

## **Transportation Demand Management Coordinating Committee**

**Tuesday, December 15, 2020**

**9:30 a.m. – 11:00 a.m.**

**Online Meeting**

### **Members Present**

Thomas Cerny, AECOM  
Daniel Dolder, GDOT  
Jeffrey Elsey (Smith), Kimley-Horn  
Sarah Foster, Vmware Account  
Aaron Fowler, GA Tech  
Joddie Gray, UrbanTrans  
Gil Grodzinsky, GA EPD  
Scott Haggard, ATL  
Dan Hourigan, Midtown Alliance  
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  
Jerry Travers, Bank of America  
Ricardo Vera, NCR Corporation  
Charles Walker, GDOT  
Derrick Walker, Cobb County DOT  
Karen A. Winger, Gwinnett County  
Michele Wynn, City of Atlanta

### **Members Absent**

Laura Beall, Cobb County DOT  
Dennis Bruce, Tangonet Solutions  
Bert Brantley, GA Dept Econ Develop  
Katrina DeBerry, Community  
Foundation for Greater Atlanta  
Andrew Edwards, FHWA GA Division  
Jennifer Jinadu-Wright, MARTA  
Gerald McDowell, Aerotropolis CID  
Kaycee Mertz, GDOT  
Patricia Mokhtarian, GA Tech  
Kirsten Mote, Modern Mobility Partners  
Christopher Tomlinson, ATL  
Jidong J. Yang, UGA

### **1. Welcome and Public Comment Period**

Roz Tucker, ARC, asked if there were any changes to the October 20, 2020 meeting minutes. Upon hearing no comments, the summary was accepted as presented. There were no public comments.

### **2. Regional TDM Updates**

Roz Tucker informed the committee that the TDM Plan RFP is on schedule. It is currently following a two-year schedule and is planned to be completed by March 2023. The TDM Plan RFP working group will select the contractor to lead the plan update in the coming months.

### **3. TDM Policy Committee Updates**

ARC representatives for each of the five policy committees – Academic, Equity, Marketing & Communications, Legislative, and Technology – presented updates on the first two policy

committee meetings. Each reviewed core committee functions, their current members list and goals for each policy committee for upcoming meetings in early 2021.

#### **4. Commuter Credits Program/ATL Transit Update**

Jamie Fischer, SRTA, presented to the committee on SRTA's Shift Commute 2.0 pilot and subsequent program. The pilot was conducted at the start of 2020 and encouraged commuters to adjust their commute patterns by travelling outside of peak hours or by opting to take transit instead of driving their car. Fischer explained some of the findings from the pilot and how the program was adapted for a second wave that began in the summer of 2020, including the expansion of the program budget and incentives.

Scott Haggard, the ATL, presented on updates from the ATL, including the Regional Transit Plan. The ATL hosted virtual open houses to receive feedback and ideas about the transit plan.

#### **5. Transit Operators Updates**

Derrick Walker, CobbLinc, shared updates to Cobb County Transit. Fare collection, which has been on hold since the outbreak of COVID-19, will resume on January 1, 2021. CobbLinc has seen some decline in ridership as a result of the pandemic but notes that ridership among essential and in-person workers remains steady.

Karen Winger, Gwinnett County Transit (GCT), noted that GCT began fare collection again in November 2020, but has eliminated paper tickets for the foreseeable future. For GCT, like CobbLinc, ridership dipped as a result of COVID-19. However, she explained that paratransit ridership has increased this year.

A committee member asked Walker and Winger if they had marketing plans to encourage transit use post-COVID-19, to which Winger mentioned potential plans to create such a campaign, while Walker indicated that this was not yet a part of CobbLinc's plans post-COVID-19.

#### **6. Biketober 2020 Results**

Bennett Foster and Joel Wascher, both of ARC, presented the Biketober 2020 results to the committee. Despite the impacts of the pandemic, biking saw a major boom in 2020, including during the 2020 Biketober challenge, which saw the largest numbers in the challenge's history. Foster and Wascher discussed the development of new partnerships, including developing partnerships to add prize drawings throughout the month to encourage continued engagement and registration. They discussed outreach and marketing for the promotion, including the social media plan and resources provided to businesses and local municipalities.

#### **7. Closing Comments**

The next TDM CC meeting will be held on February 16, 2021. The next TDM CC Policy Committee Meetings will be held on January 19, 2021.

**Adjourned.**

**Meeting Materials**

- 12-15-20 TDM CC Meeting Agenda
- 12-15-20 TDM CC Presentation
- 12-15-20 Biketober Results 2020 Presentation