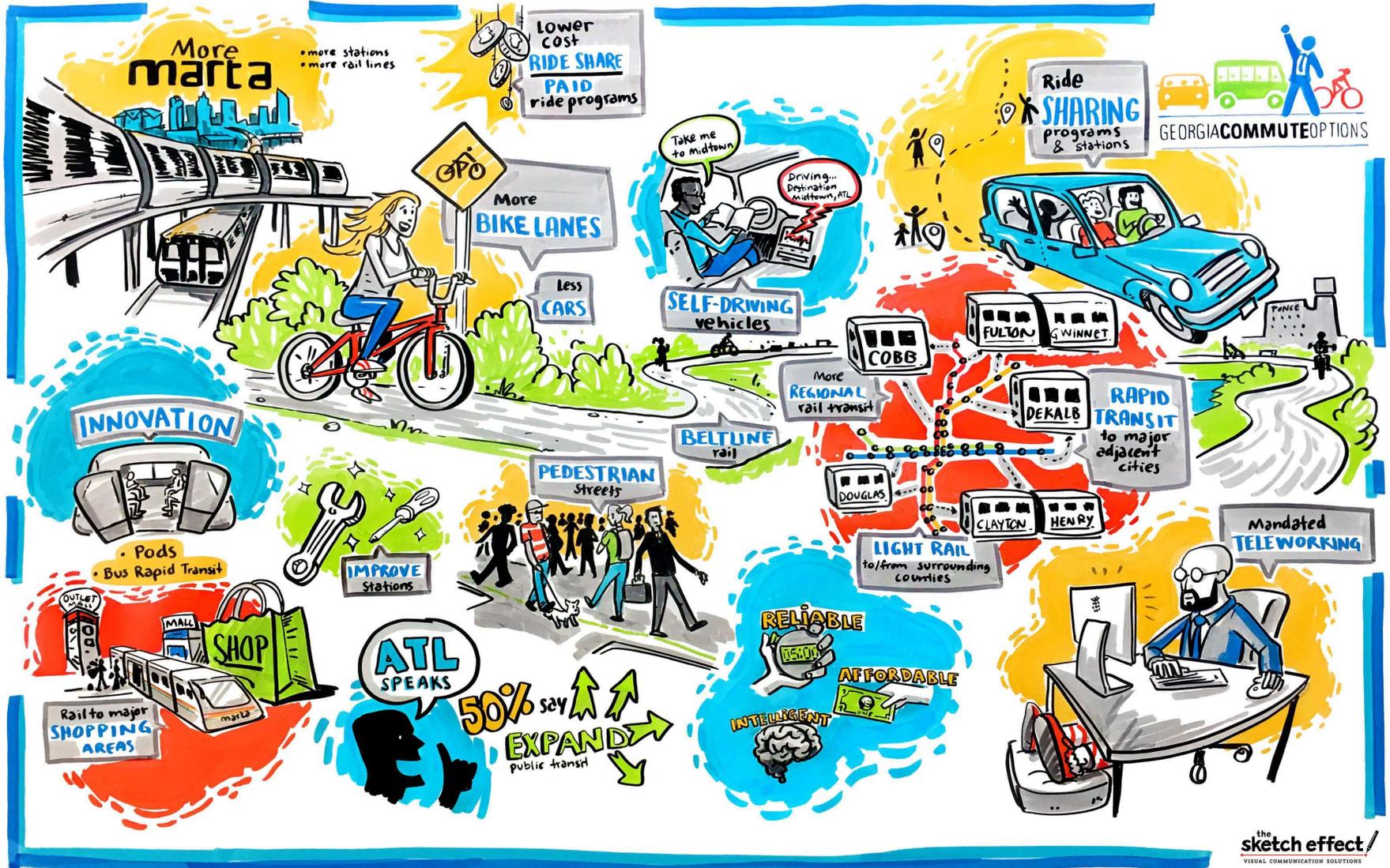




Atlanta Regional Commission

Transportation Demand Management Coordinating Committee

June 21, 2022



the sketch effect!
VISUAL COMMUNICATION SOLUTIONS

ATLANTA STATE OF THE REGION BREAKFAST
NOVEMBER 2018 | ATLANTA, GA

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Agenda

1. Welcome
2. Meeting Summary and Public Comment Period
3. Curiosity Lab Tour
4. TDM Plan Workshop
5. Announcements
6. Adjourn

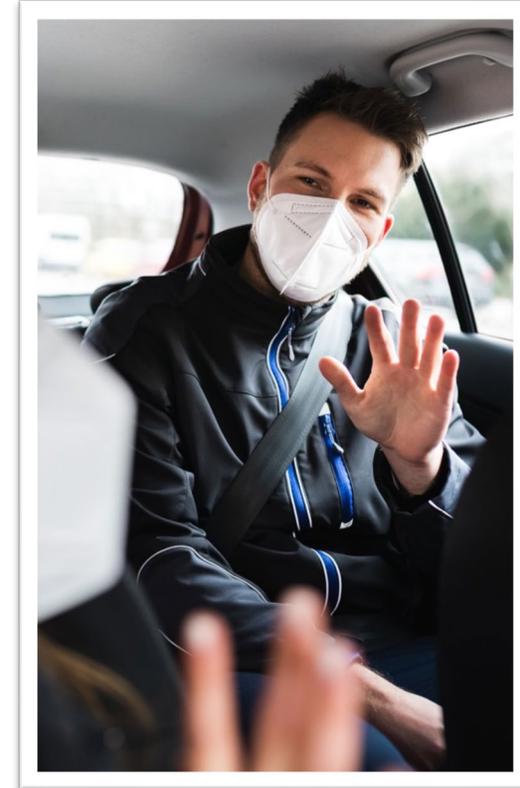
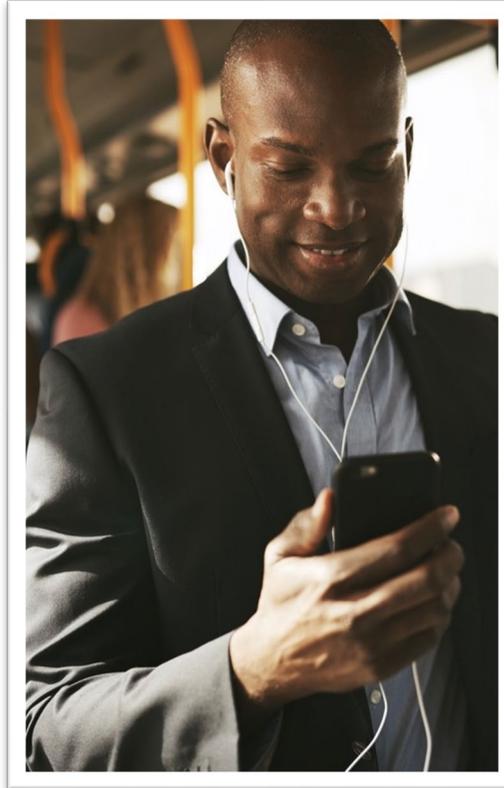


Atlanta Regional Commission

MOBILITY CONNECTIONS

A Plan for Expanding Opportunity

June 21, 2022



TDMCC Workshop #2 Regional TDM Plan Strategy

Agenda

1. Workshop Objectives
2. Project Status Update
3. TDM Strategy Framework
4. Workshop Summary
5. Next Steps

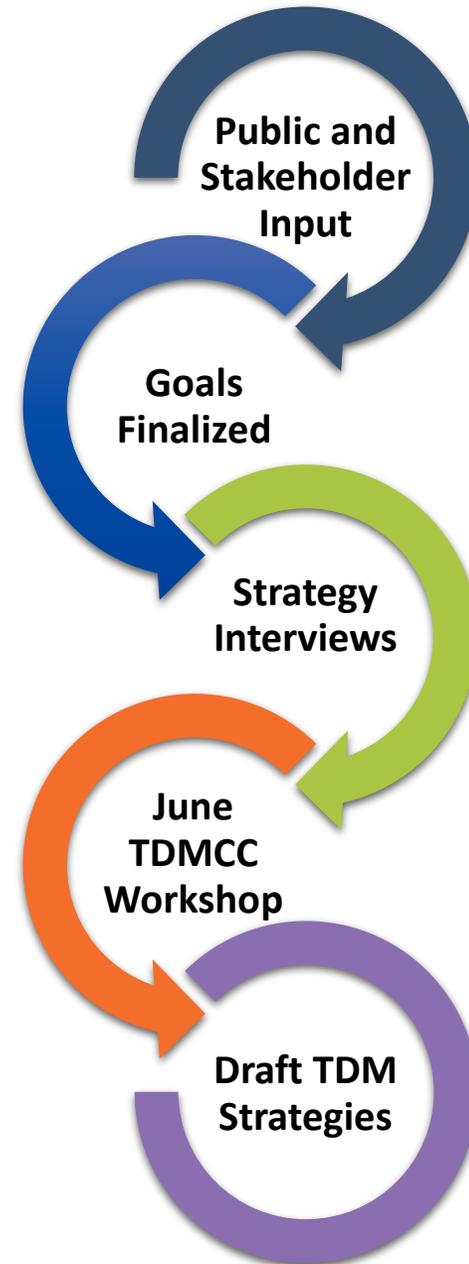
Workshop Objectives

- Present project status update
- Facilitate discussion on TDM strategy needed to advance plan goals
- Outline implementation roles to inform regional service delivery model



Project Status Update

- First round of public and stakeholder engagement complete
- Goal statements finalized
- Interview sessions to inform strategy development complete
- June TDMCC workshop to focus on strategy and implementation considerations
- Summer will be a time to prioritize strategies and draft regional service delivery model

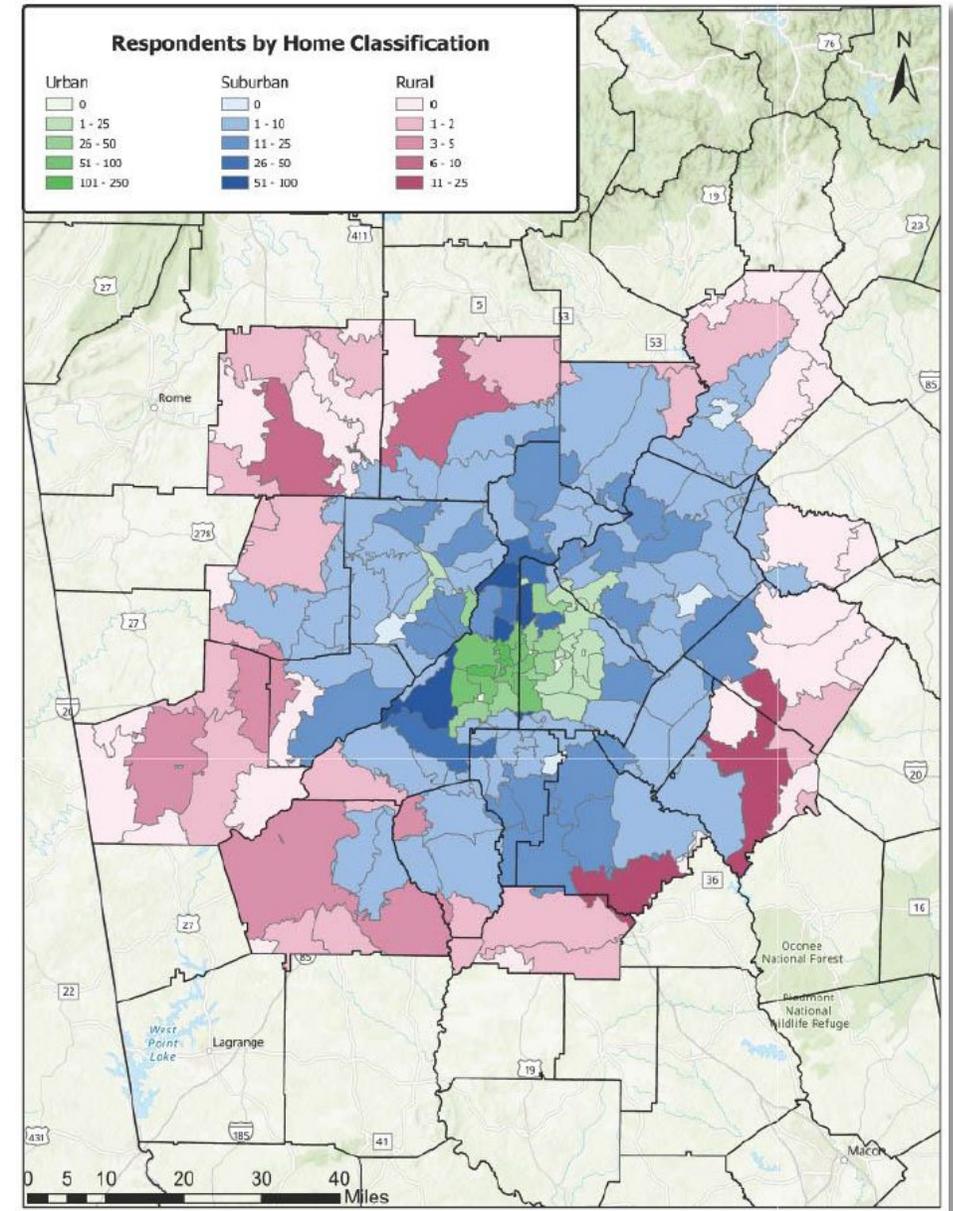


Public and Stakeholder Engagement

- Three focus groups complete: Workforce Development, Accessibility, Local Economic Development
- Webpage launched
 - Supported by various digital tools to include online surveys, email blasts, social media posts, etc.
 - Promotional materials for partners to push information out through local networks
- Initial public survey complete
 - Open from February 28 to April 8
 - Received 3,252 quality responses in Metro Atlanta
 - Survey questions focused on transportation preferences and mobility needs

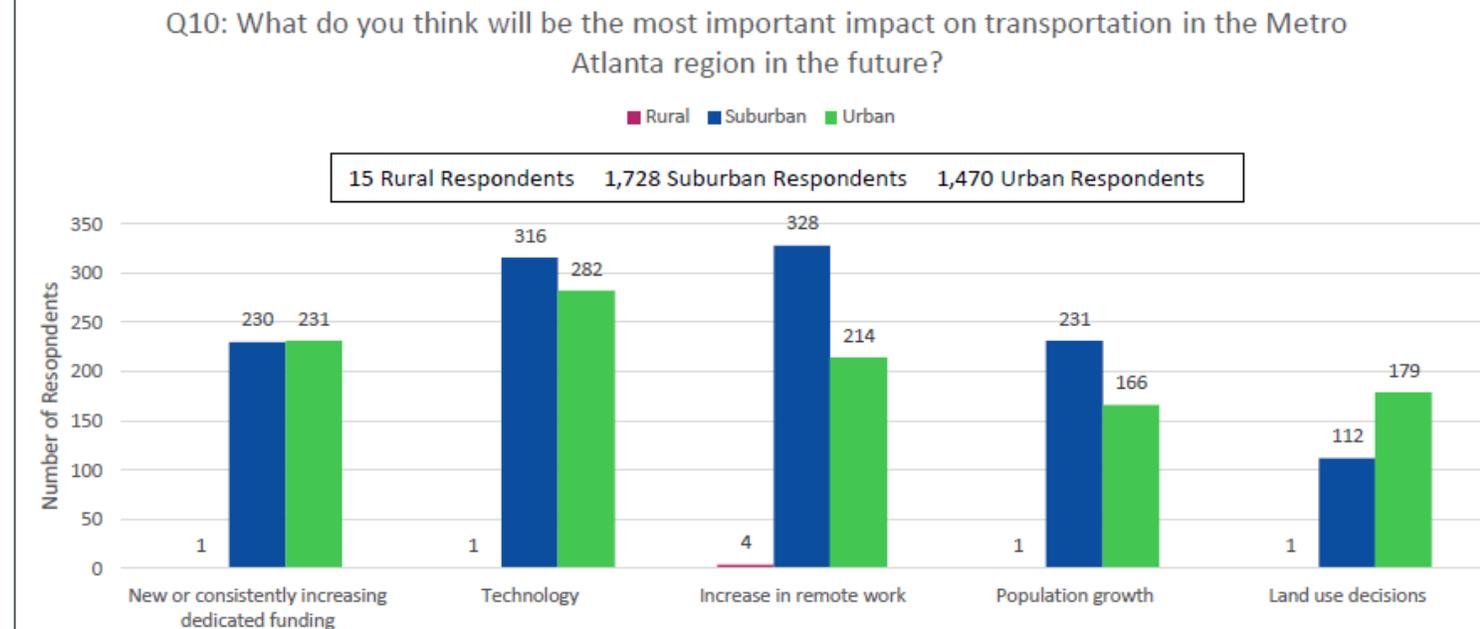
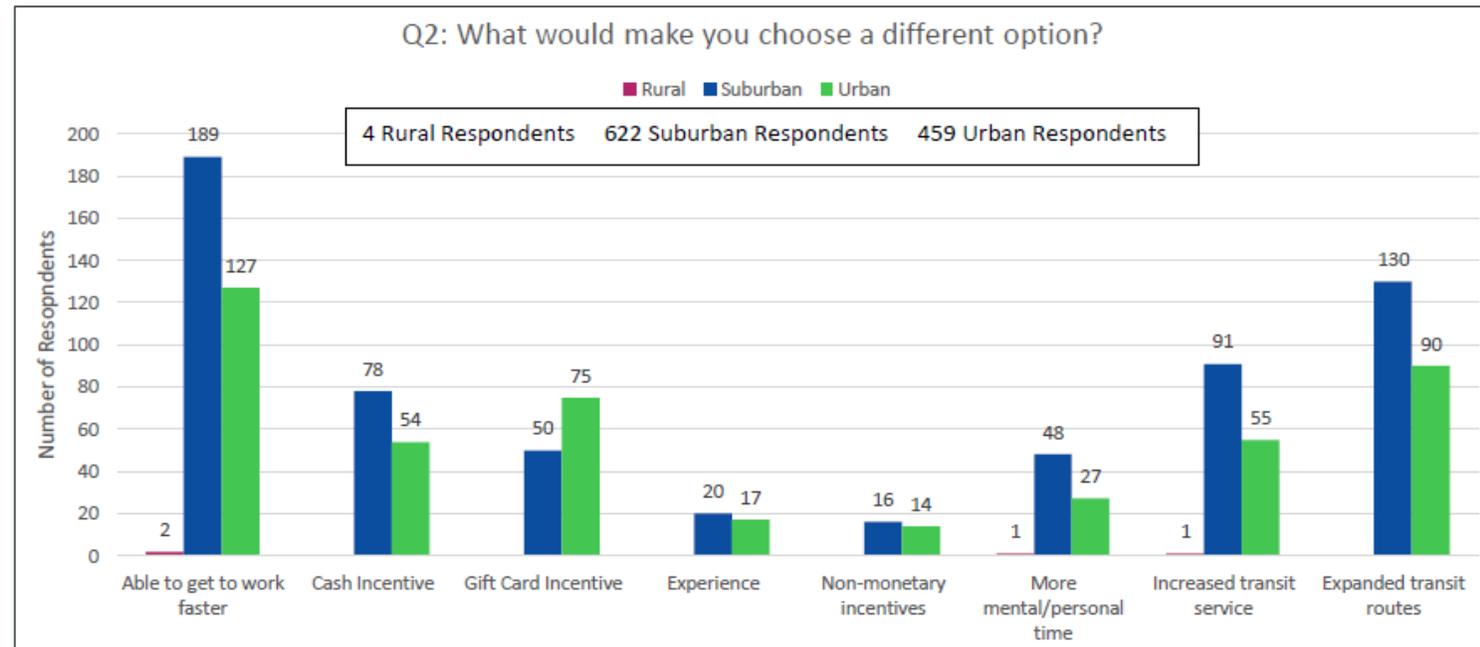
Survey Summary

- 46% urban, 54% suburban, 0.5% rural response
- **44%** were **very familiar with GCO** and **9%** were not familiar.
- **34% drive alone** most often to get to work or school, while **25% ridehail**, **13% bike/scooter**, and **9% telework**. **Public transit** had lowest mode share at **2%**.
- Reasons for current mode choice with slight emphasis on **being productive**.
- **14%** reported **difficulty walking** and **17%** reported another mobility challenge.



Survey Summary

- Top factors to prompt mode shift:
 - Faster options (**29%**)
 - Expanded transit routes (**20%**)
 - Increased transit service (**14%**)
- Most important future impacts:
 - Technology (**19%**)
 - Increase in remote work (**17%**)
 - Funding (**14%**)



Final Plan Goals



Goal 1: Support a tailored approach for TDM services that serve a diverse range of social and economic mobility needs.



Goal 2: Develop TDM services that address workforce development and job training needs.



Goal 3: Implement TDM strategies that improve first and last-mile connections through partnerships with transit agencies and other mobility service providers.



Goal 4: Support TDM strategies that are flexible and tailored to the individual needs of employers and geographic areas.



Goal 5: Support integrated communications strategies across a range of community partners to expand the reach of TDM services and maximize marketing opportunities.



Goal 6: Leverage and diversify funding sources that support measurable and sustainable services and programs.

TDM Strategy Discussions

- Seven ESO interviews on TDM strategy, April 27-29
 - Which of your current strategies have been most successful and would best align to the adopted goals?
 - What new strategies might you consider adopting to align with the goals?
 - Are there any new employers or markets that you would like to serve?
 - How can we facilitate what you'd like this planning effort to achieve?
 - Are there any community partners or employers that may be helpful in implementing these strategies?
- Additional small group discussions to explore strategy themes in more detail in early June

Incident Management

Coordinated communications with ESO partners on incidents, response, and recovery

- **How does your agency currently communicate information on incidents? What other organizations are integrated into communications protocols?**
- **How can ESOs be a part of communications process?**
- **What tools, technologies, practices would streamline communications in this area?**

Mainstreaming TDM as an Economic Development Priority

Integrating TDM into economic development strategy across a range of public, private, and non-profit partners

- **How can TDM service providers work with economic development professionals to partner on solutions?**
- **What messages or communication platforms are most important? Particularly for reaching new/underserved partners?**
- **What are key regional policy discussions where this topic can be elevated?**

Housing Policy

TDM as part of "live local" policies that support home locations closer to employment

- **What programming do you offer to influence employees to live near their workplace (or vice versa)?**
- **What types of incentives are provided? How were they brokered?**
- **Are you familiar with employers implementing these types of programs?**
- **How can ARC best support expanding these types of strategies to more employers?**
- **How can we ensure these programs are equitable and apply across broad range of income/workforce needs?**

Essential Worker Mobility

Targeted marketing and benefits distribution aligned with commuting needs for hourly/shift workers

- **Are essential worker mobility issues first/last mile or entire commute? Are there preferred mobility options?**
- **Is technology a barrier to using on demand or other mobility services?**
- **What employer benefits are most impactful?**
- **Are there specific employers that are leading by example?**
- **What are most effective communications methods?**

Expanding Transit Options Post-Covid

Refining transit marketing and benefits distribution for choice riders (9-5/hybrid work)

- What employer transit benefits have been most successful (and sustainable) in getting riders on transit? Post covid?
- What messages have been the most compelling?
- What are current barriers to using on-demand or micro mobility services? Is this different from fare-based?
- Are there opportunities for ESOs and transit agencies to better coordinate on marketing transit?

Municipal Policy

TDM as a stronger component of capital investment planning and decision-making process

- How is TDM incorporated into your municipalities current process for site development and review?
- What are the key challenges from within the development community?
- What TDM strategies have been most effective in shifting mode use? How have they been institutionalized?
- How can ARC support / incentivize local jurisdictions to implement related policy?

Non-Commute Trips

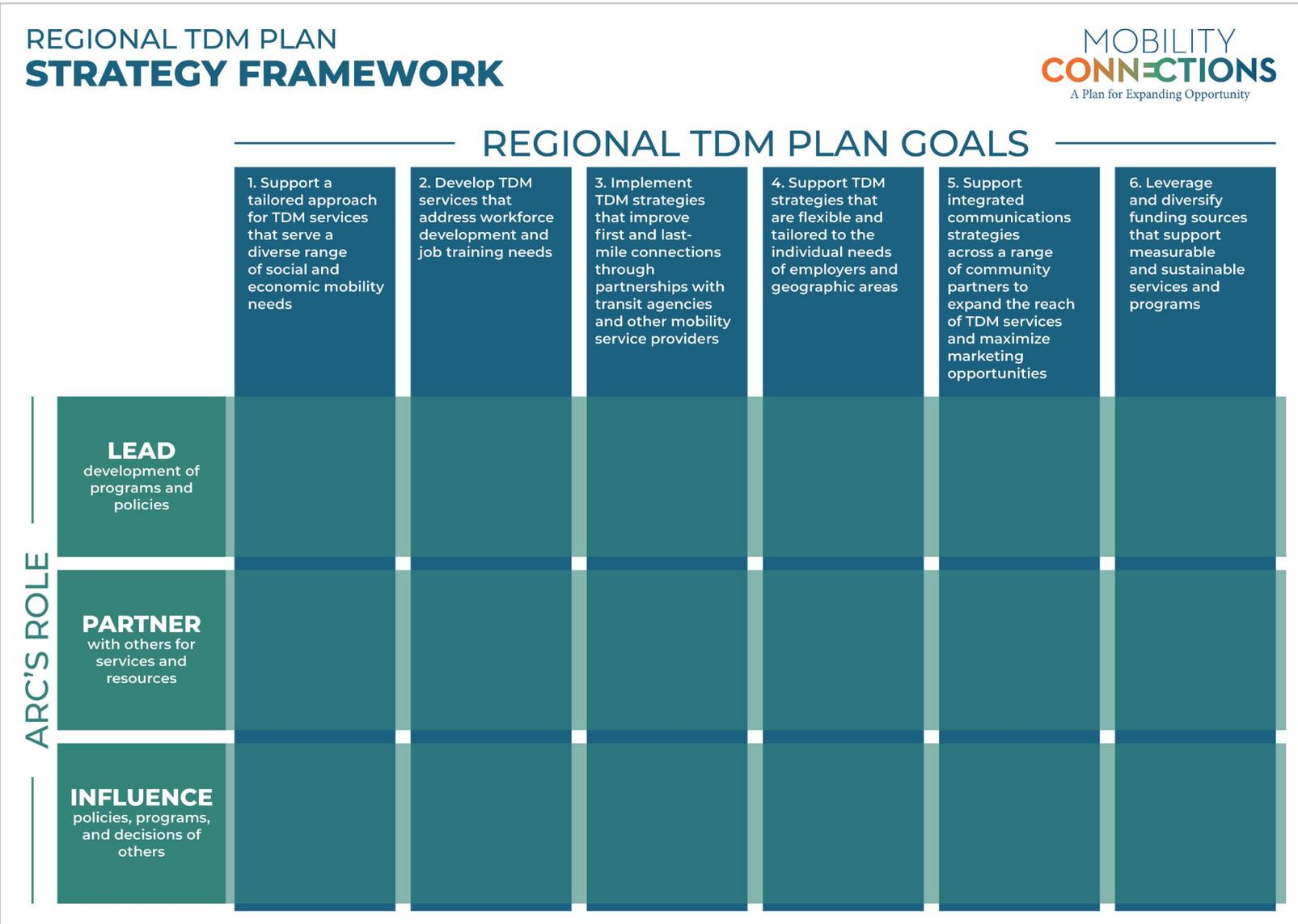
Expanding TDM services to non-commute trips to support access to community resources

- What types of non-commute trips are your clients struggling with and why?
- What partners are already providing services in this space?
- What additional mobility programs would be helpful?
- Where should we focus on engaging travelers for non-commute trips (e.g., home, special events, social services)
- What are preferred communication methods?



TDM Strategy Framework

- What additional TDM strategies should be considered?
- What is ARC's role?
- What is your role?
- Other implementation considerations?



Workshop Summary

- What did you hear today?
- What are your key take-aways?



Next Steps

