Transportation Demand Management Coordinating Committee
TDM Policy Committees
TDM POLICY COMMITTEES: Equity

- Thomas Cerny*
- Katrina DeBerry
- Joddie Gray*
- Kay Sibetta*
- Ricardo Vera*
- Karen A. Winger*

*indicates individuals who expressed interested in more than one committee
TDM POLICY COMMITTEES: Marketing & Communications

• Thomas Cerny*
• Jennifer Jinadu-Wright
• Karen A. Winger*

*indicates individuals who expressed interested in more than one committee
TDM POLICY COMMITTEES: Research & Policy

- Thomas Cerny*
- Joddie Gray*
- Gil Grodzinsky
- Scott Haggard
- Habte Kassa
- Scott Kemp
- Shayna Pollock
- Kay Sibetta*
- Ricardo Vera*

*indicates individuals who expressed interest in more than one committee
TDM POLICY COMMITTEES:
Technology

- Thomas Cerny*
- Daniel Dolder
- Gerald McDowell
- Kirsten Mote
- Jerry Travers
- Ricardo Vera*

*indicates individuals who expressed interested in more than one committee
TDM POLICY COMMITTEES: Academic

• Aaron Fowler

*indicates individuals who expressed interested in more than one committee
Meeting Schedule

Alternating months from full TDMCC meetings:
  • September 15, 2020
  • November 17, 2020
  • January 19, 2021

Two time slots:
  • 9:30-10:30
  • 10:30-11:30
TDM Policy Committee Meeting Times

9:30-10:30 AM
  • Technology
  • Academic
  • Research & Policy

10:30-11:30 AM
  • Equity
  • Marketing & Communications
Maximizing Productivity for Business Continuity

Telework in the Time of COVID-19
Media Coverage

• Curbed ATL included GCO in two pieces in March regarding how mass teleworking could have a permanent impact on how metro Atlanta companies operate.

• Gridlock Guy mentioned GCO in his piece on the sweeping 30-year traffic plan. GCO is slotted to receive a portion of the funding for mobility alternatives.

• GCO was also quoted by the AJC and CBS46 on companies adjusting to teleworking amid COVID-19. CBS46 reported that GCO has seen a 70% increase in telework logging and the AJC included the link where businesses can download the quick start telework guide.

How coronavirus impact could permanently change the way Atlantans commute

“This is a tipping point for teleworking”

These are unprecedented circumstances, so it wouldn’t be typical to have this many people teleworking at one time,” said Rosalind Tucker, managing director of the ARC’s Mobility Services Group. “But this is a tipping point for teleworking.”
Marketing

- Telework
  - Training and support
  - Webinars
  - Webpages
  - Guides and standards
- Social Engagement
- Blogs
  - Inspiring stories of teleworkers
  - Highlighting and thanking transit employees

**Georgia Commute Options**

April 1 at 3:29 PM

Thank you, Larry! Larry works in facilities at MARTA ensuring that stations remain clean during the COVID-19 pandemic. Drop an emoji in the comments below to show your appreciation! 🙏

**Georgia Commute Options**

April 2 at 11:59 PM

Do your part. Stay home. Telework. Visit our website for resources on how to set yourself up for success.

**Georgia Commute Options**

April 8 at 1:31 PM

We’re here to support you in developing a Telework program for your company. Whether you want to create a new program, improve a current one or even quickly implement a program for short-term use, our free quick start guide can help. Sign up to receive a copy below! 📖

**Georgia Commute Options**

April 3 at 1:16 PM

Keep Your Business and Yourself Healthy this Season – GCO Businesses here and around the world are looking for ways to prepare...
Remote Work Survey

2,900 Respondents

7% from Executive Leadership
21% from Management
72% from Non-Manager Positions

Key Findings

• Increased rates of telework in response to COVID-19
• Sustained interest in telework even after the pandemic
• Telework was viewed as a mostly positive experience
REMOTE WORK SURVEY: Findings

Prior to the pandemic:
• 44% of respondents had never worked remotely
• 24% worked from home one to two days per week

During the pandemic:
• 70% of respondents teleworked 5+ days per week.
73% reported that the switch to telework saved them money
54% said they experienced reduced stress from not commuting
Executive Interviews

Executive and management respondents were estimated that **80% of their workforce was working remotely**.

67% of executives reported that **telework was the primary reason for continued operations during the pandemic**.
EXECUTIVE INTERVIEWS:
Findings

“We are actually getting more things done in a shorter period of time. What would normally take someone two to three days to turn around, now takes a day.”
EXECUTIVE INTERVIEWS: Findings

Managers See Big Changes
- 69% of executives say that more employees will work remotely
- 23% think employees will work remotely nearly full-time

Managers Improve with Experience

- Prior experience managing remote employees: 40% Yes, 60% No
- Unsure what staff are working on: 9% Yes, 91% No
- Inadequate communication with staff: 9% Yes, 91% No
Return to Workplace Survey

4,228 Respondents

95% of respondents were still working the same job as before the pandemic
RETURN TO WORK SURVEY:
Findings

Most People Commuted before COVID-19
93% of respondents commuted to their physical workplace at least some of the time

By May 2020:
Most respondents’ organizations did not have a set return date for going back to the office

Set Date for Returning to Worksite

- 66% No
- 19% Already Open
- 12% Yes
- 3% Don’t Know

Diagram showing percentages for each category.
RETURN TO WORK SURVEY: Findings

Pre-Pandemic Mode Use

- Transit: 52%
- Drive Alone: 49%
- Telework: 30%
- Carpool/Vanpool: 24%
- Walk/Bike: 10%

By May 2020:
- Shared commutes (transit and carpool) saw declines in users
  - 66% of transit users who responded were using transit less or not at all
  - 36% of carpool or vanpoolers reduced their use of that mode
RETURN TO WORK SURVEY: Findings

After COVID-19:

• 64% of teleworkers plan on increasing the amount of time working from home
• 21% of active commuters plan on walking or biking more
• For shared commuters, the primary reason planned mode reduction is the desire to continue social distancing
ARC COVID-19 Survey

Job Insecurity Varied by Region

- South Atlanta areas saw more job insecurity compared to North Atlanta
  - 33% of Clayton county respondents reporting that they experienced some form of job loss
  - 18% of Southeast Atlanta respondents reported job loss
  - 16% of Southwest Atlanta respondents reported job loss Southwest
- 98% of Gwinnett residents were still working the same job as in January 2020
ARC COVID-19 Survey: Findings

Vulnerable Populations Experienced More Job Loss

16% of Black respondents reported job loss
9% of white, non-Hispanic respondents reported job loss
20% of respondents with household incomes less than $60,000 reported job loss
6% of those respondents with household incomes of $60,000 or more reported job loss
11% of female respondents reported job loss
9% of male respondents reported job loss
ARC COVID-19 Survey: Findings

Pre-COVID-19
• 82% of respondents said they drove alone
• 26% of respondents teleworked
• 15% took transit

During COVID-19
• 60% of those who commuted by driving alone reported decreasing or stopping driving alone altogether
• 67% of respondents reporting that they started or increased their use of telework from the onset of the pandemic
RECOMMENDATION
Mobility Services Group

Create Regional Rebalancing Work Mobility Task Force

Repeat Surveys to Track Balanced Work Trends

“
It takes a regional collaborative to talk about [the benefits of reduced commuting]. There are things we can actually do as employers to ease the traffic burden. We knew that, but we weren’t sure we could do it.

We’ve done it.”
RECOMMENDATION
Georgia Commute Options

- Create an Employer Brochure on Rebalancing Work
- Initiate Territory-Based Employer Peer-to-Peer Networking
- Create Balanced Work Resources to Support Employees Continuing to Work from Home
- Develop Integrated Balanced Work Marketing, Incentives, and Website Content
This Could Change Everything

We are leading the biggest change moment for transportation in Atlanta.
TDM Plan Update: RFP Discussion
Agenda

• Set the stage
• Potential focus topics for plan update
• TDM RFP Schedule
Rules of Engagement

- Facilitated discussion
- Interactive presentation
- Active participate throughout presentation
- Chat box for additional questions/comments
Mentimeter Questions

- Yes or No Questions
- Long form questions
- Let’s start with a test!
Forecast Highlights

- Region adding 2.9 million people by 2050
- Bringing total population to 8.6 million
Population & Employment Forecast
Metro Atlanta (21-County Region)

Source: Atlanta Regional Commission

- Total Population
- Total Employment

Powered by Highcharts Cloud
2050 Population Forecast

Source: Atlanta Regional Commission

*ARC’s 2050 forecasts were developed using several growth scenarios for each county: a “higher regional growth” scenario, a “slower regional growth” scenario, and a “preferred” scenario that serves as the official forecast number.
Total Population by Age Cohort
Metro Atlanta (21-County Region)

Source: Atlanta Regional Commission
Diversity in the Region, 2015
Metro Atlanta (21-County Region)

- White: 47.5%
- Hispanic: 33%
- Black: 12%
- Other*: 8%

*Other includes Asian, Pacific Islander, and Am. Indian. Source: Atlanta Regional Commission

Diversity in the Region, 2050
Metro Atlanta (21-County Region)

- White: 31%
- Hispanic: 33%
- Black: 21%
- Other*: 14%

*Other includes Asian, Pacific Islander, and Am. Indian. Source: Atlanta Regional Commission
The Metro Atlanta Housing Strategy features a detailed set of strategies and related tactics designed to improve the region’s housing options.

The strategies listed are not intended to be prescriptive. Rather, it is a guide to help any community grappling with their housing challenges start a conversation, navigate this important and complex issue and provide possible solutions to have thoughtful analysis and discussion about before implementing.

- **Increase Supply**: Increase housing supply by providing the necessary tools for developers to contribute to the supply of a variety of both market-rate and affordable housing units.
- **Preserve Affordable Supply**: Preserve supply of affordable housing units to ensure that they remain accessible to low- to moderate-income households.
- **Reduce Housing & Transportation Costs**: Reduce housing and transportation costs by increasing housing options near job centers and advancing mobility options throughout the region.
- **Expand Capital Resources**: Expand capital resources by providing financial incentives and mechanisms to foster the creation and preservation of affordable housing units.
- **Promote Housing Stability**: Strengthen the ability of families and individuals to stay, access, and afford the costs of housing in both ownership and rental.
- **Develop Leadership & Collaboration on Affordability**: Promote and enable education, communication, and collaboration around housing issues.

**Strategies**

- Reduce development cost and barriers
- Leverage public land
- Establish policies supporting affordable housing
- Reuse of building and land
- Provide financial incentives
- Create policy incentives
- Coordinate across agencies and among governments
- Address blight
Housing Trends

REDUCE HOUSING & TRANSPORTATION COSTS

Average Rent

Outside of Employment centers: $951.81
Inside of Employment Centers: $1,416.00

Rent Growth Outpacing Wage Growth

Earnings vs. Rent
Rockdale County

- **24% SUBMARKET 7**
  Suburban neighborhoods with lower-to-moderate-priced housing, biggest increase in renters
  Learn more

- **26% SUBMARKET 8**
  Suburban neighborhoods with lowest-priced single-family homes, mix of renters and owners
  Learn more

- **50% SUBMARKET 9**
  Lower-priced rural areas
  Learn more

Search by County or City

I.e., Cherokee or Sandy Springs
COVID

-17.5% overall time spent out of home in the 10-county area, August 2 - 8
(compared to baseline*)

This is a 1.3 percentage point decrease from last week

Source and data note: Google COVID-19 Community Mobility Reports.
*Median value, for the corresponding day of the week, for the 5-week period Jan 3 - Feb 6, 2020.
The Previous TDM Plan Was Intended to:

- Better integrate travel planning with transportation planning
- Maximize transportation infrastructure and achieve cost savings
- Support and connect modes and activity centers
- Establish framework for funding decisions
Mentimeter Questions
Previous Plan Goals

1. Customer convenience and user experience
2. Connectivity mode choice and access
3. Streamline regional policies, programs, services and investments
4. Leverage and diversify funding sources for program sustainability
5. Pursue continuous performance and operations improvements
Mentimeter Questions
Seven Priority Strategies

1. Build on Georgia Commute Options rebranding to promote seamless customer experience
2. Improve connection of TDM to regional information systems
3. Improve regional coordination of transportation planning, land use, and travel choice
4. Strategically link express bus service, local transit, vanpools, managed lanes and park and ride lots
5. Enhance integrated operations, branding and marketing of the regional vanpool program
6. Leverage and diversify existing and potential funding sources to support creative long-term and innovative strategies
7. Develop metrics for all programs and services and use the data to make strategic improvements
TDM Strategies Addressed in the Previous Plan

- Freight strategies to shift time, mode or route choice
- Walking, bicycling and transit access programs
- Road and parking pricing
- Financial incentives and pricing
- Transit information and integration
- Marketing, education and outreach
- Active living, active aging, and healthy communities
- Parking management
- Telecommuting and other alternative work arrangements
- Human services transportation and voucher systems
- Services such as carsharing and bicycle sharing
- Traffic management, work zone management, and special event management

Land use, livable communities, and **smart growth** programs
TDM Stakeholders

- Federal, State and Local Transportation Organizations
- Federal, State and Local Public Health Agencies
- ARC Leadership
- Employer Services Organizations
- Community Improvement Districts
- Local and Regional Transit Providers
- Business Leaders
- Transportation Services Vendors
- Civic & Citizen Interest Groups
- National TDM Association
- Universities
Mentimeter Questions
Mentimeter Questions
RFP Timeline

- August – Setting the Stage for TDM Plan Update (TDMCC)
- Mid-September – Draft RFP Completed
- Mid-October – Final RFP Completed
- Late October – TDM Plan Update RFP Released
- Late November 2020 – Proposal Scoring
- Mid-December – Contract Awarded
- January 1, 2021 – Contract Start Date
TDMCC SPECIAL CALL MEETING

Review TDM Plan Update Priorities:
  • September 15, 2020

Time:
  • 11:30-12:30