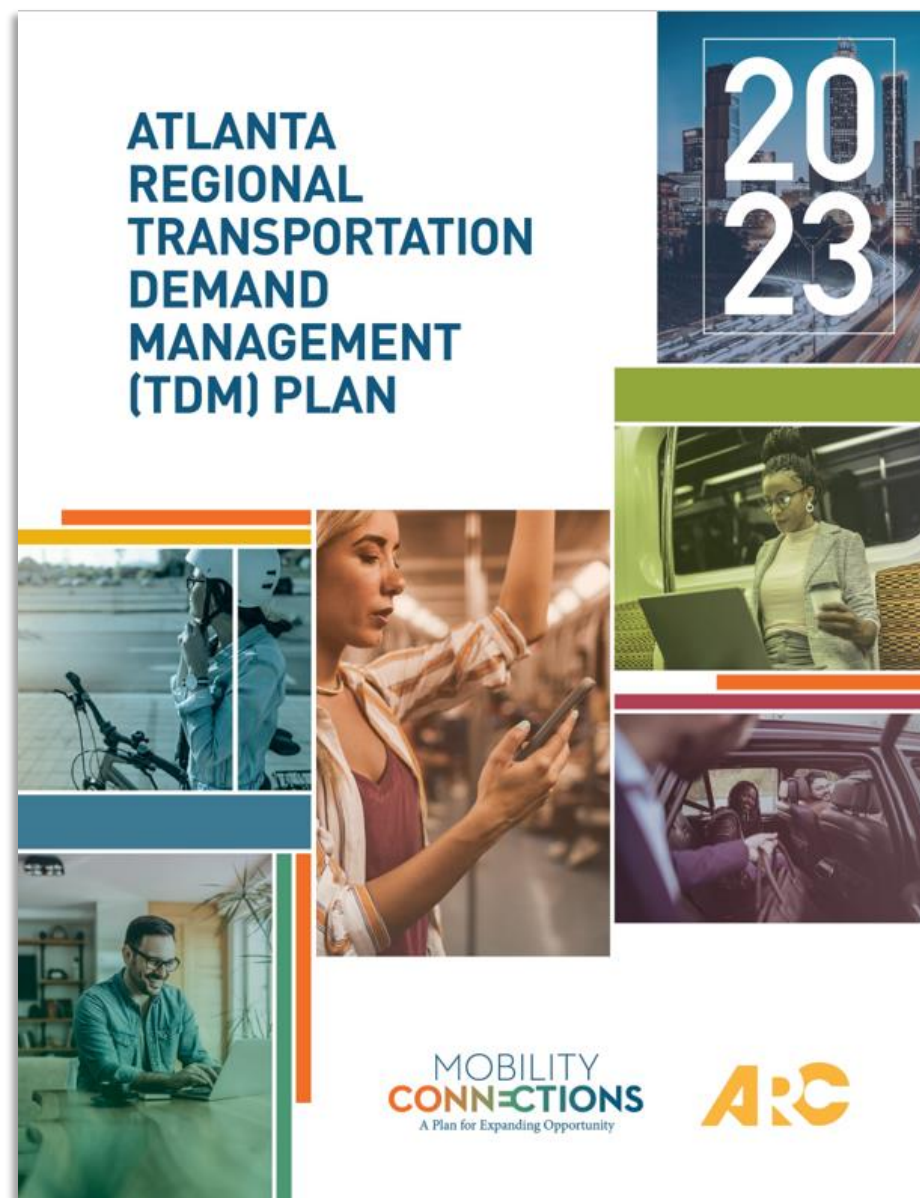




The Regional TDM Plan Update



The Atlanta Region Is Booming.

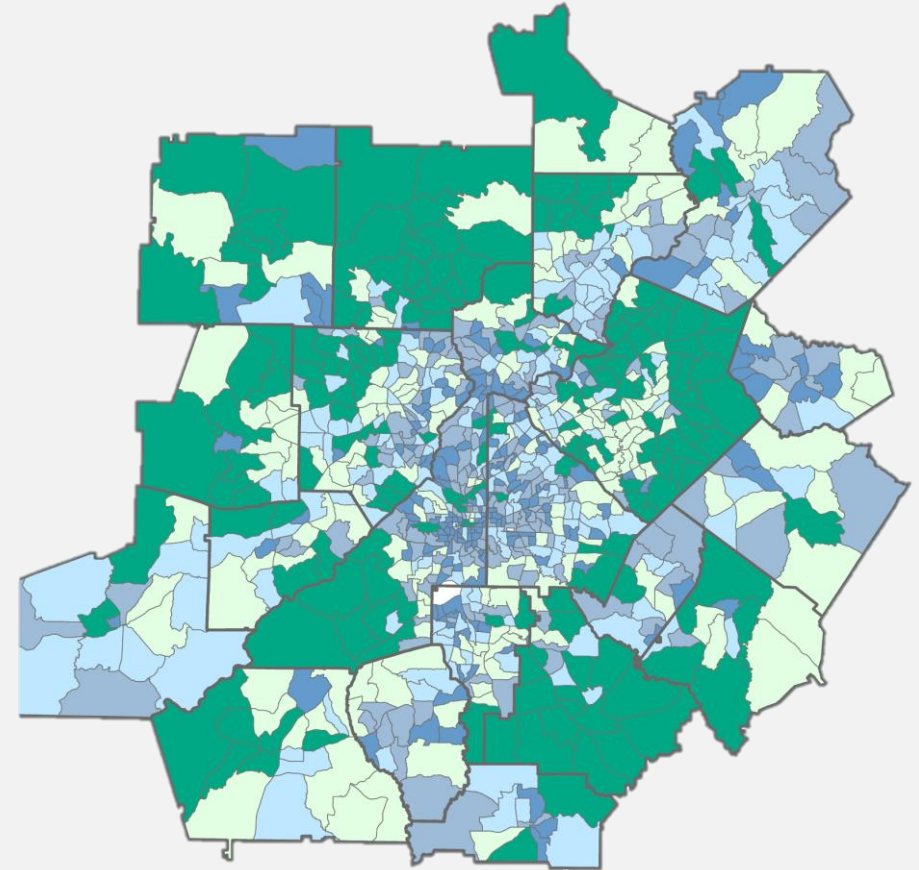
Over the next 30 years we will grow to **7.9 million people...** by adding a population the **size of metropolitan Denver.**

1.8 million
new residents by 2050



Atlanta Regional Commission

The Atlanta Region's Population by 2050



We Know Where We Want to Go.

Vision

ONE **great** REGION

Mission

Foster thriving communities for all within the Atlanta region through collaborative, data-informed planning and investments.

Values

Excellence | **Integrity** | **Equity**

Goals



Healthy, safe, livable communities in the Atlanta Metro area.



Strategic investments in people, infrastructure, mobility, and preserving natural resources.



Regional services delivered with **operational excellence** and **efficiency**.

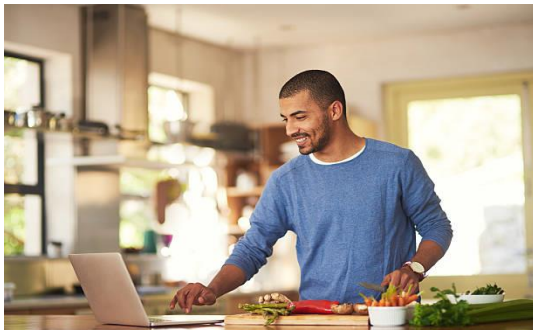


Diverse stakeholders engage and take a regional approach to solve local issues.



A competitive economy that is inclusive, innovative, and resilient.

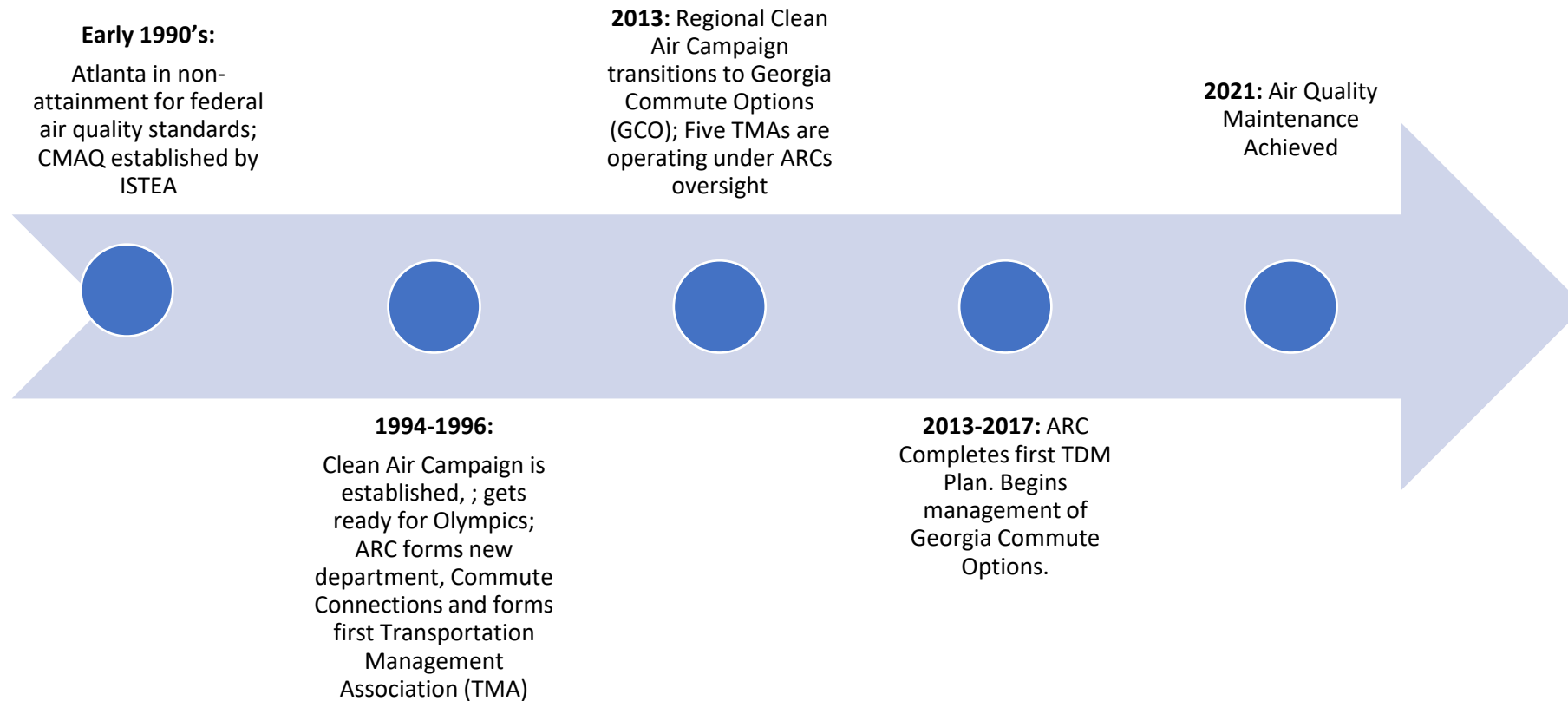
Mobility Services Group: Our Focus Is People



Today's Transportation Challenges

- Portions of our region lack ways to get around without a car.
- Expanding discrepancy between job location and housing location, increasing transportation costs, and reliance on vehicles.
- Our community is getting older, and without a car you can be isolated.

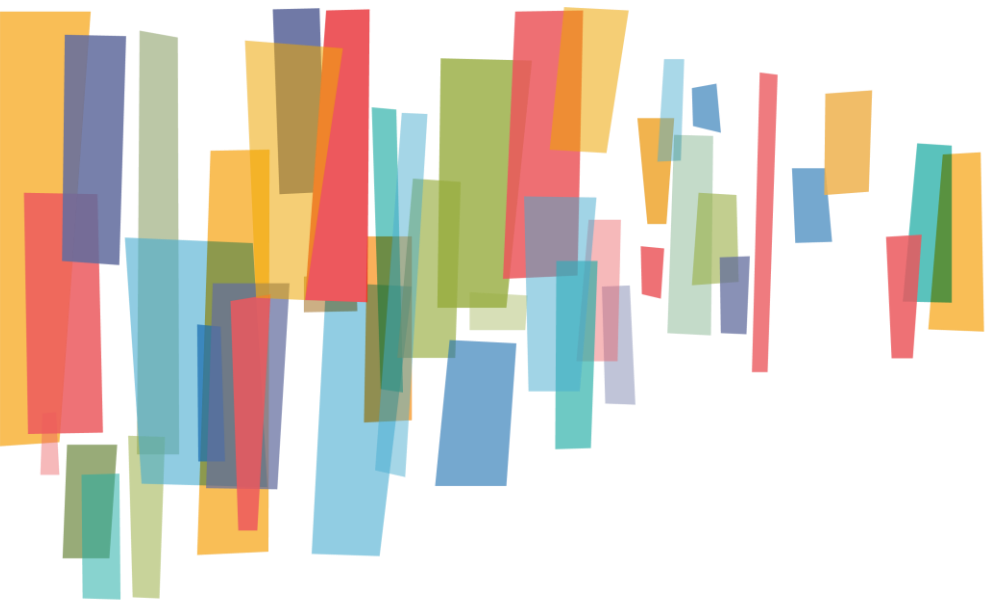
We've Been Solving These Challenges for Decades.



Today's Funding:

- Currently, 100% of federal funding for TDM in the Atlanta region is derived from Congestion Mitigation and Air Quality funds.

FHWA > GDOT > ARC



The region's TDM Program is seen as a national model. Recipient of the 2022 National TDM Excellence Award for an MPO by the Association for Commuter Transportation.

We Deliver TDM Services.

- Transportation Demand Management (TDM) is the use of strategies to inform and encourage travelers to maximize the efficiency of our transportation systems leading to improved mobility, reduced congestion, and lower vehicle emissions. Association for Commuter Transportation



We Deliver TDM Services.

1. Educate & Encourage Use of Existing Commute Options

- Regional Awareness Campaigns
- Commuter Support
- Cash and reward incentive programs

2. Improve Commute Options

- Partner with Employers and Property Managers
 - Flexwork policies
 - Subsidize commuting benefits (e.g., transit pass purchase programs)
 - Upgrade workplace facilities like adding bike rooms and carpool parking

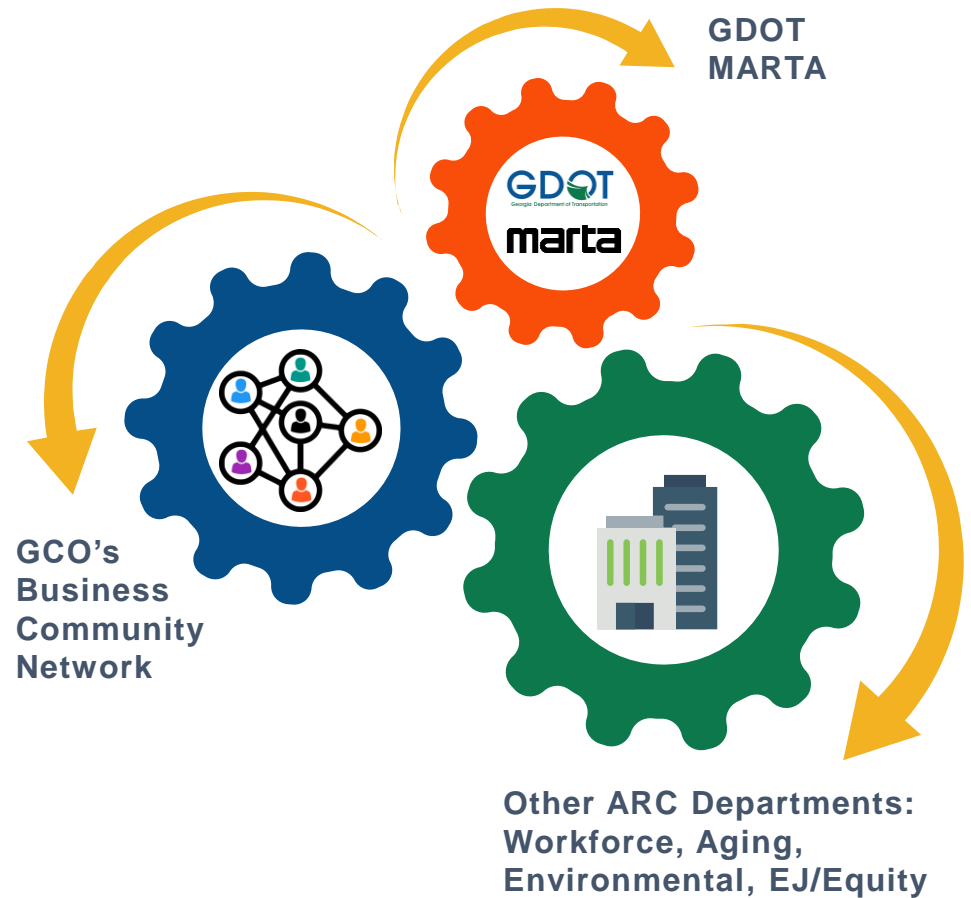
3 Create New Commute Options

- GA Commute App so people can plan commute trips to work and find others to share the ride with
- Coordinate vanpools for long commute trips
- Fill first/last mile gaps

We Deliver TDM Services.

We also build community capacity for TDM...

- Regional leadership
- Strategic planning and technical support
- Evaluation



When Transportation Works Better, Good Things Happen.

In the last decade...

\$51.4M

In savings by
metro Atlantans on
their commute



4M

Gallons of gas
saved = 84,000
barrels of oil



88M

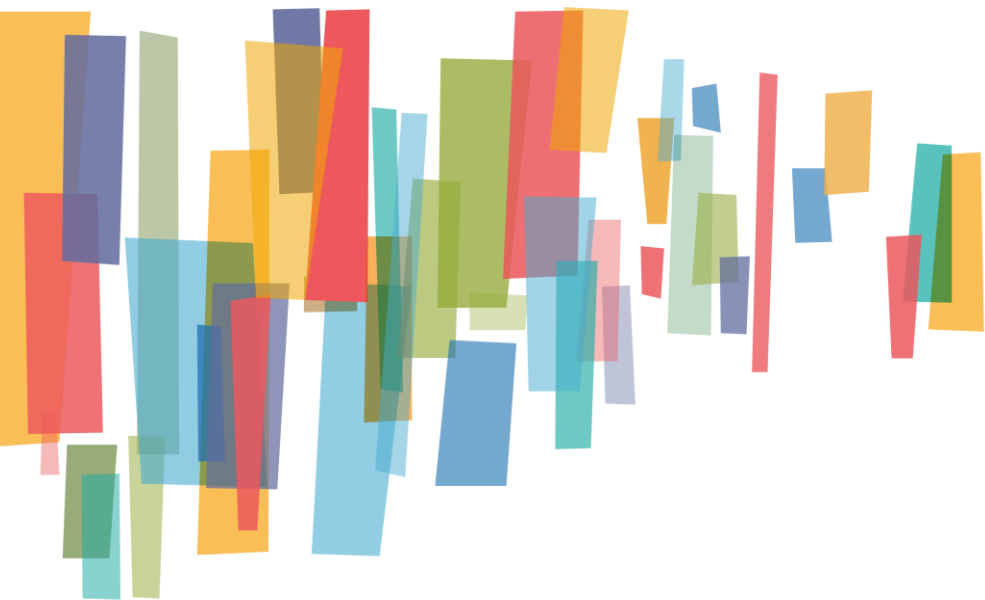
Vehicle miles
reduced



39K

Tons of CO₂
removed from
the air





Our Future TDM Program

The 2023 TDM Plan

Expanding Opportunity

- Building on successes
- New funding opportunities
- Evolving transportation challenges



Key Plan Elements

- Timeline: July 2021 – March 2023
- Engaged a professional team: ARC and consultant team
- Conducted needs assessment
- Equity analysis
- Listened to community
 - Surveys (4360 responses)
 - Focus groups
- Engaged with our partners to collaboratively develop the plan



Plan Oversight

Transportation Demand Management Coordinating Committee

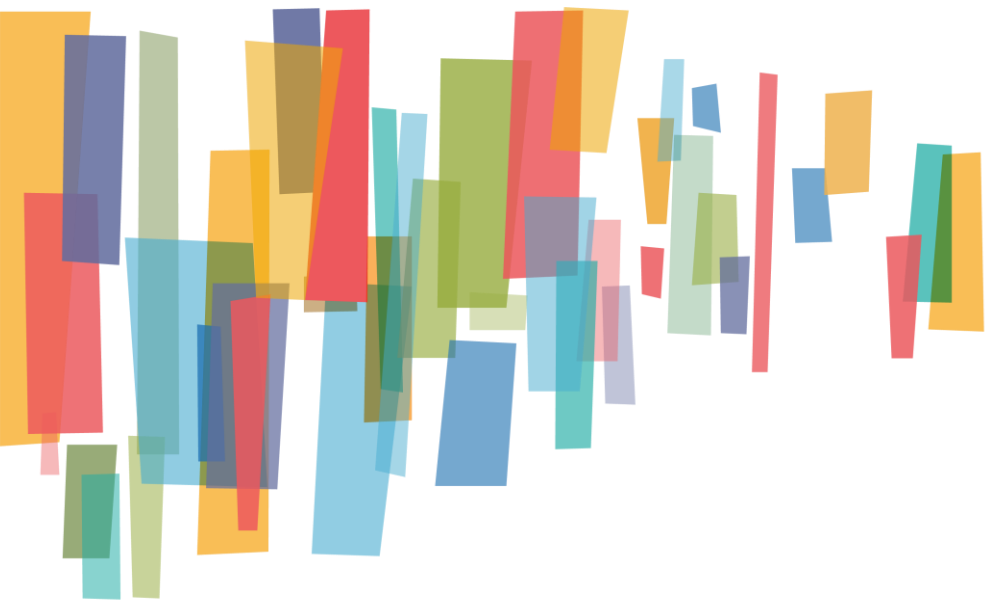


What We Learned: Key Mobility Barriers

- Not owning a car (zero-car households)
- Transportation expenses (cost burdened households)
- No access to transit at work or home or off-peak
- No first/last mile option
- Information is inaccessible due to language barriers and/or lack of technology access

What We Learned: Equity Analysis

- Transit is centrally located while low- and mid-earning jobs are dispersed throughout the periphery.
- TDM programs focused on employment centers often miss traditionally underserved residential areas
- Off-peak commuting is more common in traditionally underserved areas.



The 2023 TDM Plan Actions

10 Key Actions

Actions to Improve Commute-Focused Programs

1. Maintain and optimize our existing direct services:

- ▶ Educate, encourage, and incentivize commuters
- ▶ Partner with employers, property managers, and schools
- ▶ Strengthen tools to help people share rides and fill first/last mile gaps

Actions to Improve Commute-Focused Programs

2. Expand our services directly to residential areas
 - ▶ Reach underserved geographies
 - ▶ Connect job seekers to economic opportunities
3. Deploy more non-digital and multilingual marketing
 - ▶ Reach underserved populations
 - ▶ Get services to the people that need it most

Actions to Improve Commute-Focused Programs

4. Significantly expand commute options that fill transit gaps
 - ▶ Focus carpool and vanpool services to counties without transit
 - ▶ Create better off-peak services when transit isn't operating
5. Enhance services to dispersed essential workers
 - ▶ Ensure equitable access to job opportunities (even without a car)
 - ▶ Reduce costs for increasingly long commutes
 - ▶ Support business recruitment and retention efforts

Actions to Improve Commute-Focused Programs

6. Integrate TDM into municipal land use and housing policies
 - ▶ Reverse longstanding trends of people living farther from work
 - ▶ Concentrate low- and mid-level housing near transit
7. Maintain and optimize our existing capacity building work
 - ▶ Research
 - ▶ Partnerships
 - ▶ Evaluation

8. Secure commitments for new funding sources beyond CMAQ

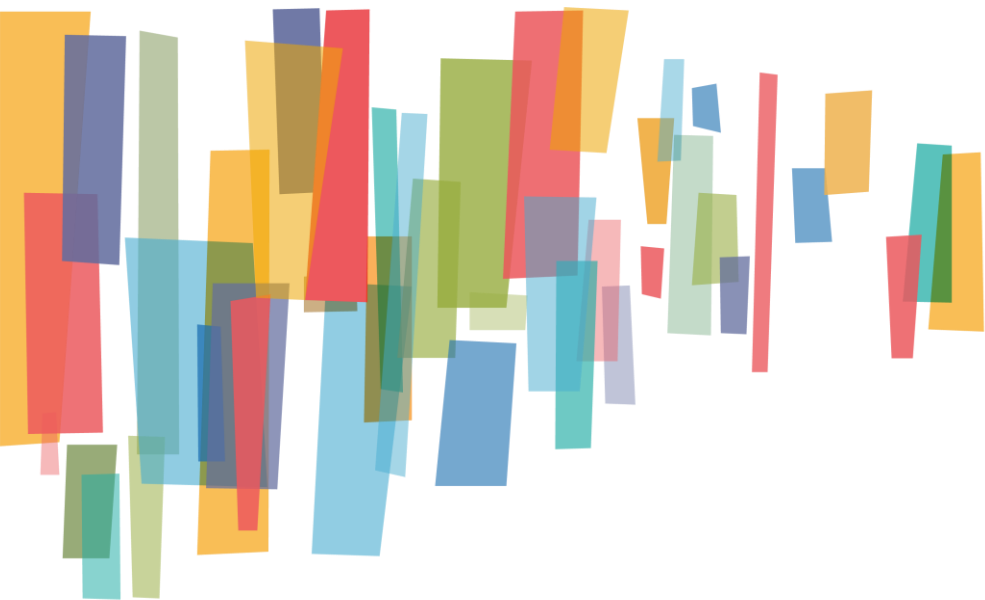
If successful,
we can expand services
beyond the commute.

Actions to Implement Non-Commute Programs

9. Develop TDM services to support equitable access to:

- ▶ Health services
- ▶ Shopping
- ▶ Social and community activities

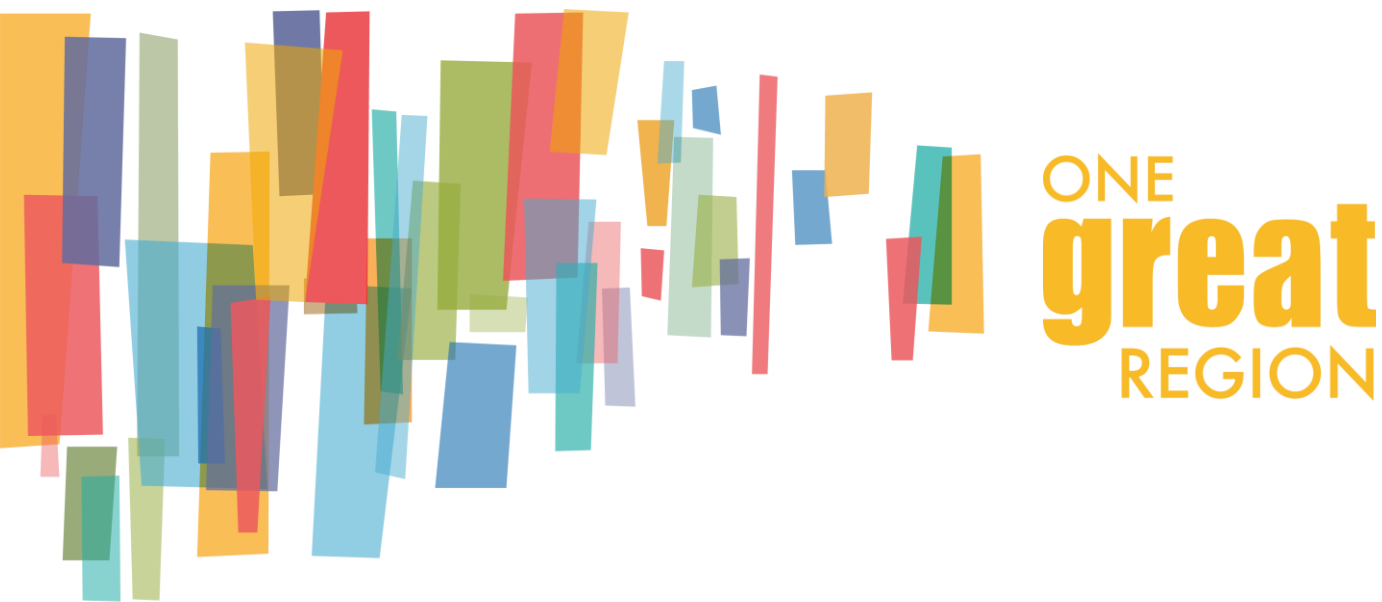
10. Use our TDM experience to augment services for aging populations that support lifelong mobility



**You Are Key in Ensuring the 2023
TDM Plan Is Successful.**

Ways You Can Help

- Give us feedback
- Advocate for new sources of funding for TDM beyond CMAQ
- Connect us to municipal land use and housing policy initiatives
- Help us strengthen our partnership work with:
 - Cities
 - Counties
 - Workforce development, economic development, accessibility, and more
 - Transit agencies
 - More



Questions and Discussion

Thank You for Your Time Today

Roz Tucker

Managing Director, Mobility Services Department

rtucker@atlantaregional.org