**Transportation Demand Management Coordinating Committee**

**Tuesday, October 18, 2022**

**9:00 a.m. – 3:00 p.m.**

**Centergy Building Economic Development Lab (75 Fifth St. NW Atlanta, GA 30308)**

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| **Members Present** | **Members Absent** |
| Thomas Cerny, AECOM  Aileen Daney, ATL (Scott Haggard)  Daniel Dolder, GDOT  Joddie Gray, UrbanTrans  Denise W. Starling, Livable Buckhead  Michele Wynn, City of Atlanta  Habte Kassa, GDOT  Patricia Mokhtarian, GA Tech  Shayna Pollock, Central Atlanta Progress  Jeffrey Elsey (Smith), Kimley-Horn  Rob Kelly, Midtown Alliance (Dan Hourigan) | Tamara Cristion, FHWA  Katrina DeBerry, Community Foundation for Greater Atlanta  Aaron Fowler, GA Tech  Gerald McDowell, Aerotropolis CID  Kirsten Mote, Modern Mobility Partners  Ronald M. Roberts, Jr., Douglas County  Kirk Talbott, MARTA  Jerry Travers, Bank of America  Laura Beall, Cobb County DOT  Gil Grodzinsky, GA EPD  Scott Kemp, CDC  Kay Sibetta, AARP GA |

1. **Welcome, Acceptance of August 16th TDMCC Meeting Summary, and Public Comment Period**

Roz Tucker, ARC, asked if there were any changes to the August 16, 2022, meeting minutes. Upon hearing no comments, the summary was accepted as presented.

There were no public comments; however, it was noted that a committee member had submitted feedback in advance.

1. **Innovation and Inclusivity**

Polly Sattler, Strategic Relations Manager at the Partnership for Inclusive Innovation (PIN) provided an overview of the program. Based at Georgia Tech, the two-year-old initiative seeks to expand economic mobility across the state. Utilizing principles of student engagement, workforce development, community research and economic opportunity, the organization strives to support innovation that expands equity across geographic, racial, gender and socio-economic levels by leveraging funds and manpower.

1. **Regional Economic Development Trends**

Jennifer Zeller, Strategic Solutions Manager with Georgia Power’s Community and Economic Development team presented information on current economic development efforts in the region and across the state. Recent trends have seen Georgia attracting a larger number of manufacturers and technology focused industries, as well as continued growth in the film industry. The past year has been highly successful for the state in securing several projects that will each bring in 1,000+ jobs to communities.

1. **Incorporating Mindfulness into TDM**

Dr. Folashade Alao shared information on the growing research and data related to the importance of mental well-being in the workplace and the impact mindfulness can have on focusing and accomplishing tasks. Stanford, UCLA, Emory and other institutions have expanded programs and research into the value of mindfulness as a component to a healthy life. Dr. Alao demonstrated several techniques to achieve a state of mindfulness and bring more clarity and focus to important work.

1. **TDM Plan Update: Overview & Equity Analysis**

Tracy Selin with ICF brought the committee up to date on the TDM Plan work to date including findings from the SWOT analysis, the plan goals, current strategy review and stakeholder engagement. Currently, 12 core strategy types, 40 collective strategies and seven ESOs were identified. The work to date identified an additional 18 collective strategies to be incorporated, along with three new core strategy types.

Katie O’Sullivan with ICF provided a review of the equity analysis performed, the methods utilized and the use of CEDS scoring in identifying areas that are not currently being serviced for TDM. Additionally, O’Sullivan gave a list of potential funding sources to expand TDM activities including: CMAQ; other USDOT formula funding; competitive federal grants; IIJA; state of Georgia programs; philanthropic & private sector; and local funds.

1. **Teleworking in the Atlanta Region: Findings from a new survey**

Dr. Patricia Mokhtarian, Professor of Civil & Environmental Engineering at Georgia Tech, provided a high-level review of preliminary data compiled in the spring of 2022 focusing on current telework trends in the region. The survey work was funding by GDOT and utilized a combination of Qualtrics on-line management as well as participants contented via email and regular mail. Approximately one-third of the 18-county metro region could telework, while approximately two-thirds of the region’s jobs do not allow telework or are not suitable for telework (delivery, manufacturing, service, etc.) Final analysis of the data is in progress and a report will be published.

1. **TDM Plan Work Groups**

Meeting participants were divided into smaller groups to further discuss items identified in the equity analysis and strategy review. Each group took a specific item to discuss and brainstorm ideas related to the potential work.

1. **Announcements and Closing Comments**

Roz Tucker, ARC, reminded attendees of the upcoming Association for Commuter Transportation (ACT) Forum in Atlanta on November 15-16. Additionally, Tucker mentioned the State of the Region event on October 28th and that the ARC will be posting an RFP for the Georgia Commute Options (GCO) program in fourth quarter of 2022.

**Adjourned.**

**Meeting Materials**

* 10-18-2022 TDMCC Meeting Agenda
* 10-18-2022 TDMCC TDM CC Presentation