



Atlanta Regional Commission

# Transportation Demand Management Coordinating Committee

December 14, 2021

# Agenda

1. Welcome
2. Meeting Summary and Public Comment Period
3. Corporate Spotlight: Trend Changes in the Workforce
4. Infrastructure Investment and Jobs Act Impacts on TDM
5. TDM Plan Update
6. Regional TDM Updates
7. Adjourn

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# Corporate Spotlight

## Trends Changes in the Workforce as a Result of COVID-19



**Callie Andrews**

Senior Vice President & Chief  
Operations Officer

Wellstar Health System



**Bridges Holmes**

Vice President, Diversity, Inclusion &  
Social Responsibility

The Adecco Group



**Lars Minns**

Chief Human Resources Officer

Mercedes Benz USA

# Infrastructure Investment and Jobs Act: The Impacts of the Infrastructure Bill on TDM



**Robert Henry**

Public Policy Chair

ACT

# What's in the Infrastructure Bill



## Opportunities for TDM in the Infrastructure Investment and Jobs Act

The \$1.2 trillion Infrastructure Investment and Jobs Act (IIJA), also known as the Bipartisan Infrastructure Law (BIL), provides historic funding levels for transportation and our nation's infrastructure. Within the legislation, there are many new programs & initiatives that could fund the development and implementation of transportation demand management (TDM) strategies across the country. The following is a short list of programs that the Association for Commuter Transportation has identified as top opportunities for states, local governments, and TDM programs to target in their efforts to create efficient, multimodal transportation systems that benefit all people, reduce congestion, and improve air quality while providing a better journey for everyone.

### Congestion Mitigation & Air Quality Program

Traditionally a primary source of funding for TDM programs. Adds shared micromobility as eligible projects.

**Allocation:** Formula to States  
**Funding:** \$13.2 billion

### Travel Demand Data & Modeling

Directs USDOT to study forecasted travel demand data vs. observed data and inform States & MPOs.

**Allocation:** Not Specified  
**Funding:** Not Specified

### Carbon Reduction Program

Reduce emissions through traffic monitoring & management, public transit, congestion management technology, and other strategies.

**Allocation:** Formula to States  
**Funding:** \$6.4 billion

### Congestion Relief Program

Reduce highway congestion, lower economic & environmental costs, & optimize highway capacity and transit usage.

**Allocation:** Competitive Grant  
**Funding:** \$250 million

### PROTECT Program

Improve resiliency of transportation infrastructure against effects of climate change.

**Allocation:** Formula to States/  
Competitive Grant  
**Funding:** \$8.7 billion

### SMART Grant Program

Develop projects incorporating innovative transportation technologies.

**Allocation:** Competitive Grant  
**Funding:** \$500 million

### Safe Streets and Roads for All Grant Program

Develop & implement comprehensive safety plans.

**Allocation:** Competitive Grant  
**Funding:** \$6 billion

### Increasing Safe & Accessible Transportation Options

States and MPOs to adopt Complete Streets policies.

**Allocation:** Formula to States/MPOs  
**Funding:** 2.5% transportation research funding

Association for Commuter Transportation (ACT)

[www.actweb.org](http://www.actweb.org)

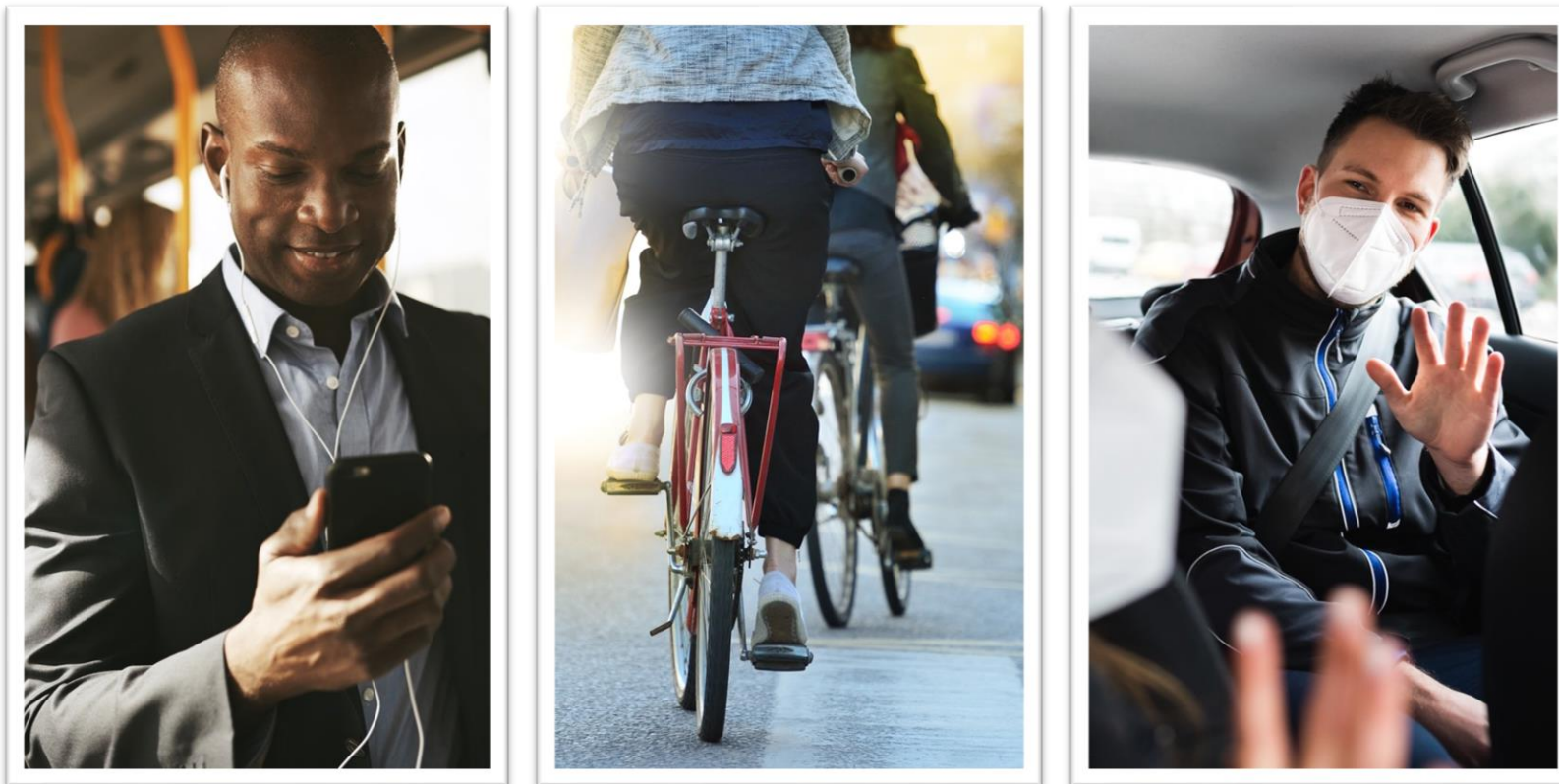
# What's in the Infrastructure Bill

**\$1.2 trillion**

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|---|--|---|--|
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# TDM Plan Update



# Progress to Date

- ✓ Project Kick-Off (July)
- ✓ TDMCC Kick-Off (August)
- ✓ Stakeholder Engagement Plan (Oct)
  - TDMCC workshops at FOUR plan milestones
    1. Goals
    2. Strategies
    3. Priorities
    4. Plan Recommendations
  - Focus group discussions across THREE topic areas
    - Workforce Development
    - Local Economic Development
    - Improving Accessibility
  - Interview sessions within FIVE key industries
    1. Freight
    2. Hospitality
    3. Technology
    4. Tourism
    5. Small Business/Franchise

- ✓ TAQC Update (Nov)
- ✓ Draft Public Comment Workplan (Dec)
  - Key partners to amplify messaging
  - Webpage design
  - Survey
  - Compilation and reporting of public input
- ✓ TDM Inventory (Sept – Dec)
  - Fed, state, local policy context
  - Current program structure
  - Technology initiatives
  - Regional trends
  - Best practice



# Project Highlights

- Completed first focus group on TDM and Workforce Development
  - Seven attendees
  - Targeted discussion around unique workforce development challenges, unmet transportation needs
  - Interactive polling on TDM priorities
- Excited about structure for interview sessions!
  - Small groups of three, offering different perspectives on shared challenge
    - Employer
    - Commuter
    - Policy-Maker



# January 2022: We Kick-Off with the Public

- Launch plan webpage and online survey
- Survey and plan materials pushed through partner networks to amplify messaging and promote input



# Plan Brand - You Choose!

Connected Communities Advancing Atlanta

Connected Mobility - Advancing Opportunity

Progressive Mobility - Advancing Opportunity

Connect to Opportunity

Growing Opportunity through Mobility Choices

Expanding Opportunity through Mobility Connections

Moving the Atlanta Region Forward

Moving Every Community Forward

Move/Travel Beyond Expectations (as a continued theme of “Live Beyond Expectations”)

Advancing Your Travel, Options and Opportunity

Your Travel, Your Options, Your Opportunity

Travel Options. Access. Opportunity.



Use QR code above or click link in the chat to  
vote for your top three choices:

[https://youengage.me/p/61b52a865e4223010  
0054388](https://youengage.me/p/61b52a865e42230100054388)

# Next Steps

- Complete focus group discussions (Dec)
- Complete interview sessions (Jan)
- Complete inventory and SWOT analysis (Jan)
- TDMCC Workshop #1 - TDM Plan Goals (Feb)

# Regional TDM Updates

- Regional TDM Updates
- Upcoming Meetings
  - February 15, 2021 - TDMCC Meeting