: Present strategy development draft ideas and request feedback.</i> • Deliverable 3-1 Draft Recommended Strategies and Tactics for the TDM Plan
July 2013	<ul style="list-style-type: none"> • Prepare Draft Implementation Action Plan
August 2013	<ul style="list-style-type: none"> • <u>Hold TAC meeting (virtual # 4)</u> <i>Purpose: Present action plan ideas and request feedback.</i> • Deliverable 3-2 Draft Implementation Action Plan
September 2013	<ul style="list-style-type: none"> • Prepare Final Report with action plan and recommended strategies
October 2013	<ul style="list-style-type: none"> • Deliverable 4-1 Final Report
November 2013	<ul style="list-style-type: none"> • <u>Hold TAC meeting (in-person # 4)</u> <i>Purpose: Present final report to TAC and ARC staff.</i> • Deliverable 4-2 Final Presentation of the Plan

**Schedule may be subject to revision.*