Transportation Demand Management Coordinating Committee

Tuesday, August 18, 2020
9:30 a.m. - 11:00 a.m.
Online Meeting

Members Present
Laura Beall, Cobb County DOT
Dennis Bruce, Tangonet Solutions
Thomas Cerny, AECOM
Katrina DeBerry, Community Foundation for Greater Atlanta
Daniel Dolder, GDOT
Jeffrey Elsey (Smith), Kimley-Horn
Joddie Gray, UrbanTrans
Jeremy Greenwald, Kimley-Horn
Gil Grodzinsky, GA EPD
Scott Haggard, ATL
Dan Hourigan, Midtown Alliance
Jennifer Jinadu-Wright, MARTA
Habte Kassa, GDOT
Scott Kemp, CDC
Shayna Pollock, Central Atlanta Progress
Ronald M. Roberts, Jr., Douglas County
Kay Sibetta, AARP GA
Denise W. Starling, Livable Buckhead
Kirk Talbott, MARTA
Christopher Tomlinson, ATL
Jerry Travers, Bank of America
Ricardo Vera, NCR Corporation
Karen A. Winger, Gwinnett County
Michele Wynn, City of Atlanta

Members Absent
Bert Brantley, GA Dept Econ Develop
Andrew Edwards, FHWA GA Division
Sarah Foster, Vmware Account
Aaron Fowler, GA Tech
Gerald McDowell, Aerotropolis CID
Kaycee Mertz, GDOT
Patricia Mokhtarian, GA Tech
Kirsten Mote, Modern Mobility Partners
Jidong J. Yang, UGA

1. Welcome – Acceptance of February 18, 2020 TDM CC Meeting Summary, Public Comment Period

Roz Tucker, ARC, asked if there were any changes to the February 18, 2020 meeting summary. Upon hearing no comments, the summary was accepted as presented. There were no public comments. Roz Tucker introduced two new members of the committee: Laura Beall, who will replace Eric Meyer from Cobb County, and Michele Wynn from the City of Atlanta, who will replace Andrew Walter.
2. Committee Assignments/Monthly Committee Meetings

Jill Goldberg, ARC, discussed each of the five policy committees: equity, marketing and communications, research and policy, technology, and academic. She listed their current members and stated that anyone who wished to join or move committees may notify her by email. Goldberg explained that policy committee meetings would be held on alternating months from the TDM CC meetings, the first of which will take place on September 15, 2020. The technology, academic, and research and policy meetings will be held from 9:30am to 10:30am, followed by the equity and marketing and communications meetings from 10:30am to 11:30am. Each policy committee will include a senior ARC staff member to facilitate the meetings. Goldberg also noted that the policy committees can include non-TDM CC members.

3. Update: TDM During COVID-19

Roz Tucker, ARC, briefed the committee on the status of regional TDM during the COVID-19 pandemic. She mentioned the four RFP contracts that have been recently executed and introduced the TDM plan update RFP. Tucker then presented on work done during COVID-19, including media features and webinars. She also highlighted the results of four surveys conducted during the pandemic. Here, she pointed to regional commute pattern shifts, changing perceptions of telework by executive leadership and trends in job insecurity. Tucker mentioned the upcoming webinar series, which begins on August 20, 2020, that will address some of the challenges of extended full-time telework.

4. Regional Transportation Demand Management Plan

Tanisha Hall, Fairpointe Planning, LLC, lead a conversation on the Transportation Demand Management Plan. Hall presented regional data relating to population changes through the year 2050, as well as on trends in housing data. Throughout the presentation, Hall solicited responses to various questions relating to the Transportation Demand Management Plan, looking for the committee’s feedback on opportunities for improvement and refinement moving forward. Hall noted that a follow-up anonymous survey will be distributed to committee members for additional feedback on the plan.

Adjourned.

Meeting Materials:
- 8-18-2020 TDM CC Meeting Agenda
- 8-18-2020 TDM CC Presentation