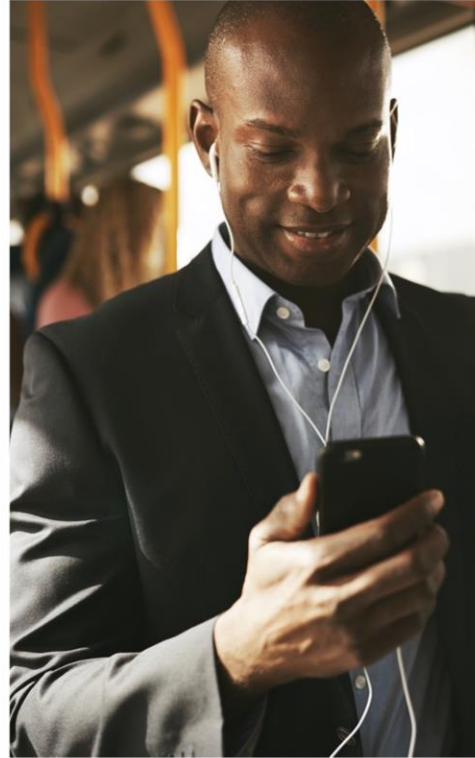




Atlanta Regional Commission

## Regional Transportation Demand Management Plan

November 10, 2021



# Mini-Workshop

## Transportation & Air Quality Committee

# Agenda

1. Travel Demand Management (TDM) Primer/Refresher
2. Project Overview
3. Key Planning Considerations
4. Engagement Approach
5. Objectives for TAQC Discussion
6. Facilitated Discussion

# TDM Primer

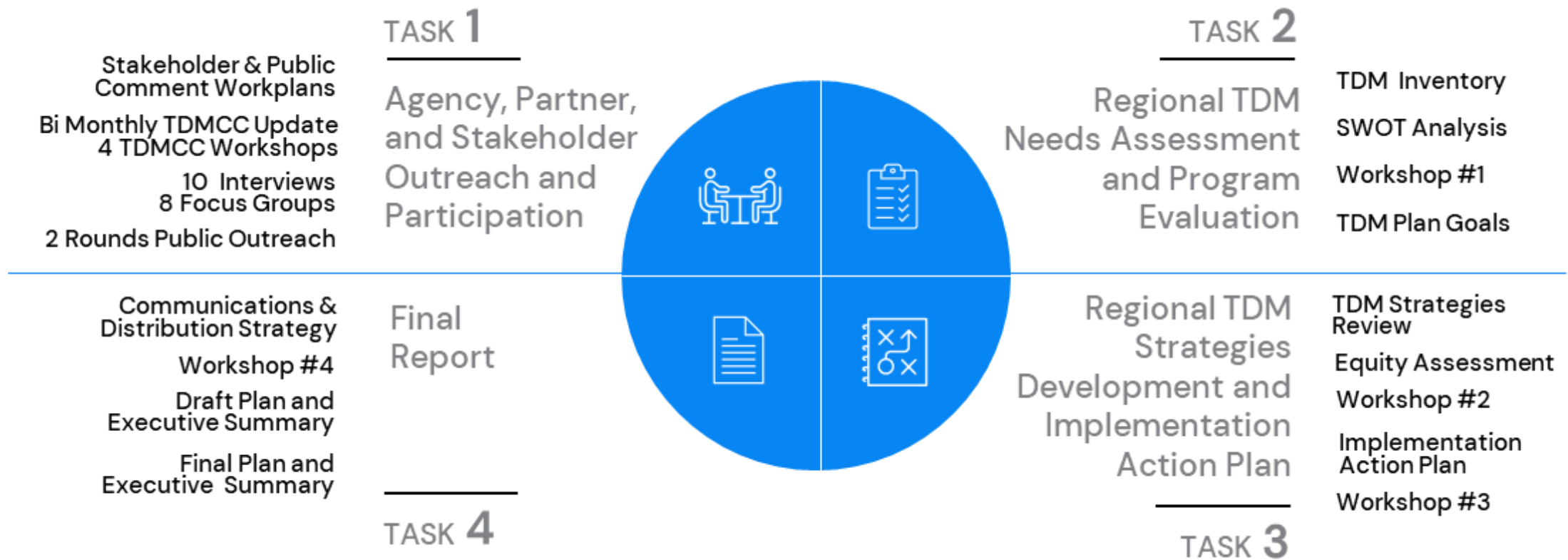


## How does TDM reduce SOV travel?

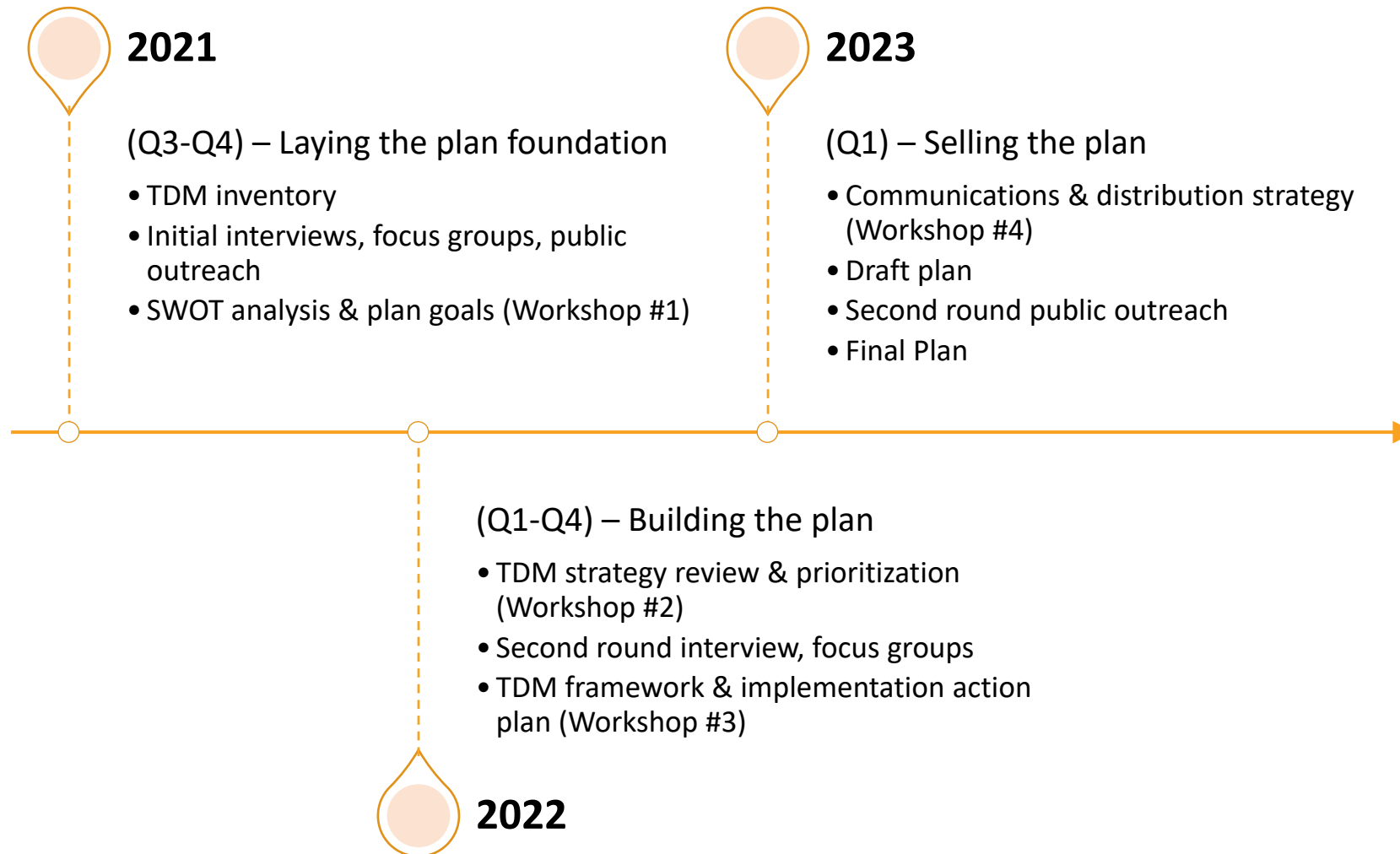
- Behavior change
- Transportation services
- Technology
- Infrastructure



# Project Overview



# Schedule



# Key Planning Considerations

Social and Economic  
Inequities

Mobility  
Innovations

COVID-19

Federal Policy Shift

Socio-Demographic  
Change

Leadership  
Changes

# Engagement Approach

## TDMCC

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

## Agency Partners

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- Focus groups in key topic areas
  - Economic Access and Opportunity
  - Workforce Development
  - Economic Development

## Employer Partners

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- Targeted interviews
  - Existing employee partners
  - Potential partners that have declined in the past
  - New employers to ATL

## General Public

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- Two rounds of public engagement with public comment database

# Objectives for TAQC Discussion

- Better understand transportation challenges as they relate to TAQC constituent needs
- Discuss alignment with current TDM program
- Identify opportunities for TDM program to evolve



# Our Current Reality

Jan – Sep 2019



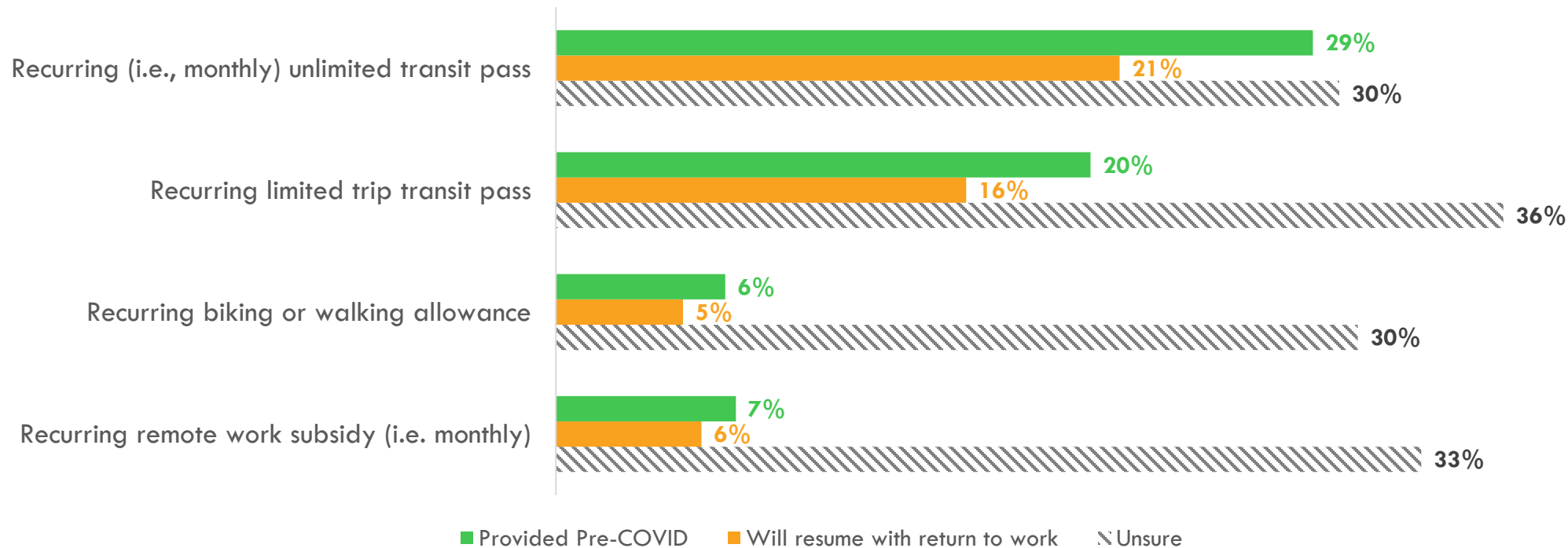
Jan – Sep 2021



Source: [TDM Dashboard - ARC \(atlantaregional.org\)](https://atlantaregional.org/tdm-dashboard), Transit Passes: Entire Regional TDM Program (20-county)

# Employers are not confident alternative transportation subsidies cut during the pandemic will resume

What subsidies did your organization provide pre-COVID and what subsidies does it plan to offer in the future?

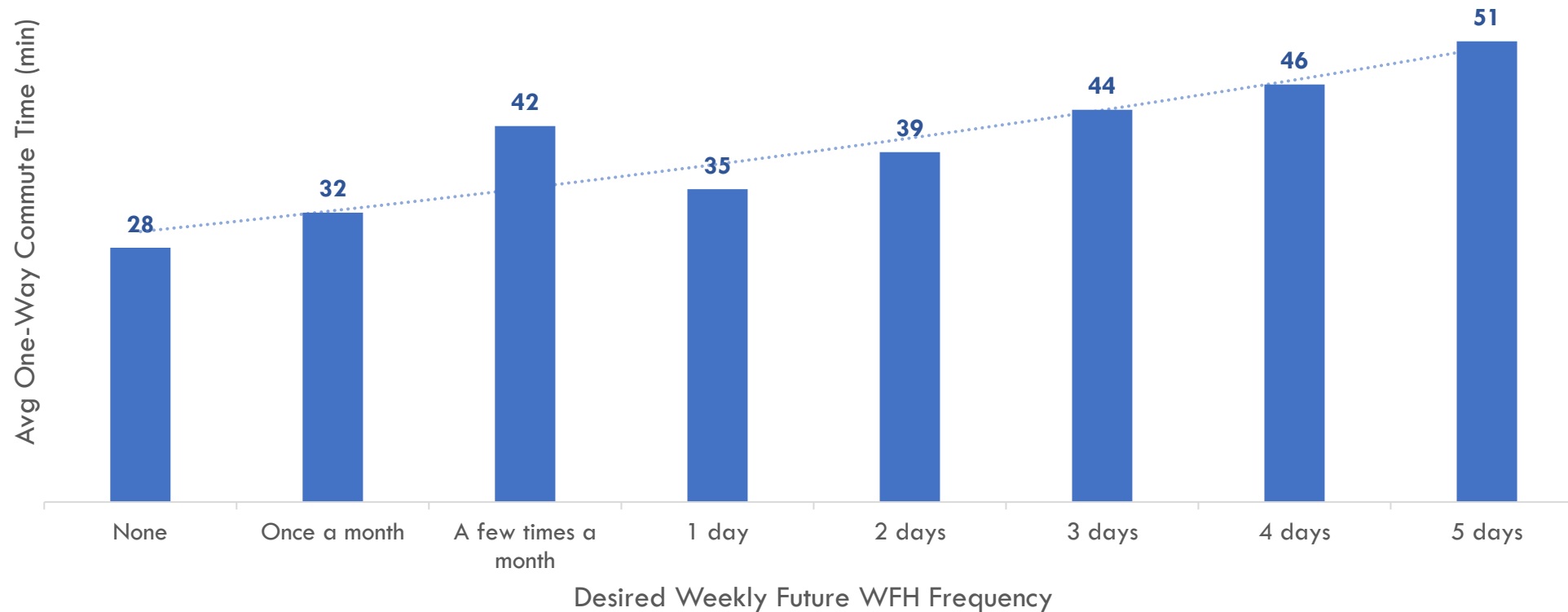


# Many organizations changed return to work plans due to the Delta variant

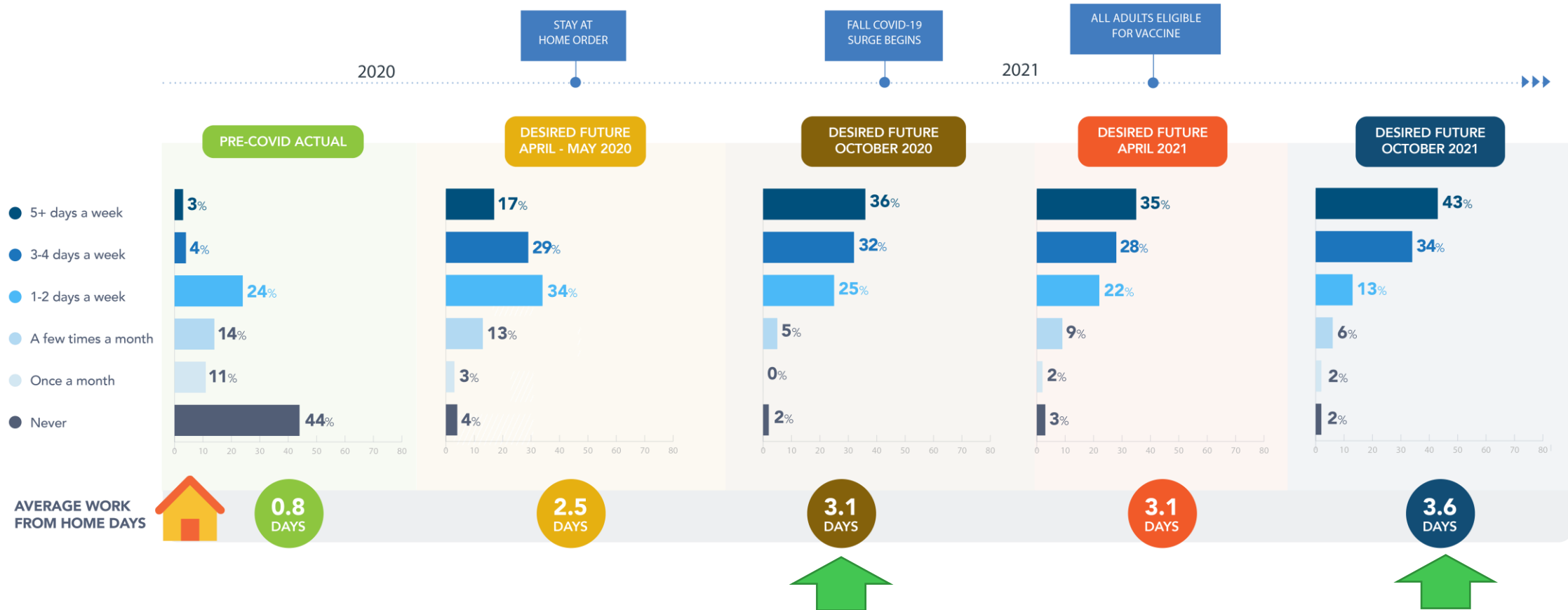
Do any of the following apply to your organization?



## Commute time and desired work from home frequency are positively correlated



# The number of days an employee wants to work remotely increased 6 months after the start of the pandemic and again at 15 months





# Transportation Priorities

What is the primary transportation challenge that your agency/riders/local constituents deal with today?

How has COVID-19 impacted this challenge?

Has the pandemic changed investment or planning priorities for you as a result?



# TDM Alignment to Your Priorities

What is your level of familiarity with current TDM services and the regional program? Do you see/understand TDM to be part of the solution set for your most pressing mobility needs?

Do the broader objectives of TDM services align with your agency goals? If so, how? Are there any disconnects?

How can we take our program to the next level to ensure that it is best serving your constituent needs?

# Closing Remarks and Next Steps

- Your feedback will inform an upcoming workshop with the TDM Coordinating Committee on goal-setting for the plan.
- Please send any follow up comments to Sabrina Mallett at [SMallett@atlantaregional.org](mailto:SMallett@atlantaregional.org)
- Thank you for your time and input today!