



Atlanta Regional Commission

## Regional Transportation Demand Management Plan

November 5, 2021

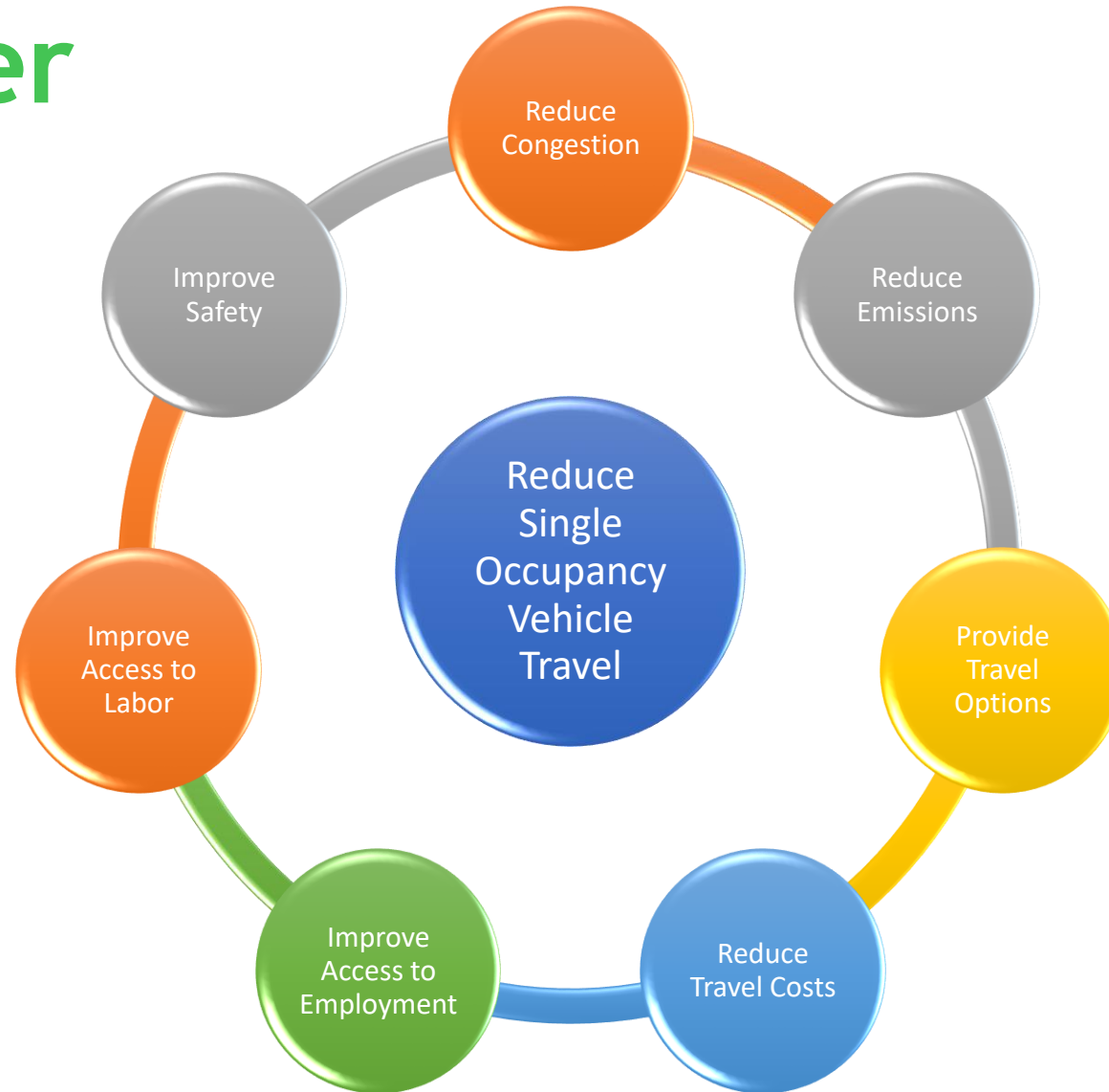


# Stakeholder Focus Groups

# Agenda

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

# TDM Primer



# Planning Context

Social and Economic  
Inequities

Mobility  
Innovations

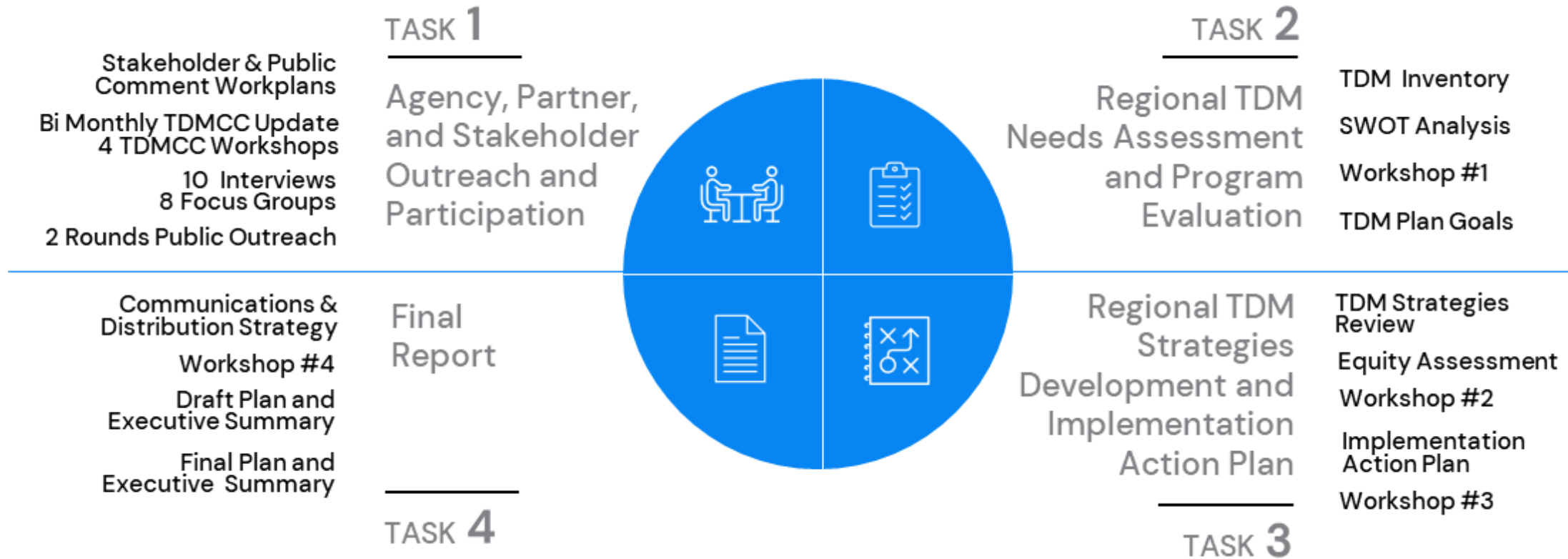
COVID-19

Federal Policy Shift

Socio-Demographic  
Change

Leadership  
Changes

# Project Overview



# Schedule



# 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?