



ATLANTA REGIONAL COMMISSION

DATE: May 10, 2023

**ISSUE SUMMARY: ADOPTION OF THE LONG-RANGE STRATEGIC
TRANSPORTATION DEMAND MANAGEMENT (TDM)
PLAN FOR THE ATLANTA REGION.**

FROM: Mike Mason, Transportation and Air Quality Committee Chair

IMPORTANCE:

Along with capacity enhancements and transportation system modernization, Transportation Demand Management (TDM) is the application of strategies and policies to reduce single-occupancy vehicle travel demand or to redistribute this demand in space or in time to improve regional mobility. Managing demand can be a cost-effective alternative to increase system capacity. A demand management approach to transportation also has the potential to deliver better environmental outcomes, improved public health, stronger communities, and more prosperous and livable places. As such, an up-to-date TDM Plan is integral to achieving the goals of the Atlanta Regional Commission. In addition, the coronavirus pandemic has thrust TDM – and particularly teleworking – into the forefront of integrated, long-range transportation and land use planning, highlighting the potential for significant changes to how we live and work in the future. The action items included in this plan update will also be incorporated into the Metropolitan Transportation Plan update, due for completion in early 2024.

ACTION REQUIRED: Adopt the 2023 Transportation Demand Management Plan Update



RESOLUTION FOR THE ADOPTION OF THE LONG-RANGE STRATEGIC TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN FOR THE ATLANTA REGION.

WHEREAS, the Atlanta Regional Commission is a Metropolitan Area Planning and Development Commission created pursuant to OCGA § 50-8-80, et seq.; and

WHEREAS, OCGA § 50-8-93 designates such a commission to be the planning agency for comprehensive transportation planning under the administrative requirements of the United States Department of Transportation; and

WHEREAS, the Atlanta Regional Commission is the designated Metropolitan Planning Organization (MPO) for transportation planning in Atlanta Metropolitan Transportation Planning Area which includes all or parts of twenty counties; and

WHEREAS, the Atlanta Regional Commission is a Regional Commission created pursuant to OCGA § 50-8-30, et seq.; and

WHEREAS, OCGA § 50-8-35 authorizes the commission to engage in arrangements with federal, state, or local governments for the administration of human service programs; and

WHEREAS, the Georgia Department of Transportation contracted with the Atlanta Regional Commission to manage the coordinated Georgia Commute Options Program, also identified as Transportation Demand Management (TDM); and

WHEREAS, the purpose of this program is to mitigate traffic congestion and improve Georgia's air quality through coordinated education and outreach to the public and employers; and

WHEREAS, the COVID-19 worldwide pandemic has created significant changes in commuting and working which requires an up to date plan for Transportation Demand Management; and

WHEREAS, the changing demand for transportation will significantly impact the Metropolitan Transportation Plan (MTP); and

WHEREAS, each MPO must prepare a Metropolitan Transportation Plan (MTP), in accordance with 49 USC 5303(i), to accomplish the objectives outlined by the MPO, the state, and the public transportation providers with respect to the development of the metropolitan area's transportation network..

NOW, THEREFORE, BE IT RESOLVED that the Commission adopts the attached 2023 Transportation Demand Management Plan Update; and

BE IT FURTHER RESOLVED that the Atlanta Regional Commission directs staff to begin efforts immediately to implement the provisions of the attached Plan.

I do hereby certify that the foregoing resolution was adopted by the Atlanta Regional Commission on May 10, 2023.

Charissa White-Fulks, ARC Board Secretary

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