

Transportation Demand Management Coordinating Committee

Tuesday, August 16, 2022

9:30 a.m. – 11:00 p.m.

Hybrid – ARC Harry West Conference Center

Members Present

Laura Beall, Cobb County DOT
Thomas Cerny, AECOM
Aileen Daney, ATL
Daniel Dolder, GDOT
Joddie Gray, UrbanTrans
Gil Grodzinsky, GA EPD
Dan Hourigan, Midtown Alliance
Scott Kemp, CDC
Kay Sibetta, AARP GA
Denise W. Starling, Livable Buckhead
Michele Wynn, City of Atlanta

Members Absent

Tamara Cristion, FHWA
Katrina DeBerry, Community Foundation
for Greater Atlanta
Jeffrey Elsey (Smith), Kimley-Horn
Aaron Fowler, GA Tech
Gerald McDowell, Aerotropolis CID
Habte Kassa, GDOT
Patricia Mokhtarian, GA Tech
Kirsten Mote, Modern Mobility Partners
Shayna Pollock, Central Atlanta Progress
Ronald M. Roberts, Jr., Douglas County
Kirk Talbott, MARTA
Jerry Travers, Bank of America

1. Welcome, Acceptance of June 21st TDMCC Meeting Summary, and Public Comment Period

Roz Tucker, ARC, asked if there were any changes to the June 21, 2022, meeting minutes. Upon hearing no comments, the summary was accepted as presented.

There were no public comments.

2. Regional Economic Update

Mike Carnathan, Director of Research & Analytics at the ARC, presented on the role of the workforce in the economic system of the Atlanta region. Carnathan noted that the region is currently experiencing high inflation and low unemployment rates. The region's economy has fully recovered from the pandemic and currently has about 90,000 more jobs than pre-pandemic numbers. Overall, population growth in the region has been slowing for the past decade which will result in less people to fill open jobs, and, the job growth has been primarily on the northern part of the region which adds to commute and congestion issues.

The region has traditionally struggled with upward economic mobility for residents. Currently, wages are up three-fold, however, due to inflation there has been no actual increase in income for nearly twenty years in the region. Additionally, persons of color in the region are five times more likely to be low income and three times more likely to not own a car or have adequate access to transit. This makes access to employment

opportunities extremely difficult. Improving and expanding transit access is one way to address the challenges faced by many in the region.

3. Infrastructure Investment Jobs Act (IIJA)

John Orr, Director of Transportation at the ARC, provided an update on the status of IIJA. Orr noted that the ARC had created a website to specifically assist local governments with finding opportunities in the IIJA program that have been released for funding. Orr and David Haynes provided a demonstration of the website's capabilities and search functions: <http://atlantaregional.org/iija>

Additionally, Orr stated that the ARC was working with Deloitte to determine the best means to organize in the region to maximize opportunities in the IIJA funding mechanisms. The ARC has also established a local government working group focused on opportunities arising from the IIJA legislation and funding.

4. Update on TDM Plan

Sabrina Green, Program/Project Administrator at the ARC, provided an update on the current status of the TDM Plan work. The TDMCC serves as the steering committee for the plan. The work on the new TDM Plan is approximately 60 percent complete and the team is now working on developing strategy, prioritizing strategies, and updating the model of delivery of services to the region. The process to date has included a lens on equity and an equity analysis is now underway to ensure the final strategies support equitable outcomes.

Next steps in the plan development include a third TDM Plan Workshop in October, a second round of stakeholder outreach, a fourth workshop, and finally, a draft plan for review.

5. Announcements and Closing Comments

Roz Tucker, ARC, made multiple announcements. The first was that more information would be sent out regarding the third TDM Plan Workshop. Second, the Association for Commuter Transportation (ACT) is hosting its ACT Forum in Atlanta on November 15-16. Third, the ARC will be posting an RFP for the Georgia Commute Options (GCO) program in fourth quarter of 2022.

Adjourned.

Meeting Materials

- 8-16-2022 TDMCC Meeting Agenda
- 8-16-2022 TDMCC TDM CC Presentation