



Atlanta Regional Commission

Transportation Demand Management Coordinating Committee

April 19, 2022

Agenda

1. Welcome
2. Meeting Summary and Public Comment Period
3. (Re)Try Transit Modal Promotion
4. Legislative Update
5. TDM Plan Update
6. Announcements
7. Adjourn

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try transit 2022

TDMCC

April 19, 2022



Try Transit is a region-wide Georgia Commute Options promotion offering free 10-trip transit passes, or cash value equivalent, to metro Atlanta commuters

Goal

Shift commuters from driving alone to taking transit by removing cost and knowledge barriers.

Give participants the opportunity to try transit for free

Provide custom transit trip itineraries

Eligible Commuters

Based on commuting by transit no more than once a week

Must have a viable transit accessible commute

Non-eligible commuters encouraged to log commutes via MyGCO app

Data Collection

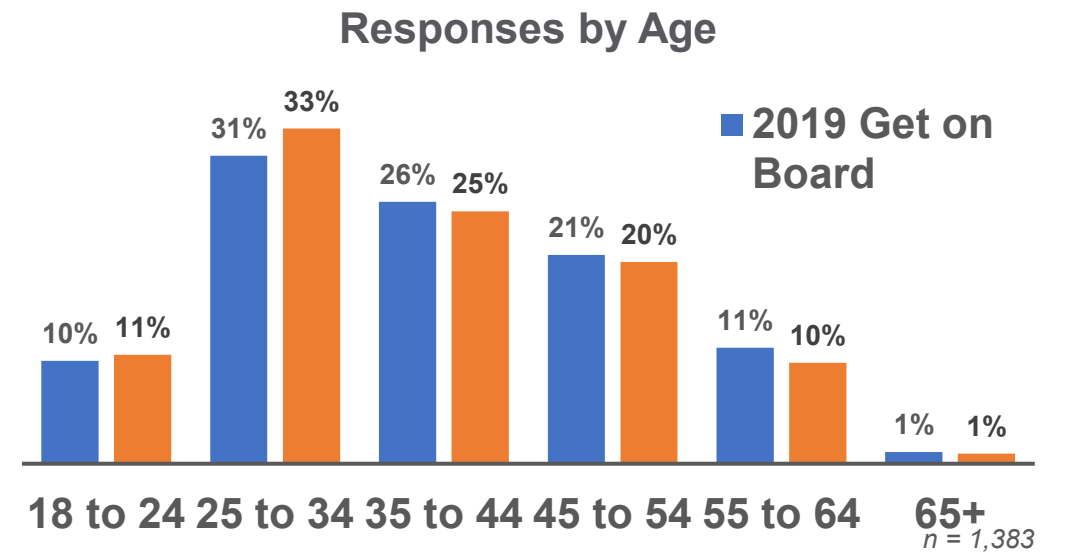
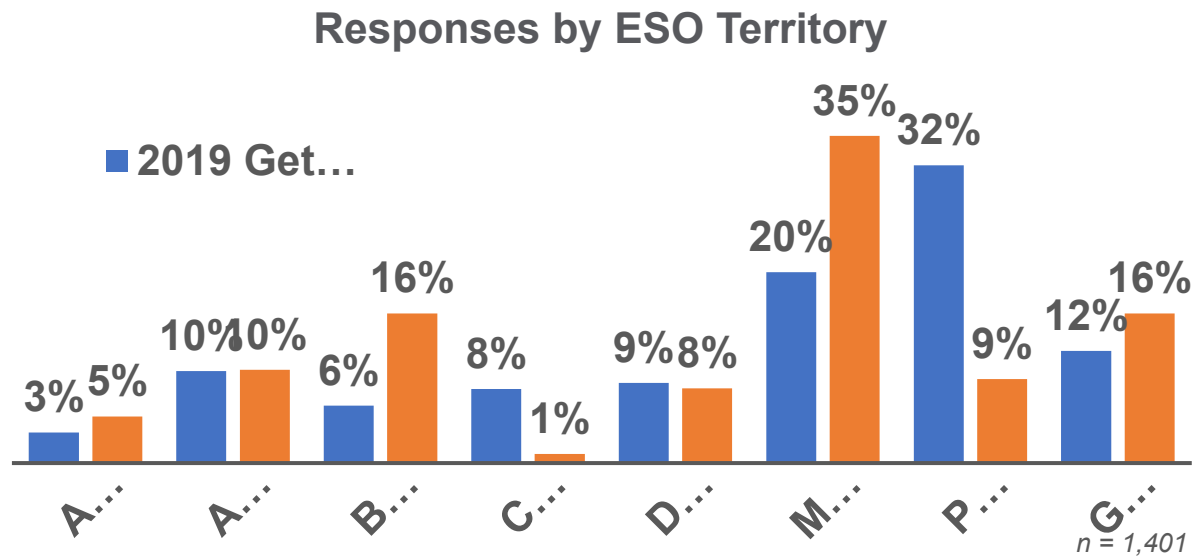
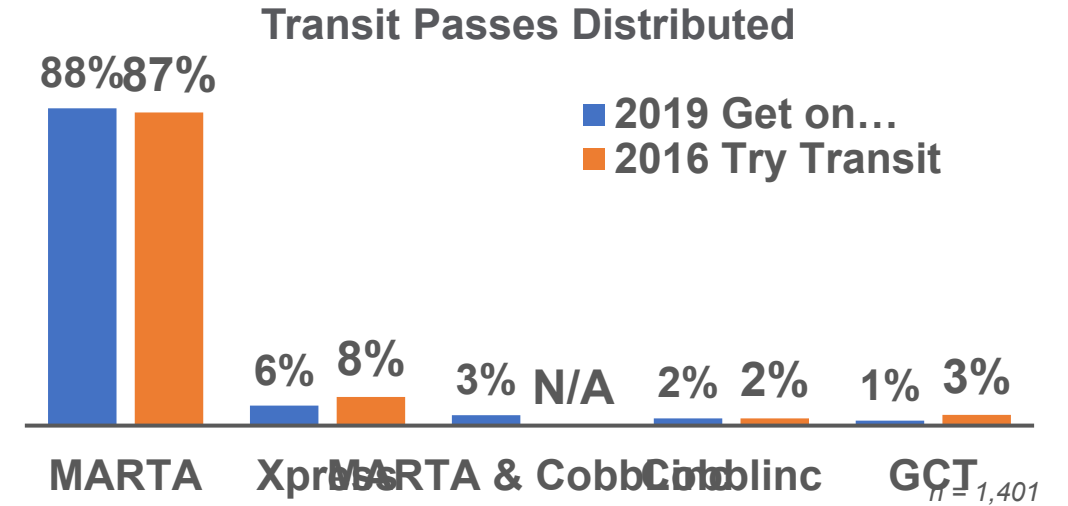
Pre-Survey: Determines eligibility, commuter-specific data for evaluation

Two-Week Post-Survey: Collects information on transit experience and likelihood of continuing to use transit

Two-Month Post-Survey: Determine if there was a lasting commute shift

Try Transit 2019 Participation

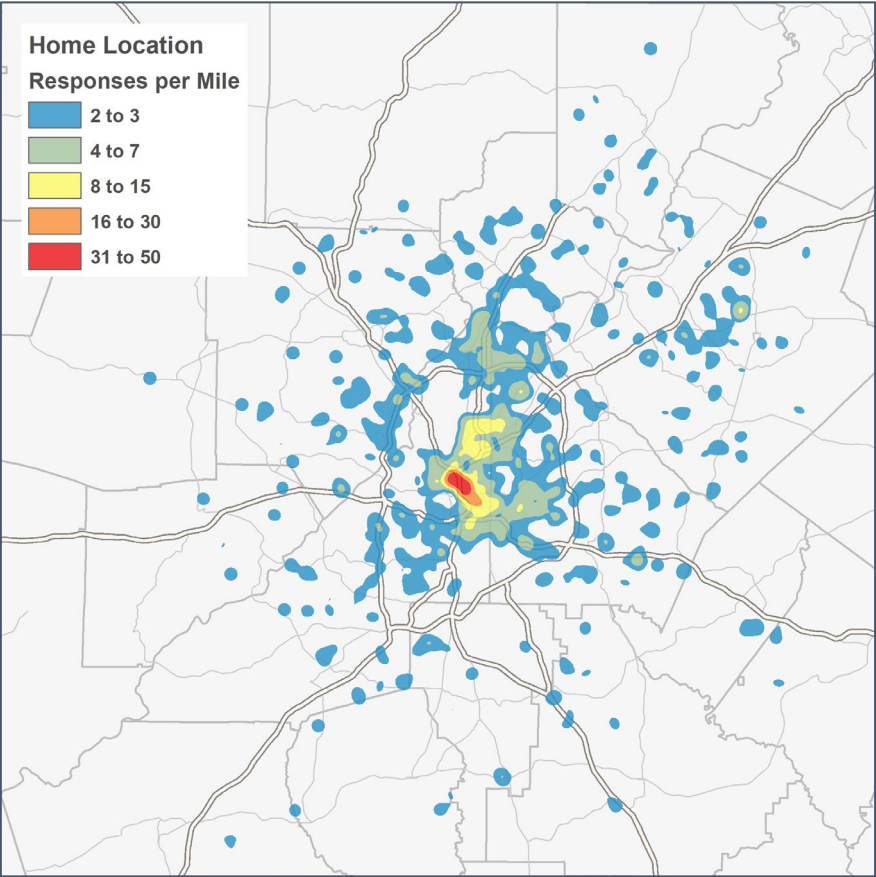
Pre-Survey	
Total Responses	2,989
Total Eligible Responses	1,846
Total Eligible Responses with Assigned Pass	1,401



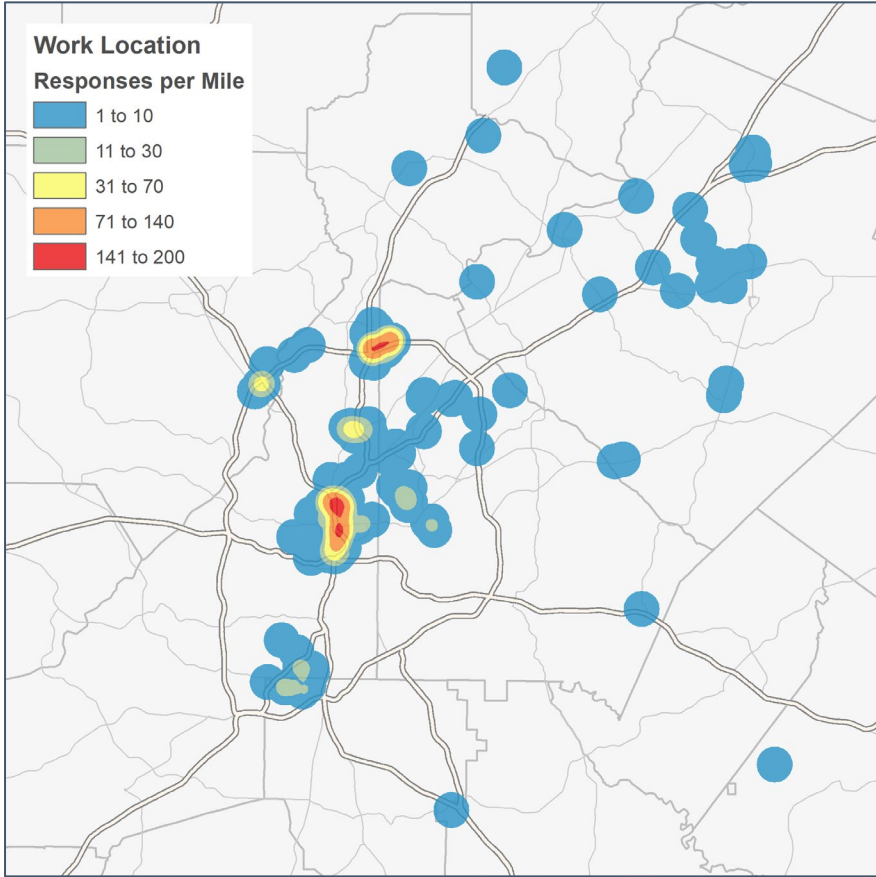


Participation

Home Location of Respondents

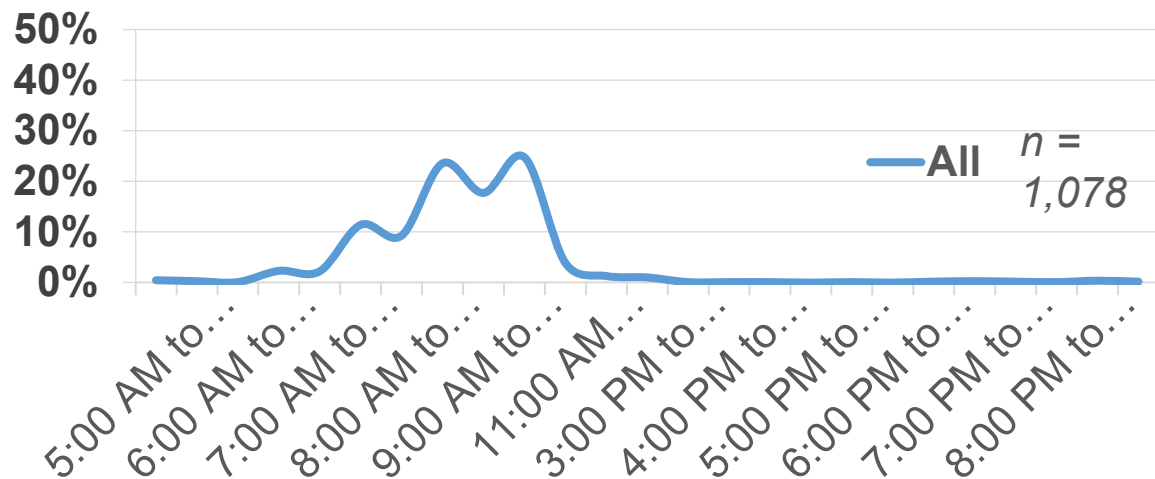


Work Location of Respondents



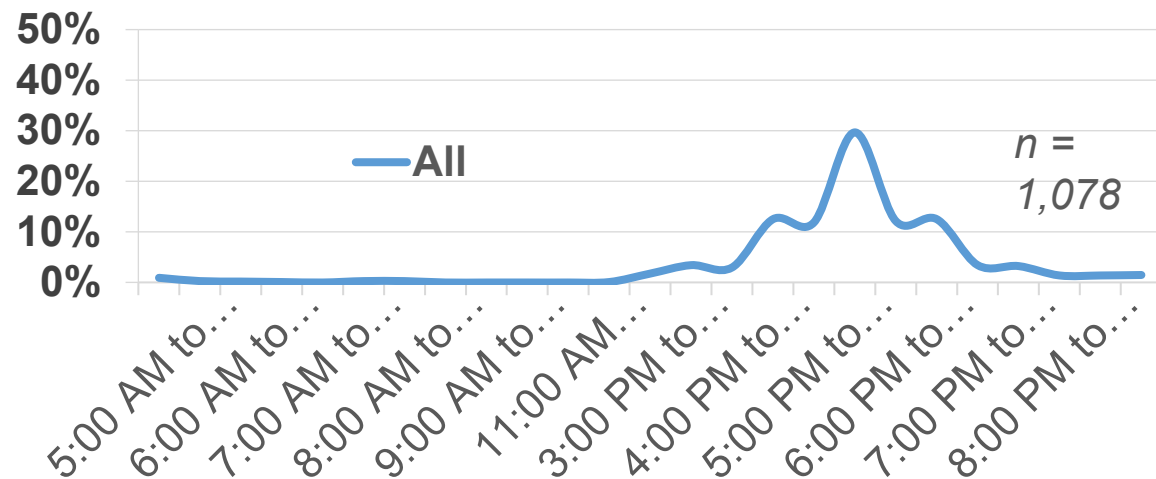
Commute Information

Start Work Time



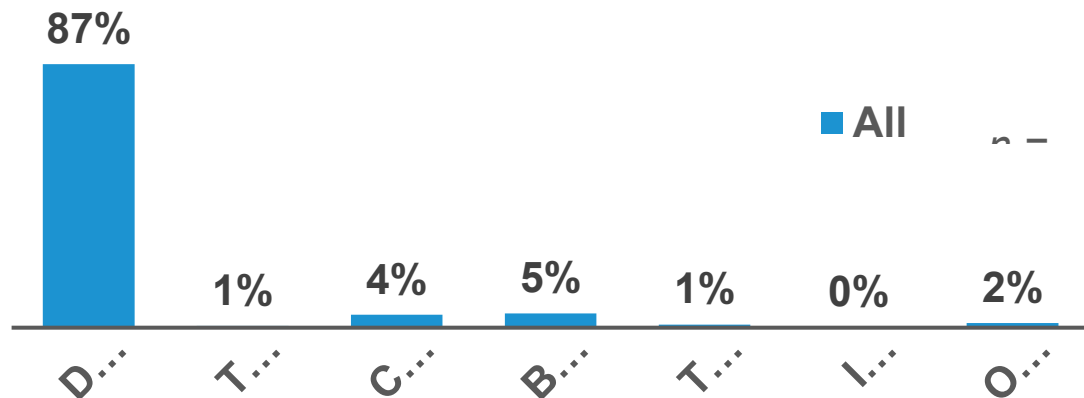
n = 1,078

End Work Time



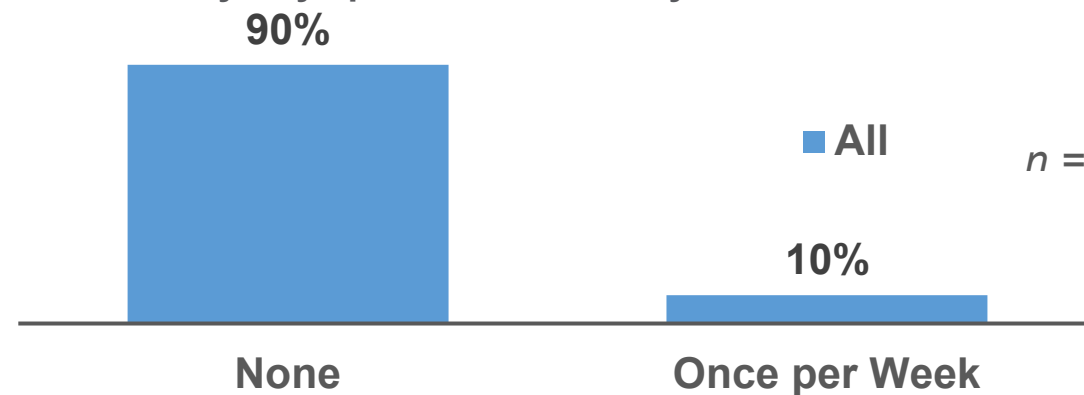
n = 1,078

Current Mode to Work



n = 1,078

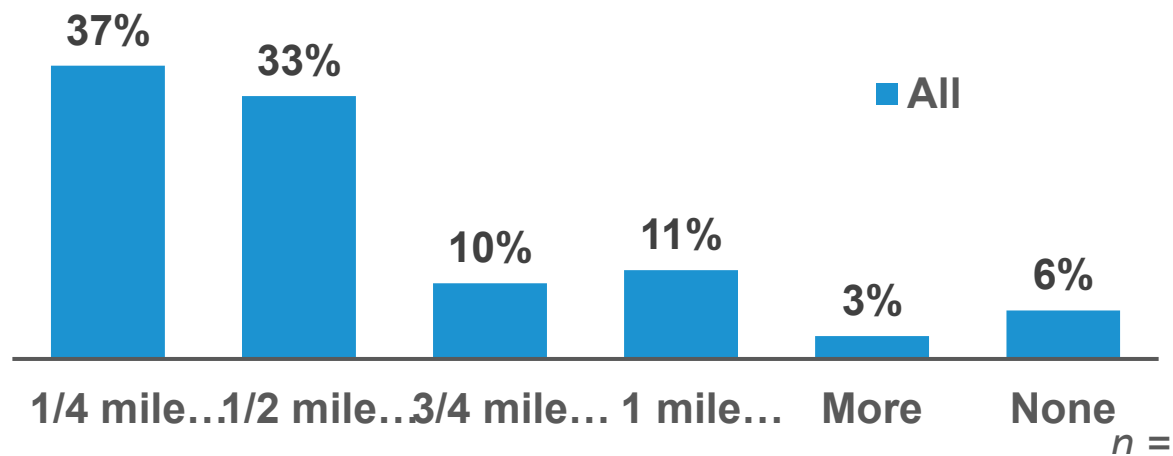
How Many Days per Week Currently Ride Transit to Work



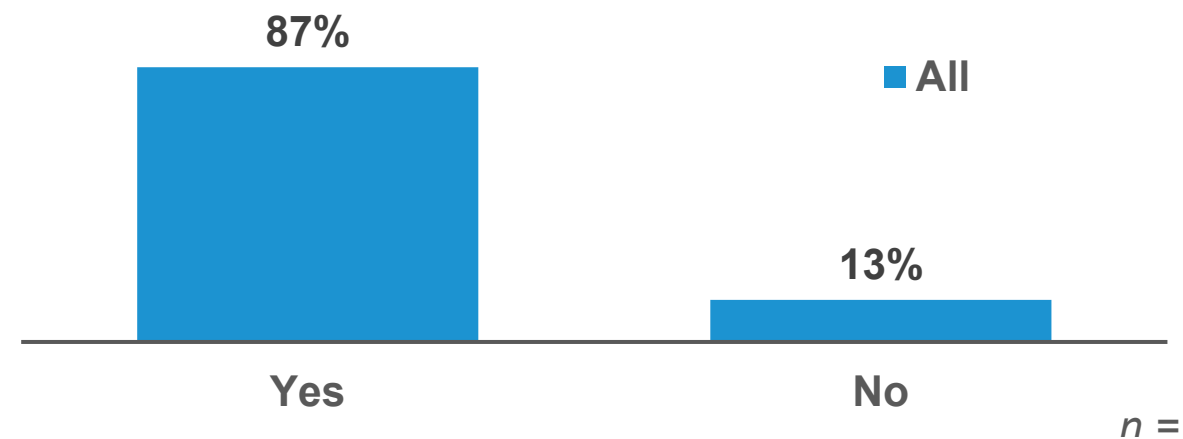
n = 1,078

Transit Access

Length Willing to Walk to Transit

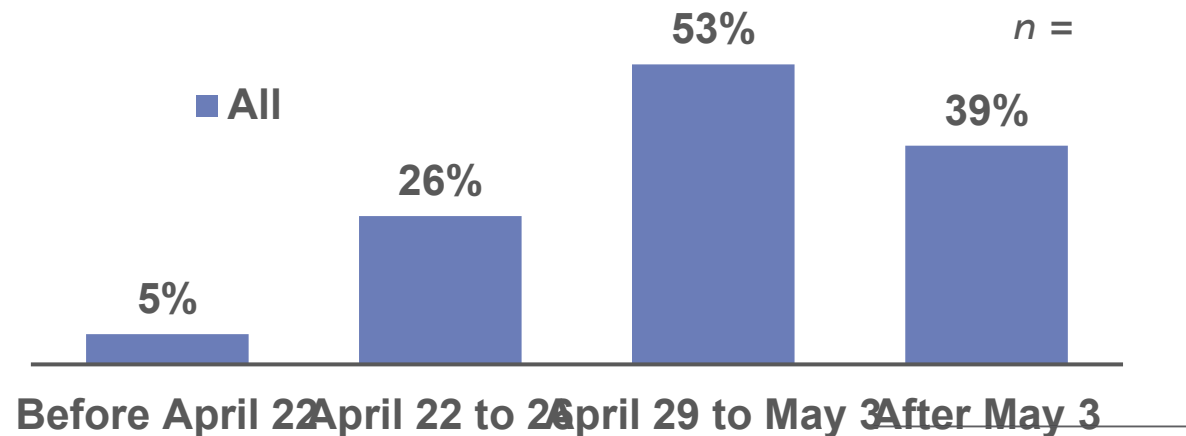
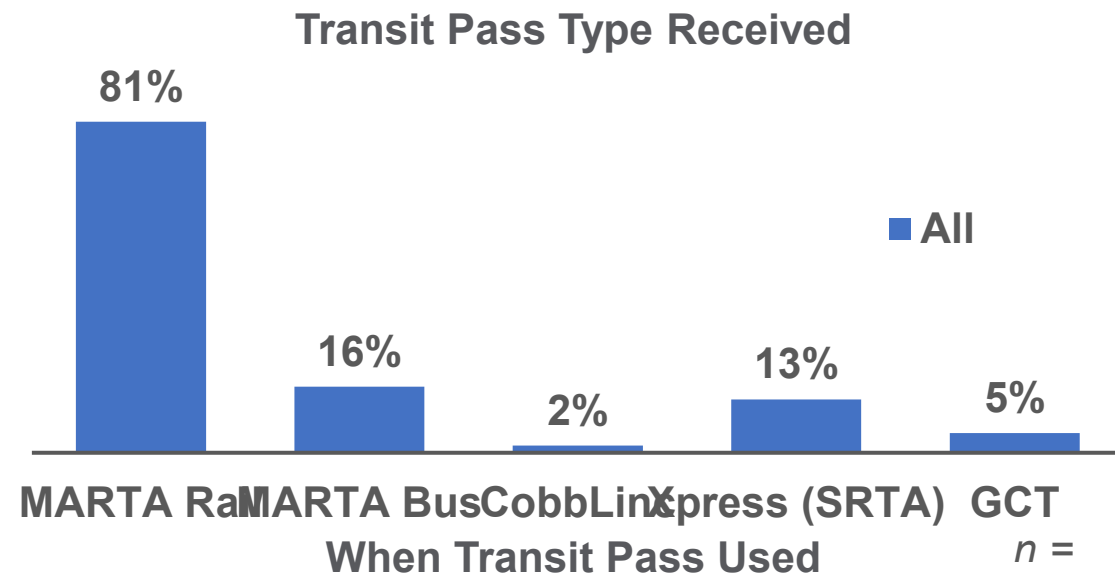
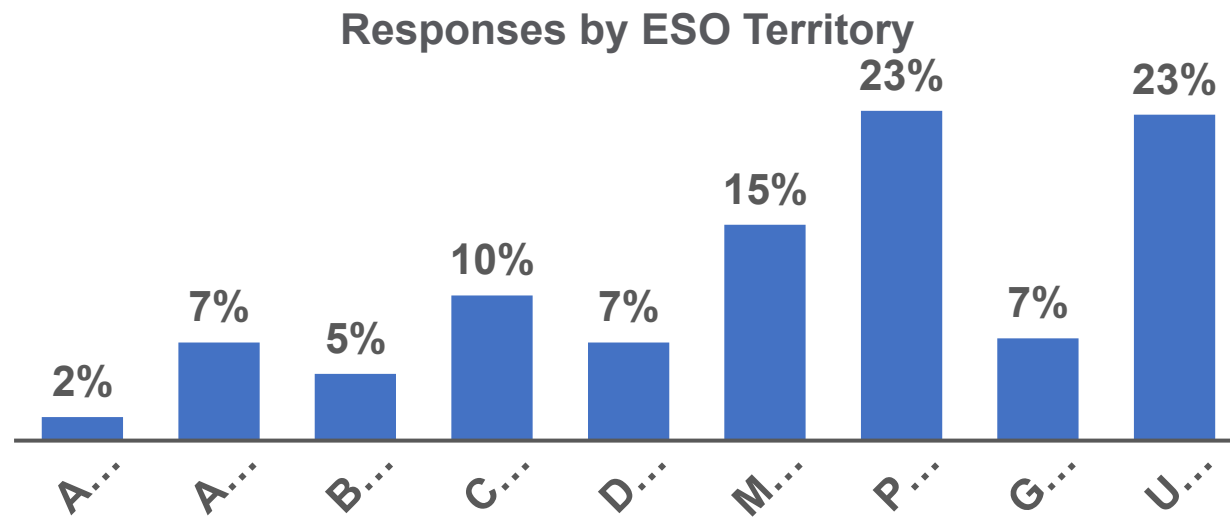


Willingness to Use a Park and Ride



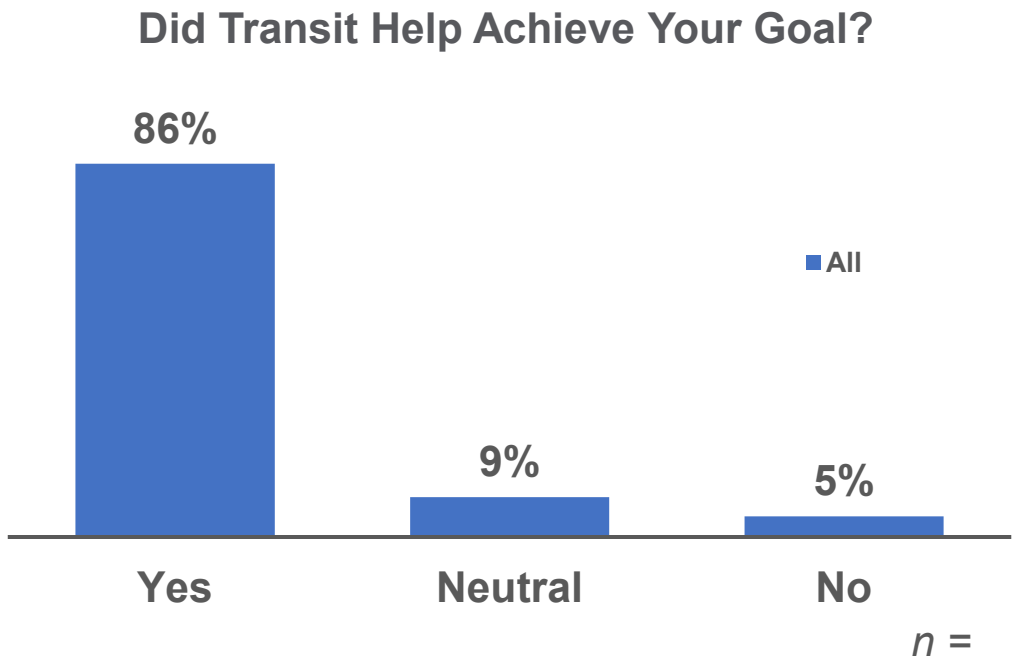
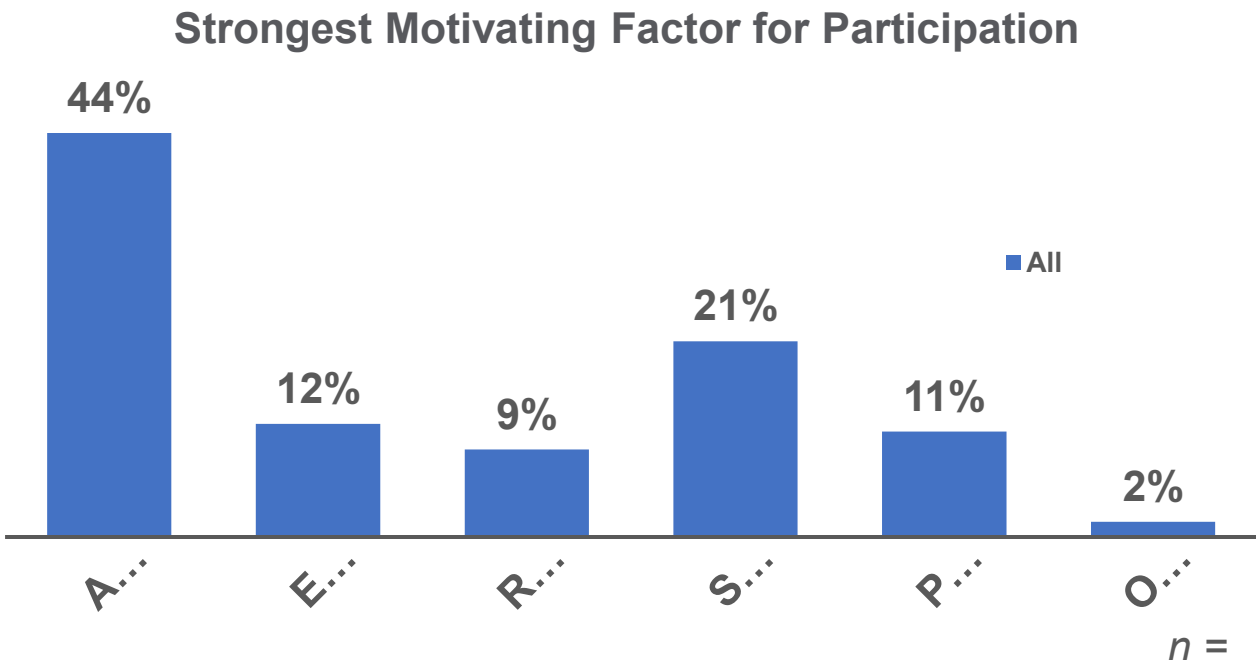
Post-Survey Participation

Post-Survey	
Total Responses	564
Responses Receiving a Pass	485
Responses Receiving and Using a Pass	358



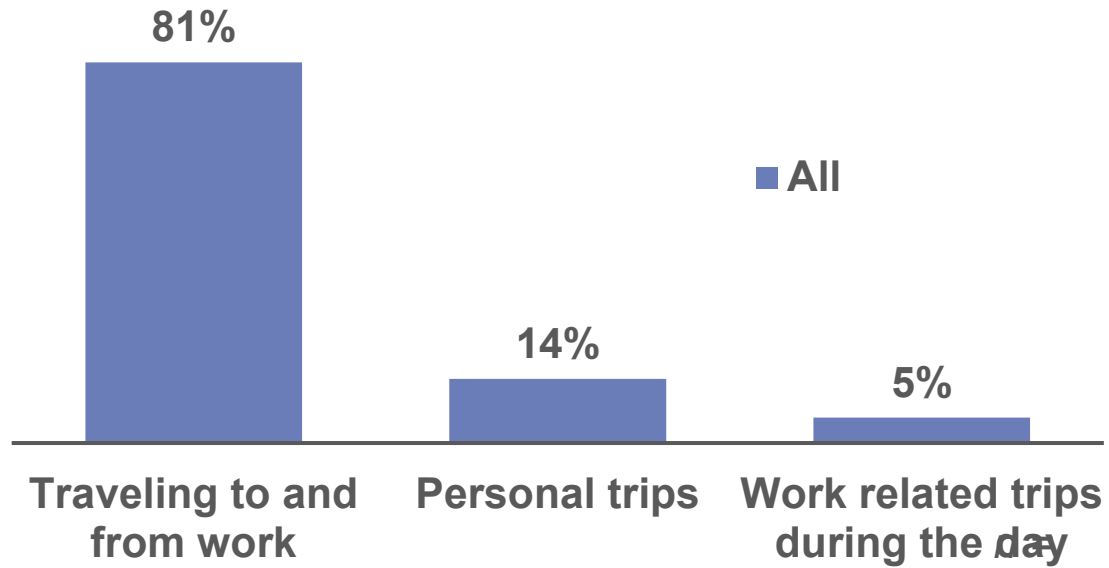


Participant's Goal

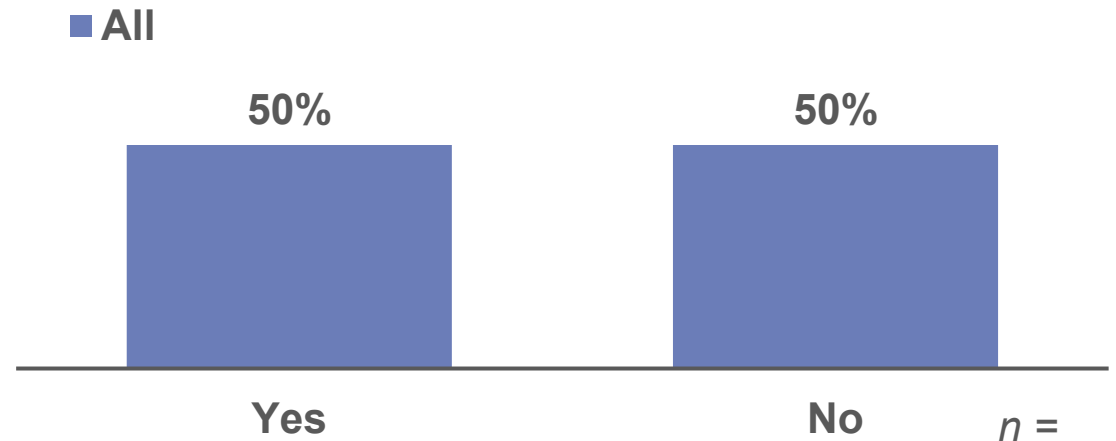


Transit Pass

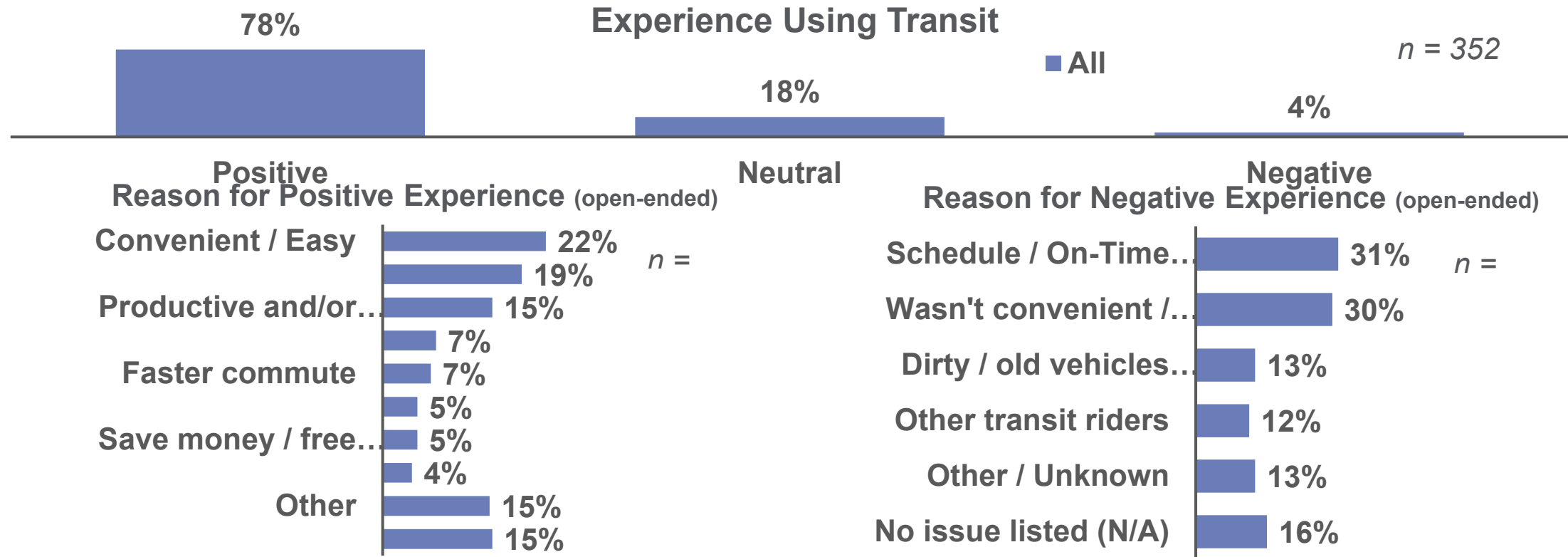
Primary Transit Pass Usage



Would Have Tried Transit Without Free Pass?



Transit Experience



- Positive Others Include:
 - Personalized Trip [6]
 - Clean Trains / Buses [5]
 - Helping Environment [3]

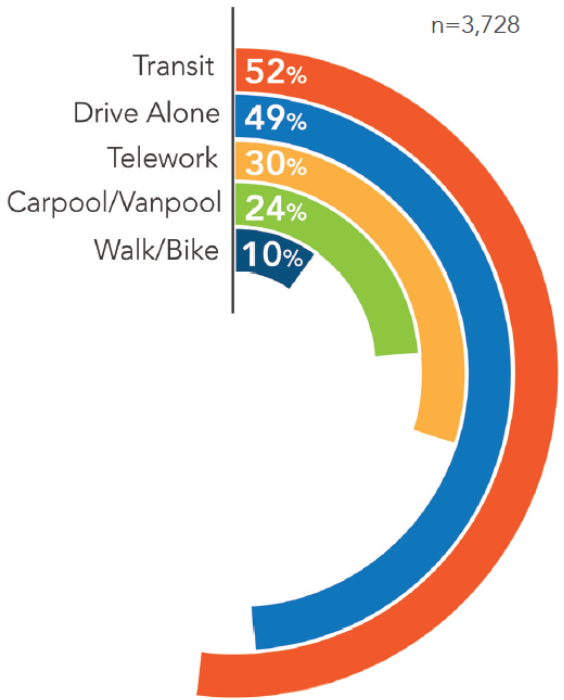
- Negative Others Include:
 - [2] Pass Didn't Work
 - [2] Confusing Trip
 - [2] Full Park and Ride Lots
 - [1] Daycare Conflict

Return to Workplace Survey

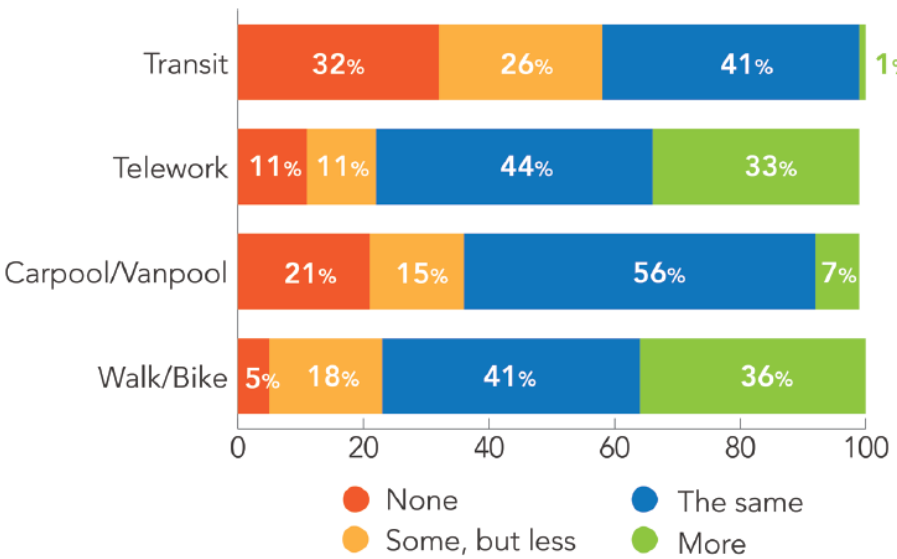
June 2020

PRE-PANDEMIC MODE USE

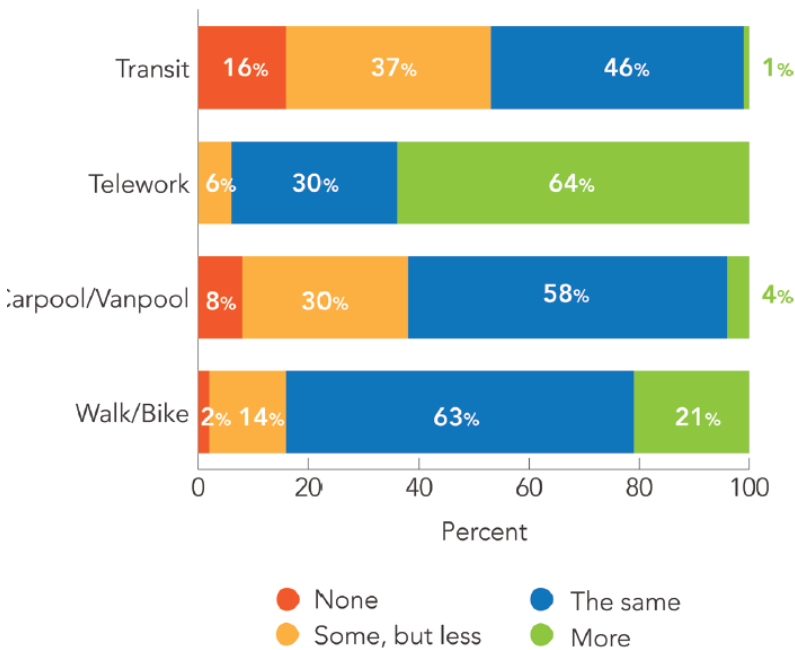
n=3,728



COMMUTE MODES DURING COVID-19



PLANNED ALTERNATIVE MODE USE



When polled about their use of alternative modes post-pandemic, over half of transit users said that they would either be using transit less or not at all, and only 1% said they would be using it more.

Target Population of this survey was all "active commuters" in the Georgia Commute Options database

Workplaces and employees are at different stages of their return to office journey calling on a new Try Transit strategy to meet new challenges

Flexibility

This year's modal promotion must adapt to a workforce and transit system that is still rebounding from the pandemic

Respond to unknowns with return to offices and worksite, as well as transit service enhancements this spring and summer

Shift from one-week promotional period to use passes to two-week period

Welcome Back

As workers come back to worksites, we will offer them a chance to do so on existing transit routes

As transit service returns, we can bring back riders on new or returning routes

The distribution of passes as commuters are identified for the promotion allows us to react quickly to workers restarting their commutes

Support Commuters

Commuters living and working near transit are candidates for the promotion – both choice transit riders who are returning to the workplace and existing transit riders will receive dedicated messaging to encourage transit usage and trip-logging through the MyGCO app

Rolling Promotion April 18 – June 30

GCO
April 18 – June 30

CCTMA
April 29 – May 13

Livable Buckhead
April 12 – May 9

Midtown Transportation
June 12 – June 25

Perimeter Connects
May 16 – June 30



Try Transit (Outreach Workflow & Communication)

New promotion workflow

Mini - Modal promotion Creative Development

This year's Try Transit has a new approach with regard to outreach. With more opportunities to connect, a QR code implementation is the initial touchpoint to our workflow.

- Qualifying survey
- Email Automation
- Delivery of passes
- Automated Email Reminders
- Automated follow-up surveys

Email 2a: Acknowledge receipt of eligibility survey

Timing: Once eligibility is confirmed

From: GCO Mailchimp

Subject: Thanks for Registering to Try Transit

Congratulations!

Text 1a: Survey Completion

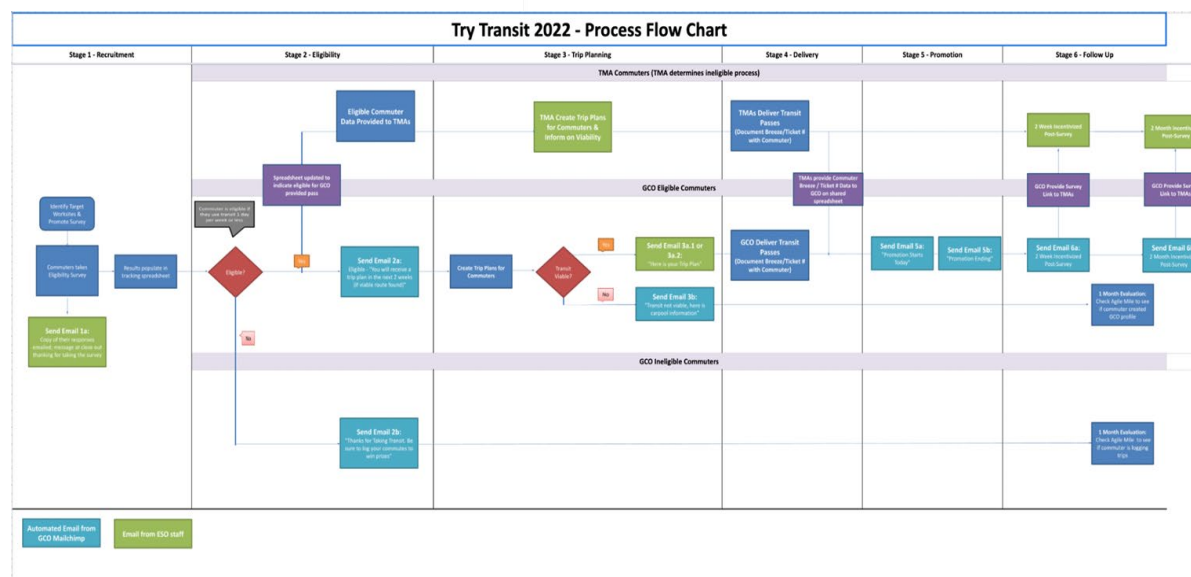
Timing: a completion of the survey, part of the google form

From: Google Form

Final Confirmation

Thank you for your interest in Try Transit! We will use the information you provided to see if there is a viable transit route for your commute. We will contact you at the email address provided within the next two weeks.

next step is
commute.
reach out to



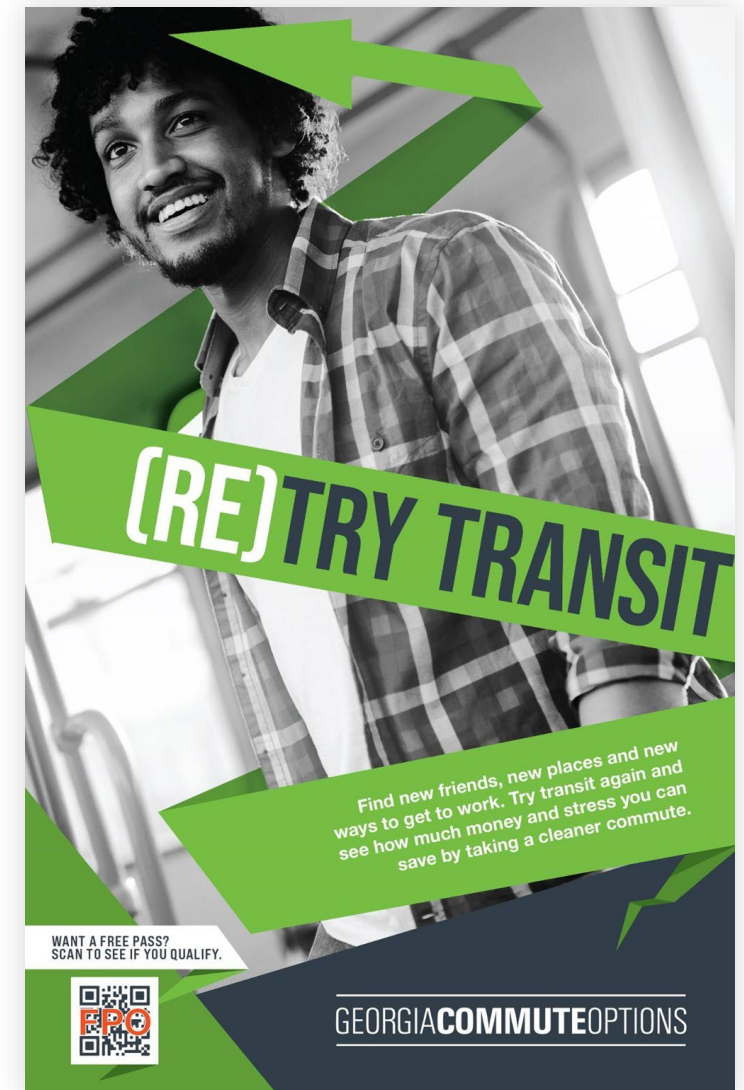
Try Transit (Creative Development)

Mini - Modal promotion Creative Development

The world has changed a lot in the past two years and so has transit. In an effort to encourage the region's current non-transit users to commute with the start of a free transit pass from MARTA, GCT, CobbLinc, or SRTA and collateral and digital assets were created.

- Beginning with the development of three conceptual groups and narrowing down through review, feedback and ultimately ARC approval the final look and feel of this year's "re-Try Transit concept"

This year the creative pushes the styling a bit further than in years before and leverages geometric shapes in unique ways to convey an energetic sense of motion and commute. As we move into execution in April any necessary adjustments or additions will be made.



Try Transit (Creative Assets)

email signature



info card



pass holder



email headers



business card



front

back

For Assistance:

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Joel Wascher- jwascher@atlantaregional.org



Atlanta Regional Commission

MOBILITY CONNECTIONS

A Plan for Expanding Opportunity

Final Goal Statements

April 19, 2022



Travel Demand Management Coordinating Committee

Project Status Update

- Public survey closed on April 8 with 12,697 responses! Summary underway
- Goal statements finalized based on TDMCC discussion, MSG staff input, and follow-up survey
- ESO and employer interview sessions to be held through the end of May to inform strategy development in the context of updated Plan goals
- June TDMCC workshop to focus on strategy development and prioritization



Final Recommended Goal Statements



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.

Final Recommended Goal Statements



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.

Announcements