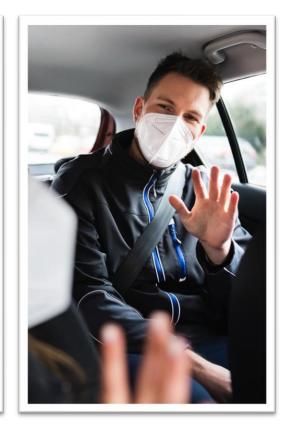


Regional Transportation Demand Management Plan November 5, 2021







Stakeholder Focus Groups

Agenda

- 1. Transportation Demand Management (TDM) Primer
- 2. Project Overview
- 3. Focus Group Objectives



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TDM Primer







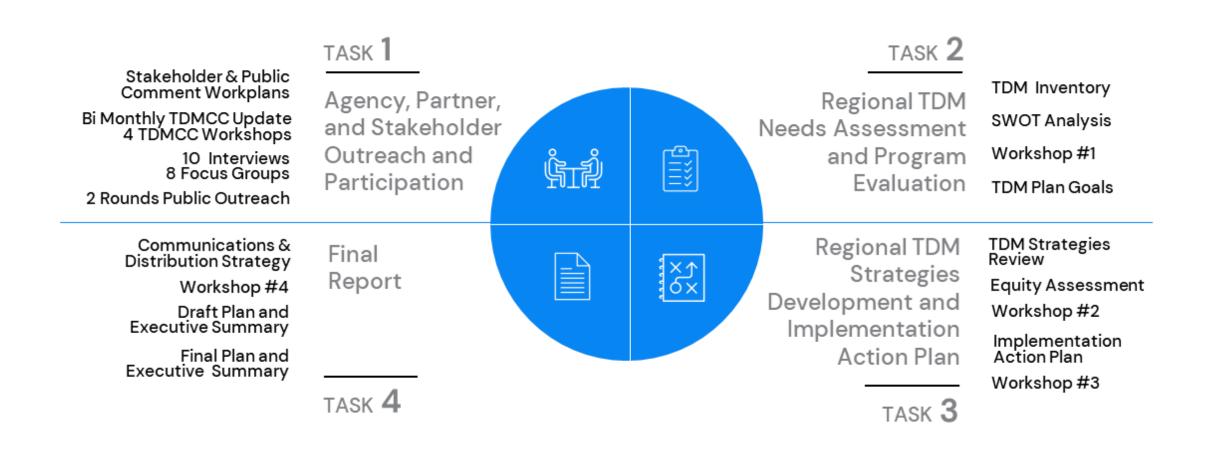
Planning Context

Inequities
Mobility
COVID-19
Innovations
Federal Policy Shift

Socio-Demographic Leadership Change Changes



Project Overview





Schedule



2021

(Q3-Q4) – Laying the plan foundation

- TDM inventory
- Initial interviews, focus groups, public outreach
- SWOT analysis & plan goals (Workshop #1)



2023

(Q1) – Selling the plan

- Communications & distribution strategy (Workshop #4)
- Draft plan
- Second round public outreach
- Final Plan

(Q1-Q4) – Building the plan

- TDM strategy review & prioritization (Workshop #2)
- Second round interview, focus groups
- TDM framework & implementation action plan (Workshop #3)





Focus Group Objectives

- Better understand transportation challenges as they relate to participant needs
- Test awareness and understanding of current TDM program and strategies
- Identify areas where TDM program can (better) address participant needs



Transportation Challenges

What do you think are the biggest transportation challenges that your agency deals with?

What do you think are key solutions to those challenges?

What do you think the long-term impacts of COVID-19 will be on commuting across the region? How has the pandemic changed service types/offerings?

What messages resonate most with your riders regarding transit and transportation investment?

How can we take TDM services to the next level?

What should TDM efforts focus on most to increase transit ridership and other forms of clean commutes?