

→ **Appendix D: Action Planning Worksheet**

Regional Transportation Demand Management Plan

March 2023

Prepared for the Atlanta Regional Commission



Table 1: Action Planning Worksheet for Plan Implementation

Specific Actions	Measure(s) of Success	Actors		Resources		Timeframe	Immediate Next Steps
		Lead	Support	Costs	Sources		
Incentives							
Explore incentives for non-commute trips	# travelers receiving non-commute incentives	ARC, ESOs	Transportation operators	Incentive procurement and distribution	TBD	6-12 months	Identify funding or in-kind resources for non-commute incentives
Explore improvements to vanpool benefits and incentives	# travelers receiving new vanpool benefits/incentives	ARC, ESOs	Vanpool operators	Direct cost of benefits/incentives and administration	CMAQ	6-12 months	Identify alternative benefit/incentive models and compile evidence of effectiveness
Offer year-round trial transit passes	# passes distributed	Transit operators	ARC, ESOs	Pass procurement and distribution	These passes are CMAQ-eligible in many parts of the country.	1-2 years	Develop scope of incentive/campaign in partnership with transit operators
TDM Technology							
Enhance the GA Commute Platform	# enhanced features	ARC	ESOs	Direct cost of technology upgrades	CMAQ	1-2 years	Develop scope of enhancements with GA Commute platform vendor
Open-source TDM data portal	Utilization	ARC	ESOs	Staff time, technology	TBD	1-2 years	Develop scope, secure funding
Digital wallet	# services integrated	ARC	ESOs, transportation operators including GRTA	Staff time, technology	MPP for ARC, CMAQ for ESOs	2+ years	Identify opportunities to build on GA Commute app and ATL-Rides integrated payment functions
Marketing and Communications							
Transit marketing partnerships	# joint marketing campaigns	ARC	ESOs, transit operators	Staff time, advertising, incentives	MPP for ARC, CMAQ for ESOs, transit resources	1-2 years	Meet with transit operator marketing leads to identify partnership opportunities



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TDM communications forum on incidents and disruptions	Forum established	ARC	County/district DOT comms officers, law enforcement, local gov'ts, ESOs	Staff time	MPP for staff time. NHPP and STP fund comms technologies	2+ years	ARC convenes regional task force of state and local comms officers to establish approach
Residential Outreach							
Expand outreach, technical assistance, marketing, incentives, program support tailored to access and mobility needs at the residential end of a trip	# residents engaged	ARC, ESOs	Property managers, CIDs, neighborhood associations, local gov'ts	Staff time	MPP for ARC, TBD for ESOs	6-12 months	Identify resources for ESO staff time. Develop materials for residential engagement and technical assistance
Target residential-based strategies to underserved neighborhoods surrounding core commercial areas	# residents impacted in targeted neighborhoods	ARC, ESOs	Property managers, CIDs, neighborhood associations, local gov'ts	Staff time	MPP for ARC, TBD for ESOs	6-12 months	Identify resources for ESO staff time. Identify target neighborhoods.
Industry Outreach							
ARC Mobility Services Group and Workforce Development Solutions coordination process	Coordination process established	ARC	ESOs, workforce development partners	Staff time	MPP for ARC, CMAQ for ESOs	6-12 months	ARC MSG and Workforce groups identify coordination opportunities
Build relationships with industry associations	# new employers reached through associations	GCO	ESOs, industry associations	Staff time	CMAQ	6-12 months	Create an interview guide to facilitate data gathering on specific employee groups.
Human Resources (HR) Roundtables	# orgs engaged through roundtables	ARC	ESOs, SHRM, workforce agencies, county econ dev councils	Staff time	MPP for ARC, CMAQ for ESOs	1-2 years	ARC engages SHRM and county econ dev councils to understand needs and develop strategy for roundtables
Transit and TDM promotion with temporary staffing agencies	# transit passes distributed	GCO	TMAAs, temp staffing agencies	2-week transit passes	Staffing agencies, TBD	1-2 years	GCO develops use case to aid discussions with staffing agencies

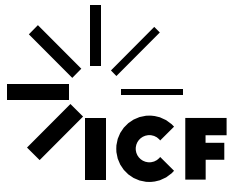
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Adaptation to Flexible Mobility Needs							
Refine MARTA's employer pass program to reflect new post-covid, white-collar commuting patterns	Utilization	MARTA	ARC, ESOs, employers	Staff time, technology upgrades	CMAQ for ESOs, TBD for other costs	1-2 years	Identify needs and barriers to implementation
Facility sharing programs	# shared facilities	ESOs	ARC	Staff time	CMAQ for ESOs, MPP for ARC	1-2 years	Identify opportunities for a pilot; develop guidance or toolkit for partners
Flexible parking, telework, and transit programs	# commuters served by flexible programs	ESOs	Employers, transportation operators	Staff-time, technology upgrades	CMAQ for ESOs, TBD for other costs	2+ years	Identify needs and barriers to implementation
Community telework hubs	Telework hubs established	ESOs	Local gov'ts, community partners	Facility costs	TBD	2+ years	Identify communities with need
Tailored Marketing Messages to Reach Diverse Audiences							
Develop tailored marketing messages for specific employer or industry types that aligns TDM services to positive sustainability outcomes	Tailored marketing messages developed	ESOs	Chambers of commerce, community partners, sustainability orgs	Staff time	CMAQ	6-12 months	Research industry markets and employer types to target
Language translation of TDM tools	Task complete	ARC	ESOs	Translation	CMAQ	1-2 years	ARC and technology providers identify scope and budget for translation
Language translation support services	# of materials translated	ARC, GCO	TMAAs, community partners	Translation	TBD	1-2 years	ARC identifies need, scope, and budget for translation support
Strategic Planning and Technical Support							
Review scope of CMAQ program relative to Plan	Task complete	ARC	ESOs	Staff time	MPP	6-12 months	Compile existing guidance on CMAQ eligibility rules
Establish ESO operating procedures	Task complete	ARC	ESOs	Staff time	MPP	1-2 years	Compile existing documentation and identify gaps

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Establish program partner referral process	Task complete	ARC	ESOs	Staff time	MPP	1-2 years	Interview ESO on current referral process and best practices
Evaluation							
Enhanced longitudinal surveys	# longitudinal surveys deployed # responses	ARC	ESOs	Staff time, survey incentives	MPP	6-12 months	ARC identifies opportunities for longitudinal surveys, building on Remote Work Survey.
Evaluation of hybrid workforce impacts	# worksites evaluated	ARC, ESOs	ESOs, employers	Staff time	MPP for ARC, CMAQ for ESOs	1-2 years	ARC and ESOs identifies evaluation objectives and drafts survey instrument
Regional Leadership							
Partner with Regional Business Coalition	# strategic initiatives partnered on	ARC	Regional Business Coalition, member chambers, ESOs	Staff time	MPP for ARC, TBD for ESOs	6-12 months	ARC meets with RBC to identify opportunities to activate the private sector to address workforce needs
TDM for large-scale events	# events supported	GCO	TMAs, tourism orgs, local gov'ts, transportation operators	Staff time for coordination, incentives	TBD	6-12 months	Convene event-specific planning teams made up of key stakeholders
Educate on policy supporting TDM	# policy resources distributed	ARC, ESOs	GDOT Office of Planning, ATL-LINK, and other state partners, transit agencies	Staff time to develop resources and best practices	MPP for ARC, TBD for ESOs	6-12 months	Identify key policy opportunities. Develop up-to-date case studies.
Integrate TDM into regional policy initiatives	# of policymakers reached	ARC	ESOs, regional forums such as Connect ATL	Staff time	MPP for ARC, TBD for ESOs	2+ years	Identify regional programs and initiatives targeted to policymakers
Land use and development							
ARC-led developer and jurisdictional roundtables	# roundtables completed	ARC, ESOs	Developers, local gov'ts,	Staff time	MPP for ARC, TBD for ESOs	6-12 months	Develop agenda and invitee list with ESOs

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Integrate TDM requirements/policies into large-scale Developments of Regional Impact (DRI) review process	TDM integrated into DRI	ARC, GRTA	ESOs, developers, CIDs, GDOT	Staff time	MPP for ARC, TBD for ESOs	2+ years	Research DRI scoring process and feasible TDM strategies
Develop TDM policy resources for local governments	Policy resources developed and distributed	ARC, ESOs	Local gov't planning depts and elected officials	Staff time	MPP for ARC, TBD for ESOs	2+ years	Establish TDMCC task force, identify local policy priorities
Planning and programming							
Integrate TDM in key planning efforts	# plans with TDM component	ARC, ESOs	Local gov'ts, transit operators, GDOT	Staff time	MPP for ARC, TBD for ESOs	2+ years	Identify current and future key planning efforts with opportunity for TDM
Strengthen TDM in County transit plans and Livable Center Initiatives (LCI)	TDM requirements implemented	ARC	Counties preparing to undertake transit master plans and LCI applicants.	Staff time	MPP	6-12 months	Research best practice to include TDM strategies in transit master plans and LCI plans.
TDM in ARC's Transportation Improvement Program (TIP) project ranking	TDM integrated into TIP project ranking	ARC	TIP project sponsors	Staff time	MPP	6-12 months	Evaluate the current scoring process on opportunities to increase project scoring for projects with TDM elements.
Complement priority transit investments with TDM	# transit investments with TDM component	Transit operators	ARC, ESOs, local gov'ts	Staff time, TDM service provision	MPP for ARC, CMAQ for ESOs and TDM service costs	6-12 months	ARC identifies transit gaps and upcoming investments that could benefit from TDM
Community partner engagement							
Expand "Try transit" and other modal promotions with new Community Partners	# passes distributed to community partners	ARC	Transportation operators, community partners	Staff time for planning, free transit passes	MPP for ARC, CMAQ for ESOs, transit operators for passes	6-12 months	ESOs survey current Try Transit partners with gaps in demographics and locations served.



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Shuttle partnerships	# partnerships created	ARC (MSG and Empowerline), ESOs	Human services organizations, universities, employer operating shuttles	Staff time for planning; increase operating expenses for shuttles	In-kind staff time; operating funds TBD	1-2 years	ARC identifies existing shuttles inventoried in Human Services Transportation Plan, and works with ESOs to identify others
Formalize existing carpool networks within Hispanic community	# participants in carpools	Local CBOs serving the Hispanic (or BIPOC communities)	ARC, ESOs	Staff time	MPP for ARC, CMAQ for ESOs, partner resources	1-2 years	ARC and ESOs identify lead CBOs to host conversations within Hispanic community about mobility needs and how this strategy could improve their experience.
TDM services for youth/young adults	# youth/young adults participating in TDM services	ARC, ESOs	Youth and young adult direct services providers, school districts	Staff time, transportation service operating expenses	Georgia Statewide Afterschool Network BOOST grants, CMAQ, partner resources	1-2 years	ARC engages service providers to youth, parents, and young adults to design package of TDM services and engagement approach for ESOs to implement.



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