

Transportation Demand Management Coordinating Committee

Tuesday, April 19, 2022

9:30 a.m. – 11:00 p.m.

ARC Harry West Room & Virtual Option

Members Present

Thomas Cerny, AECOM
Gil Grodzinsky, GA EPD
Krystal Harris, Aerotropolis CID
Scott Haggard, ATL
Dan Hourigan, Midtown Alliance
Habte Kassa, GDOT
Scott Kemp, CDC
Shayna Pollock, Central Atlanta Progress
Ronald M. Roberts, Jr., Douglas County
Denise W. Starling, Livable Buckhead
Jerry Travers, Bank of America
Michele Wynn, City of Atlanta

Members Absent

Laura Beall, Cobb County DOT
Dennis Bruce, Tangonet Solutions
Tamara Cristion, FHWA
Katrina DeBerry, Community Foundation
for Greater Atlanta
Daniel Dolder, GDOT
Jeffrey Elsey (Smith), Kimley-Horn
Sarah Foster, Vmware Account
Aaron Fowler, GA Tech
Joddie Gray, UrbanTrans
Patricia Mokhtarian, GA Tech
Kirsten Mote, Modern Mobility Partners
Kay Sibetta, AARP GA
Kirk Talbott, MARTA
Christopher Tomlinson, ATL
Jidong J. Yang, UGA

1. Welcome and Public Comment Period

Roz Tucker, ARC, asked if there were any changes to the February 15, 2022, meeting minutes. Upon hearing no comments, the summary was accepted as presented. There were no public comments.

2. (Re) Try Transit Modal Promotion

Bennett Foster and Joel Wascher, ARC, presented on (Re) Try Transit, a regional modal promotion that encourages individuals to take transit and provides participants with transit passes as well as customized trip plans. Foster, ARC, discussed that, because of the effect of the pandemic over the past two years, the modal promotion is designed to be more flexible this year and has a special focus on “choice” riders. In addition to generating greater interest in transit, the modal promotion also aims to collect data for the TDM program. Foster, ARC, explained that surveys will be conducted during and after the promotion to examine the strongest motivating factors that influence individuals to use transit, as well as to measure the program’s impact on long-term behavior change.

Wascher, ARC, stated that there is a “rolling” promotion period from April 18 to June 30. He explained that while there will be a two-week period when participants will be encouraged to use their transit pass, a new strategy this year is to provide participants with a more deliberate, customized communications journey spanning several months,

including a post-promotion survey that will be distributed two months after participants finish their two-week trial of taking transit. Wascher, ARC, also shared several images of the digital graphics created for the promotion, and he mentioned that a photo library will be made available for TMA partners to use. Lastly, he remarked that he expects there to be greater access to MARTA data this than in past years, potentially allowing for post-promotion surveys to be tied to individual MARTA passes used by participants.

3. Legislative Update

John Bayalis, ARC, presented on several important transportation highlights from recent state and federal legislative sessions. On the state level, he discussed that the fiscal year 2023 budget includes \$16 million derived from fees on rideshare usage, which is allocated for distribution to transit system systems across the state. He also noted that SR463 was recently passed to form a joint study committee on the electrification of transportation; it particularly will explore electric vehicles (EVs), EV infrastructure, and how the state might take advantage of new funding sources for EVs.

At the federal level, Bayalis, ARC, commented on the Infrastructure Investment and Jobs Act (IIJA), remarking that the Fiscal Year 2022 budget, which was recently passed, has generally laid out the spending priorities for the first year of the IIJA's 5-year plan. He noted that of the \$1.2 trillion outlined in the legislation, \$570 billion is dedicated to standard programs (such as formula funding for buses), while another \$600 billion is set aside for such projects as EV infrastructure, broadband expansion, and water infrastructure. Also, \$100 billion is at the Secretary of Transportation's discretion, intended to be used for "areas with persistent poverty" and to waive local match funding requirements for projects.

Lastly, Bayalis, ARC, mentioned that a team at ARC is currently developing a presentation about the IIJA's financial impact on the region.

4. TDM Plan Update

Sabrina Green, ARC, provided a status update on the TDM plan, called *Mobility Connections: A Plan for Expanding Opportunities*. She remarked that after the TDMCC—the steering committee for the TDM plan—provided input at the February meeting as well as in a subsequent survey, the TDM plan's goal statements have been further refined. She also noted that the next step in the project will be to conduct interviews with Employer Service Organizations (ESOs) as well as employers across the region. The purpose is to begin developing the specific, detailed strategies that the plan will recommend.

Tracy Selin, ICF, remarked that the public survey recently conducted for the TDM plan closed on April 8, receiving 12,697 responses. She observed that the high response rate was likely the result of promoting the survey through a broader network of communication channels that reached more than just transportation-oriented groups. She noted that the survey findings pointed to the need for TDM initiatives to broaden the

populations being served, as well as how they are being served. After Selin, IFC, presented to the committee the six recommended TDM plan goal statements, several committee members provided feedback on how there is an opportunity to point to the role of TDM in sustainability somewhere in the goal statements.

5. Closing Comments and Announcements

Roz Tucker, ARC, announced that the next TDMCC Meeting will be held on June 21, 2022.

Adjourned.

Meeting Materials

- 4-19-2022 TDMCC Meeting Agenda
- 4-19-2022 TDMCC TDM CC Presentation