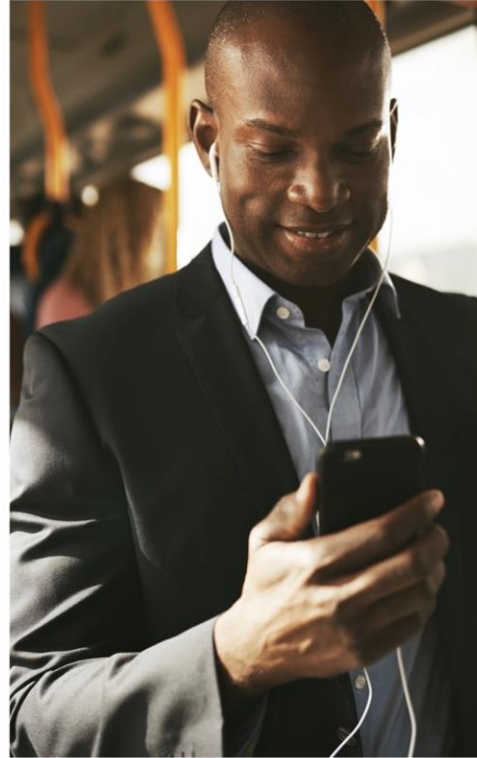




Atlanta Regional Commission

Regional Transportation Demand Management Plan

August 11, 2021



Project Overview

Project Understanding

Social and
Economic
Inequities
Mobility
Innovations
COVID-19
Federal Policy Shift
Socio-Demographic
Change
Leadership
Changes

Disruption has shaken our system, but it has provided an opportunity to rethink how we can serve our communities better.

DIVERSITY > ACCOUNTABILITY > INNOVATION > INTEGRATION

Scope of Work

TASK 1

Agency, Partner,
and Stakeholder
Outreach and
Participation

Stakeholder & Public
Comment Workplans
Bi Monthly TDMCC Update
4 TDMCC Workshops
10 Interviews
8 Focus Groups
2 Rounds Public Outreach

TASK 2

Regional TDM
Needs Assessment
and Program
Evaluation

TDM Inventory
SWOT Analysis
Workshop #1
TDM Plan Goals

Final Report

Communications &
Distribution Strategy
Workshop #4
Draft Plan and
Executive Summary
Final Plan and
Executive Summary

TASK 4

Regional TDM
Strategies
Development and
Implementation
Action Plan

TDM Strategies
Review
Equity Assessment
Workshop #2
Implementation
Action Plan
Workshop #3

TASK 3



Task 1 Stakeholder Engagement

- ✓ “Layered” stakeholder engagement across workshops, interviews, focus groups and general public outreach

- ✓ Senior communications and equity advisor to guide engagement activities

TDMCC

- Bimonthly updates
- Four workshops at key study milestones
- Active participation in plan development

Agency Partners

- Eight focus groups in key topic areas (4 x 2)
 - Transit
 - Workforce Development
 - Local Economic Development
 - State Investment

Employer Partners

- 10 interviews (5 x 2)
 - Existing employee partners
 - Potential partners that have declined in the past
 - New employers to ATL

General Public

- Two rounds formal public engagement with public comment database

Scope Highlight

Diverse Stakeholder Input to Inform Innovative and Equitable TDM Strategies

- Identify TDM strategies that address a broader range of socio-economic mobility needs
- Support integration of TDM into other stakeholder initiatives
- Define opportunity for innovative TDM pilots

Supporting microtransit or mobility on demand to target underserved populations

Working with transit and local stakeholders on enabling technologies and incentives



Pilot initiatives with young adults or immigrant populations that are building commuting habits



Task 2 Needs Assessment

Inventory

- Inventory factors that influence TDM program and performance outcomes
- Supplement with first round of stakeholder engagement
- Assemble inventory matrix: positive and negative influences of each factor

SWOT

Facilitated discussion of program:

- Strengths
- Weaknesses
- Opportunities
- Threats

TDM Plan Goals


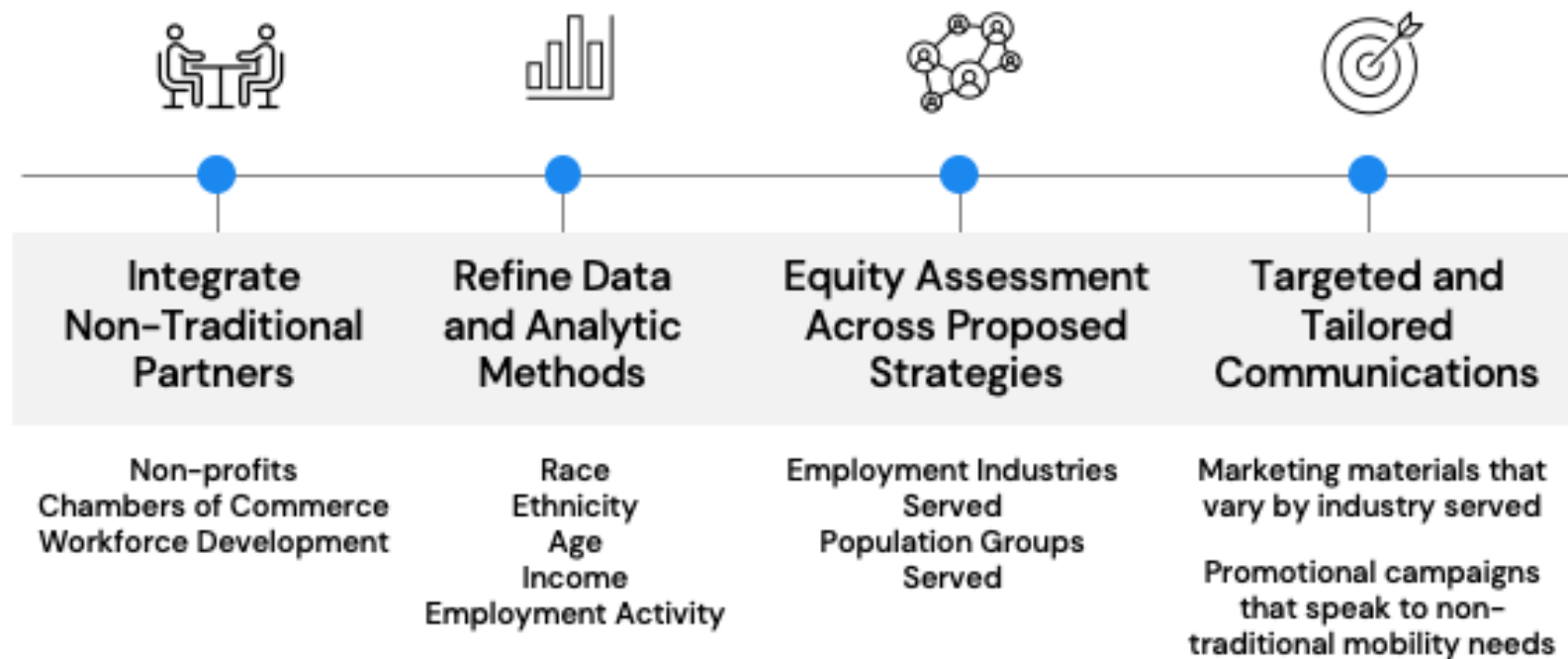
- Review needs assessment as derived from the inventory & SWOT analysis
- Discuss implications for direction of the program
- Interactive polling and discussion on TDM Plan Goals



It is imperative that localized mobility needs are not masked within the broader regional inventory. Insight into nuanced, local conditions is particularly important for understanding issues of access and equity of transportation services.

Working with nonprofits that understand their communities best will help the team better understand mobility trends within employment sectors that have been traditionally underrepresented in the TDM planning process.

Scope Highlight Equity Analysis



Analyzing for equity means asking targeted questions about *who* is being served, *how* they are being served, and *what outcomes* define success.

Task 3 Strategy Review



TDM and Transit

- Integration opportunity with transit planning and mobility/pilot initiatives

TDM and Workforce Development

- Tailored strategies across a broader income and employment spectrum

TDM and Local Economic Development

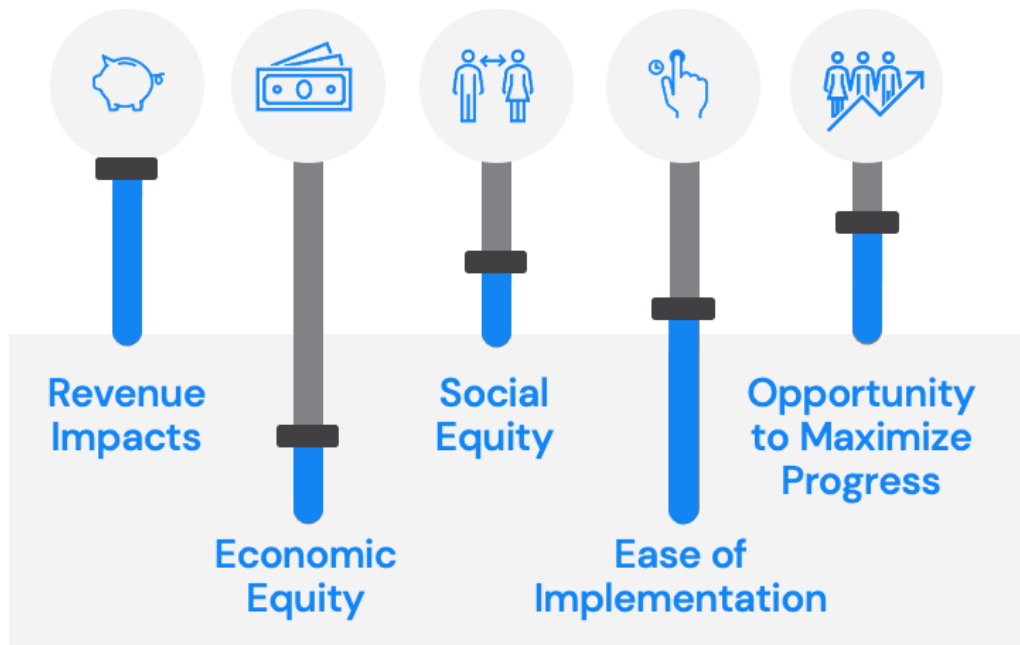
- Targeted strategies to address project funding and shared best practice

TDM and Statewide Investment

- Integration opportunities as it relates to state investment priorities

Scope Highlight Strategy Prioritization

Develop prioritization options that demonstrate trade-offs as they relate to TDM program goals



Prioritization process will not yield a right or wrong, but inform conversation on what set of strategies best move the regional program forward

Key themes used to inform priority strategies for regional program

Task 3 Implementation Action Plan

Implementation Framework

- ✓ Timeframe
- ✓ Roles/Responsibilities
- ✓ Costs/Funding Mechanisms
- ✓ Data and Evaluation Process
- ✓ Peer Exchanges and Community Conversations
- ✓ Public-Private Opportunities

Staff Training

- ✓ TDM Plan outcomes across ARC functional areas
- ✓ Roles/responsibilities for implementation, evaluation, and ongoing improvement
- ✓ Grant or funding opportunities and process to navigate

Performance Evaluation

- ✓ Data and tools needed to support strategy and program review
- ✓ Process for measuring plan implementation
- ✓ Methods to integrate into state, regional, and local efforts

Task 4 Final Report

Final plan delivered with corresponding communications and distribution strategy

- Alternative methods for distributing plan outcomes across broader audience
- Developed with guidance from Senior Communications and Equity Advisor
- Tailored messaging

Scope Highlight Tailored Plan Products

Cheat-Sheets / Elevator Pitches

Key strategy and plan outcomes

Tailor messages and talking points for implementation partners

Project “Cut-Sheets”

One-page highly visual summary of priority TDM strategies

Quick reference to absorb plan outcomes and next steps

Targeted Messaging

Vary messaging across audiences with different mobility needs

Creative distribution, both electronic and hard copy

Branded Headlines

Social media

Plan website

Plan documentation and marketing materials

Schedule

Bi-monthly TDMCC updates throughout the plan process beginning August 2021

