

Mobility Services Group

Roz Tucker
Managing Director



ATLANTA REGIONAL COMMISSION
regional impact + local relevance

The Mobility Services Core Team

Delivering TDM to the
Atlanta Region



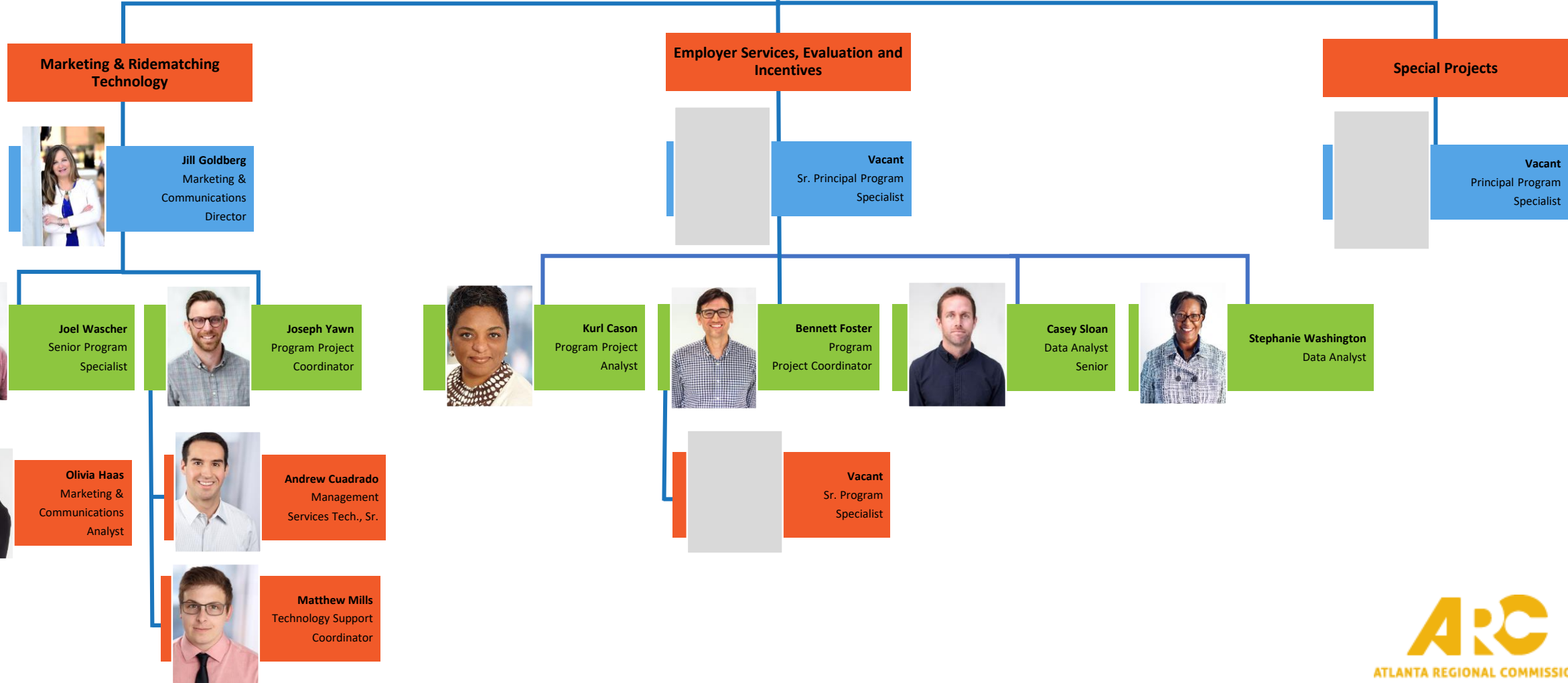
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Rosalind Tucker
Managing Director
Mobility Services
Group



Rebecca Apter
Administration



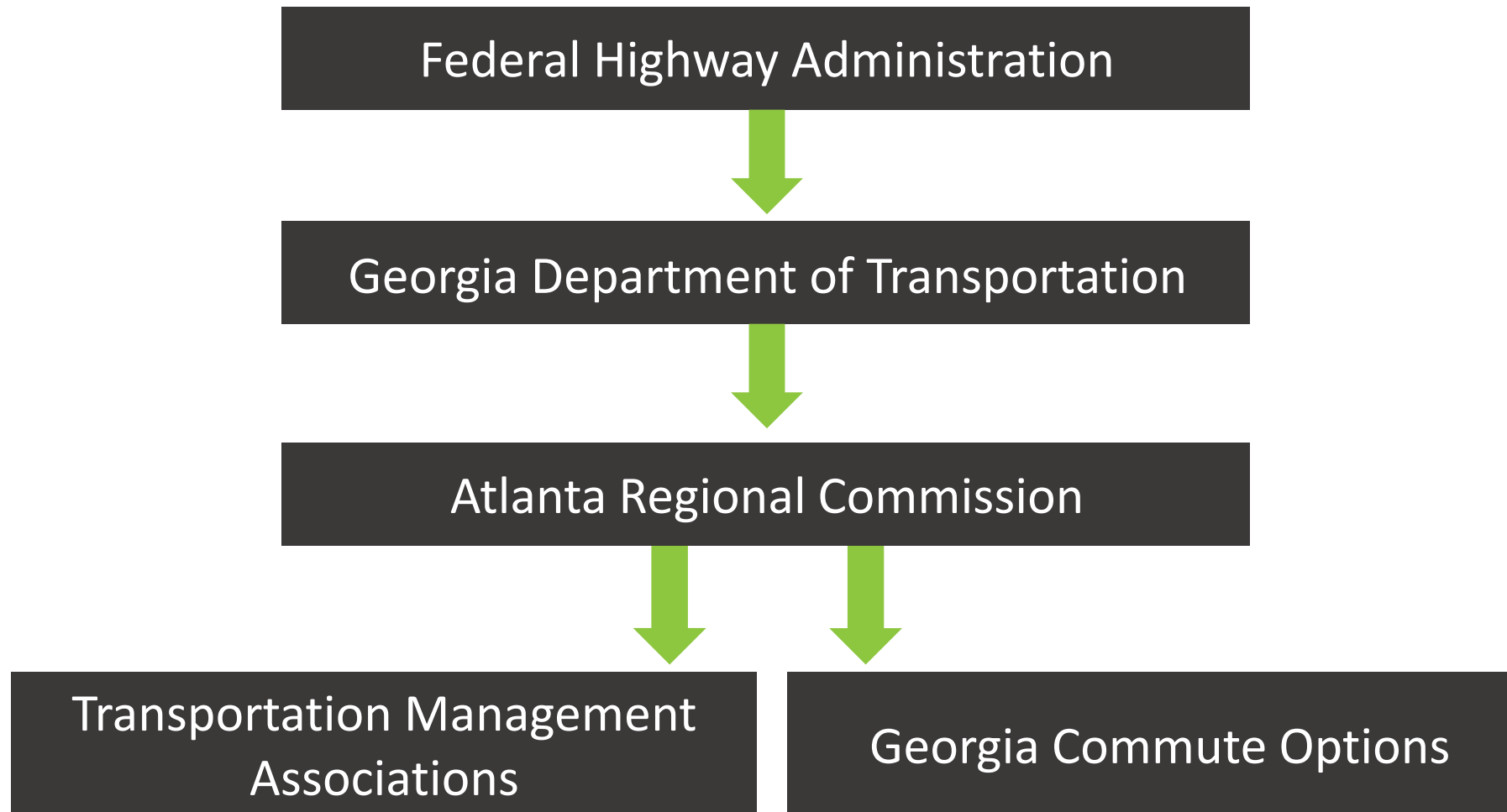
Consultant Teams

Employer Services & School Outreach	Marketing & Communications	Evaluation & Monitoring Performance Methods	Ride-Matching Technology & Incentives
    	 PRIME   	 PRIME     	

ARC Regional TDM Program



TDM Program Funding Flow

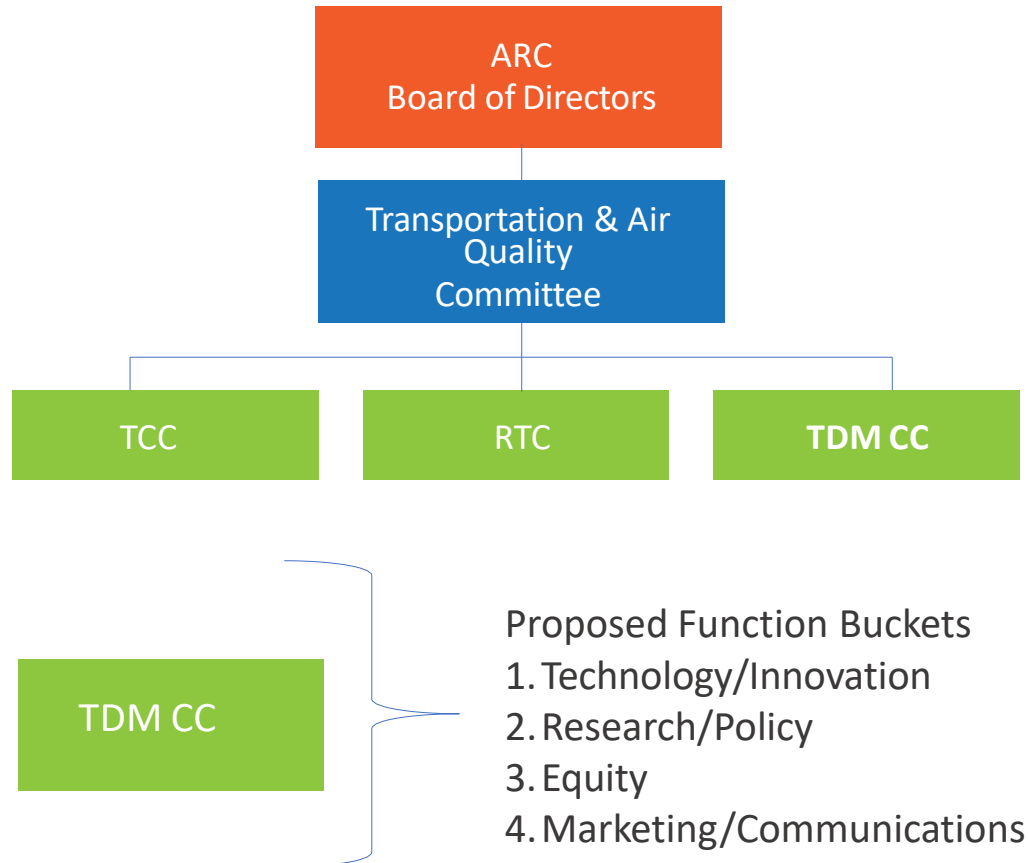


The Atlanta Region's Plan

“governs and contributes to the work we do”



Transportation Demand Management Coordinating Committee (TDMCC) Structure



- Mobility Services Manager serves as chair for first year
 - Similar structure to TCC
 - New committee to review structure in 2020
- Currently identified as TDM Advisory Committee within TCC according to Unified Transportation Plan
- Meets every other month (six per year)

What is TDM?



Transportation Demand Management (TDM):

The use of strategies to inform and encourage travelers to maximize the efficiency of a transportation system leading to improved mobility, reduced congestion, and lower vehicle emissions.

Transportation Demand Management



Services



Transit and RTD



Microtransit



Car Share (ZipCar, car2go)



Shuttles



TNCs (Uber + Lyft)



Micromobility
(scooters/bikes)



Infrastructure



Curb Management



Bicycle Parking



Transit Stop Enhancements



Bicycle Repair Stations



Wayfinding



Showers/Changing
Facilities



Parking Management



Paid Parking



Unbundled Parking



Preferential Parking



Discounted Car-Pool
Parking



Car-share Parking



Subsidies



Transit Pass Discounts



Car-share Membership
Discounts



Bike-share Membership
Discounts



TNC Discounts



Micromobility Credits



Direct Payment to Service
Providers



Education



New Resident/Employee
Welcome Kits



Information Kiosks



General Marketing



Bicycle Workshops



Websites/Apps



Trip Planning Assistance

Benefits of TDM



Real Options for
Commuters

Improved Public
Health & Safety

Reduced Traffic
Congestion

Connecting People to
Jobs & Supporting
Economic Activity

What We Do



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Mobility Services



Transportation Demand Management

(Regional Coordination, TMA-TDM Funding, TDM CC)

Georgia Commute Options (GCO)

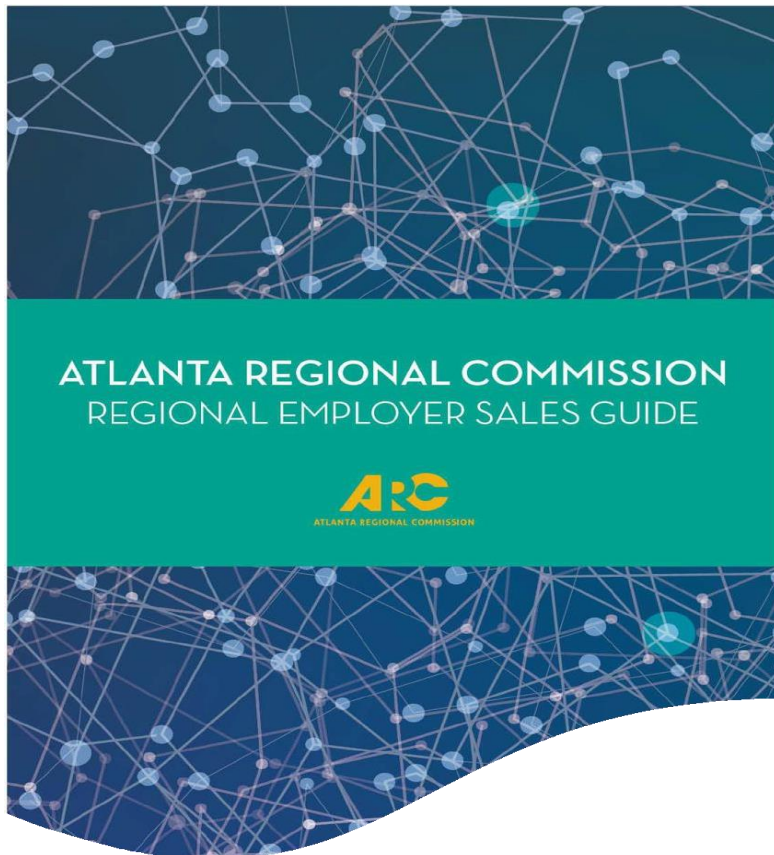
(Employer Engagement, Marketing, Incentives, Evaluation)

Georgia Commute Schools

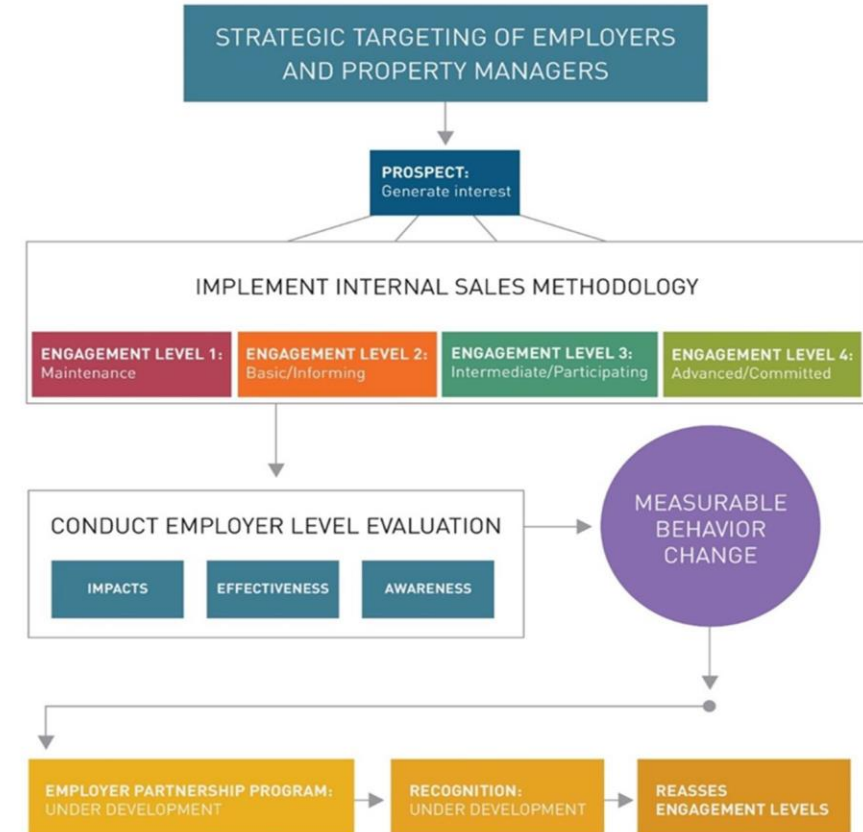
(District/School Partnerships, Modal Promos)

721 Employer Partners (comprised of more than 300,000 employees across the 19 county area)

Regional Employer Outreach Guide

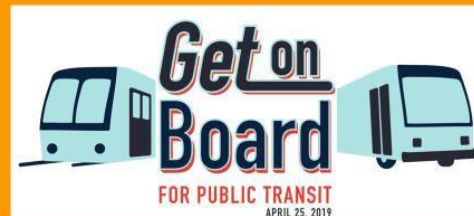


Strategic Outreach Approach



Regional Modal Promotions

TRY TRANSIT



THE ATLANTA BIKE CHALLENGE



CLEAR THE DECK



TELEWORK SUMMIT/WEEK



Telework Summit
November 8, 2018
Mercedes Benz HQ

Business continuity
strategies in the Age of
Super Bowl LIII



Georgia Telework Week
November 12-17 2018

Regional Training Seminars

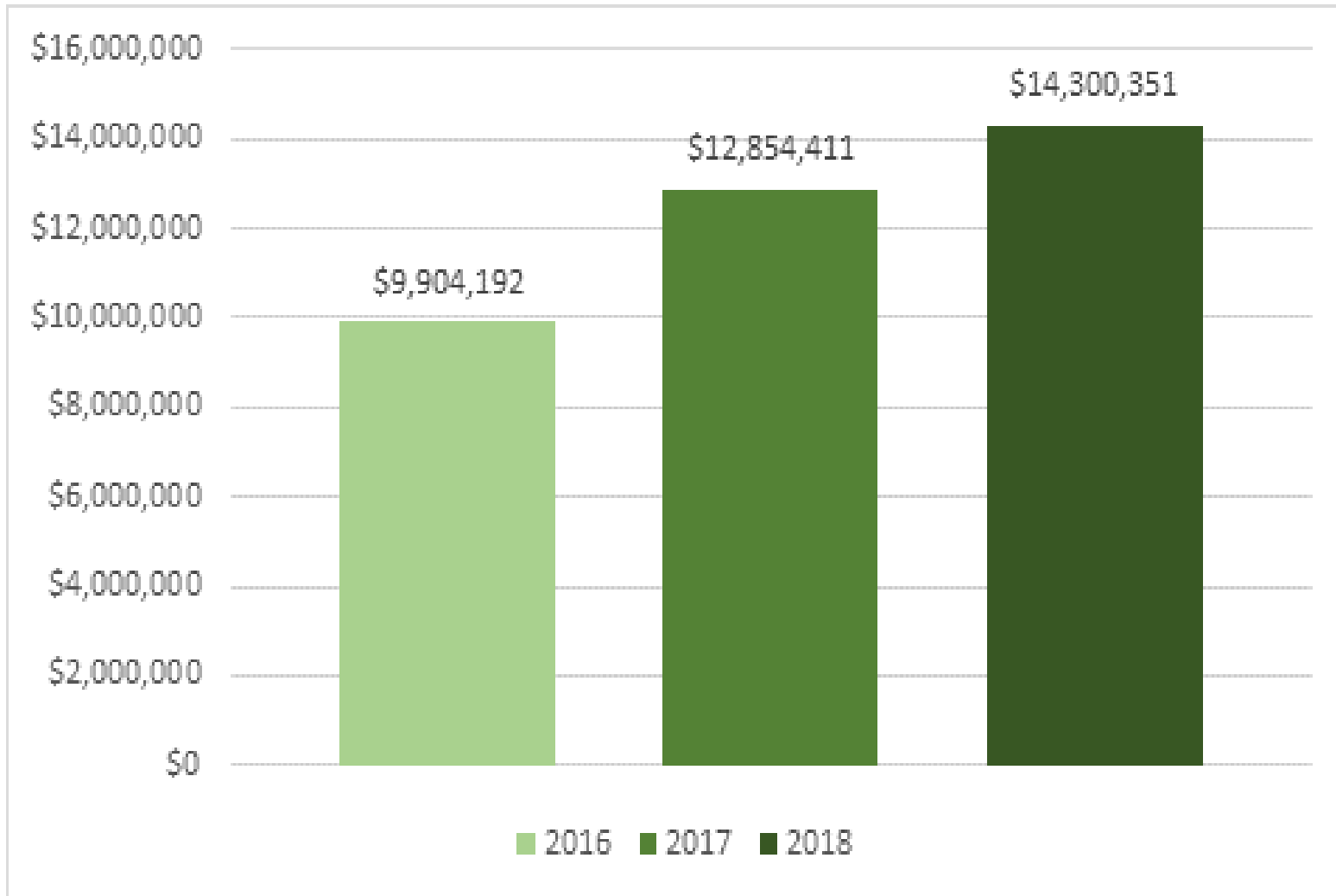


Value of the TDM Network to the Regional Transit Partners

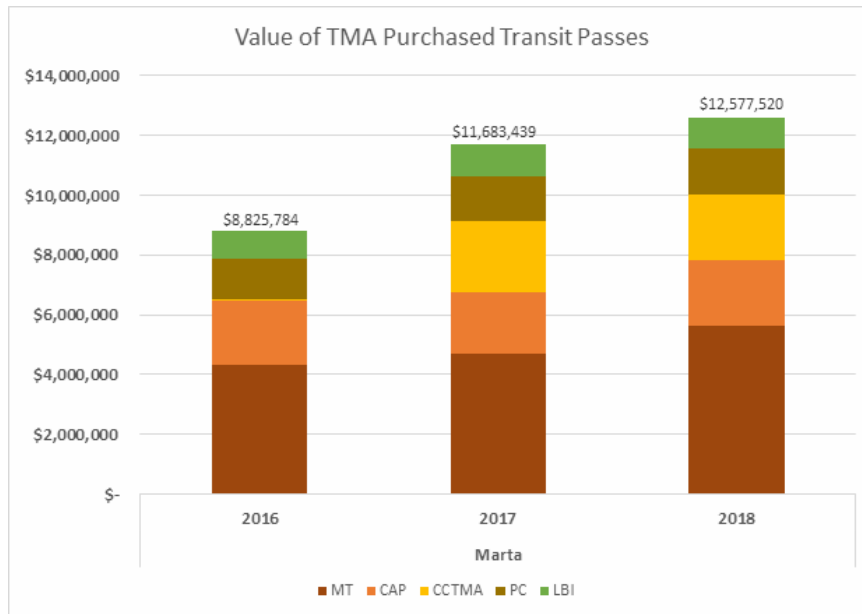
TMA Pass Sales to
Employers



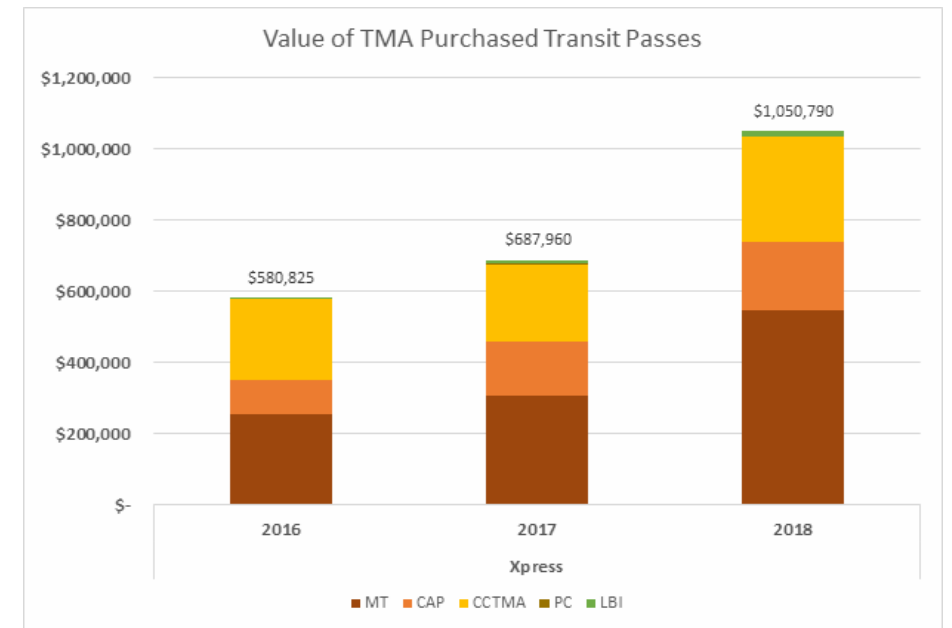
Employer Pass Purchases – Combined Annual Totals



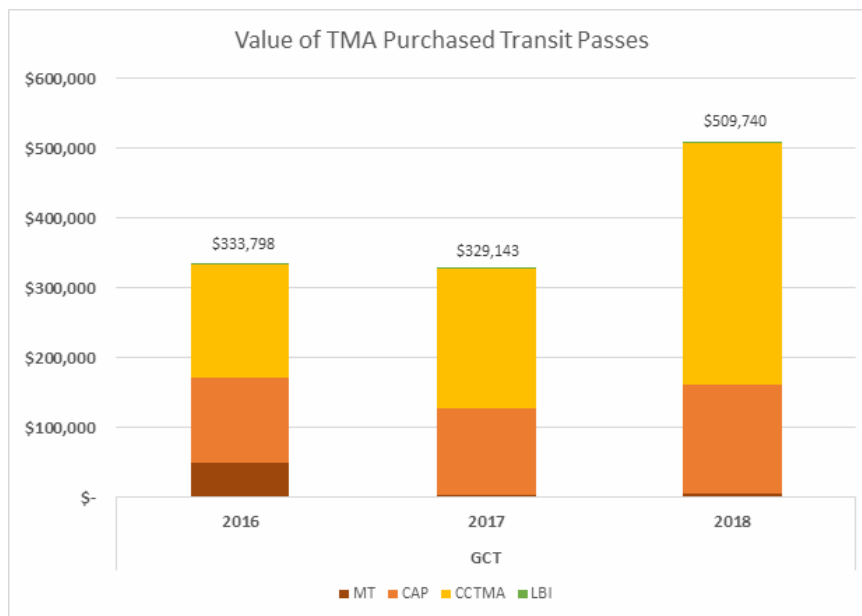
Marta



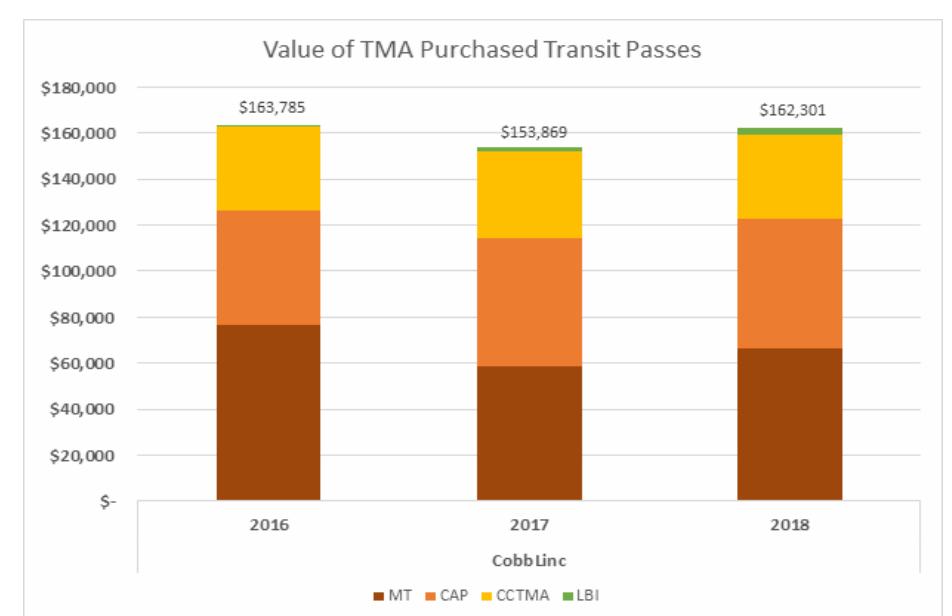
Xpress



Gwinnett

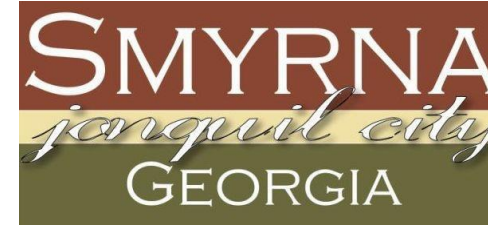


Cobb Linc



Successful City & County Partnerships

- Regional TDM coordination
- Drafted a Local Government TDM Guide
- Construction Mitigation project development and coordination
- Project research and analysis
 - Commuter/Employer surveys
 - Commuter marketing demographic/segmentation
 - Travel time/cost analysis
 - Trip origin and destination identification
 - Program and infrastructure improvement recommendations
- Consumer marketing assistance
- City/County wide Employee Flexwork programs
- School system trip reduction programs



Our Regional Transit Partners

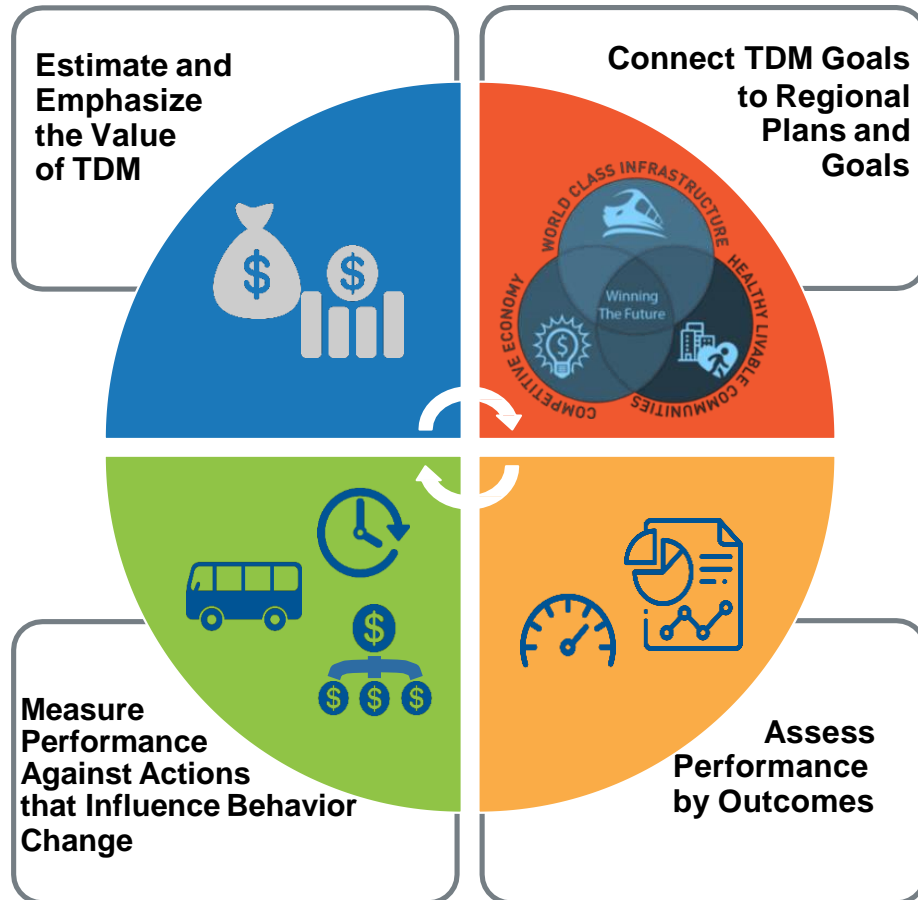


Evaluation



Moving Forward - 2020

2020 Guiding Principles

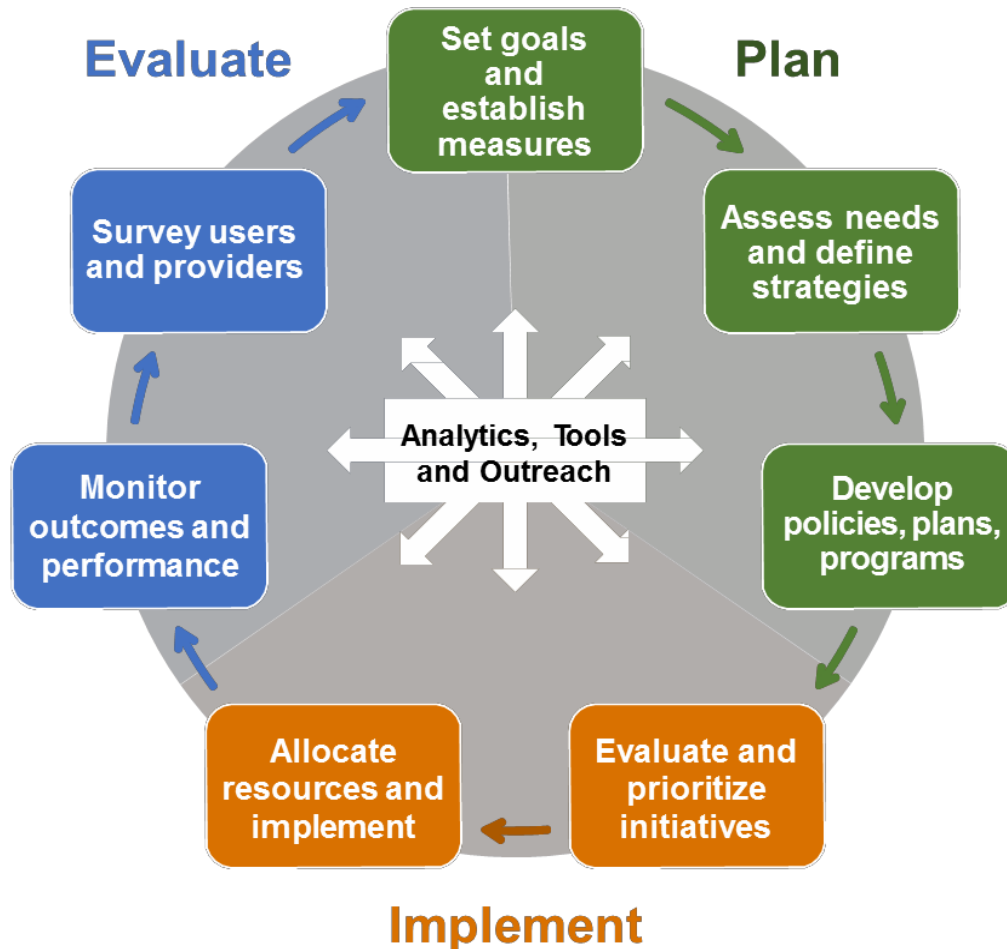


ARC and its partners will follow four guiding principles in 2020 to deliver a new TDM Evaluation Framework.

The evaluation framework is intended to broaden the set of TDM strategies and infuse flexibility into how these strategies are measured and reported to better reflect local conditions. By doing so, the evaluation framework supports a more agile and comprehensive approach to performance evaluation.

Moving Forward - 2020

Planning - Implementation - Evaluation Cycle



Moving forward, the Regional TDM Program evaluation will:

- Move away from input measures as a proxy for behavior change.
- Move towards outcome-focused goals and measures that show behavior change and program benefits
- Report program effectiveness for decision makers, employers and the public

Regional Commuter Survey: Objectives



Conducted every 3 to 5 years through the regional Transportation Demand Management (TDM) program, currently Georgia Commute Options (GCO)

- Understand commute travel patterns of employed (18+) residents of the Atlanta Region
- Understand incentives for and barriers to alternative mode use
- Understand awareness about and usage of commute options programs and services
- Establish performance baselines for the regional TDM program

Regional Commuter Survey: Design

METRO ATLANTA REGIONAL COMMUTER SURVEY

We want to hear from you!!



The Atlanta Regional Commission is conducting a survey of employed residents of Fulton County and other counties in the Metro Atlanta region. Share your opinions and help us improve transportation in your community.

Complete the Survey to be entered in a drawing to WIN 1 OF 50 \$250 Gift Cards.

To take the survey, please visit the survey website and enter one of the two passwords. If there is more than one employed person 18 years or older in the household, that person may use the other password to take the survey. Survey Website: www.RegionalCommuterSurvey.com

Password 1: FTWLHT3 Password 2: FTRVDCT3 Respond By: June 30, 2019

Questions? Please email commutersurvey@atlantaregional.org

La Comisión Regional de Atlanta quiere saber su opinión. Por favor visite nuestra página web, www.RegionalCommuterSurvey.com.

Llene la encuesta y automáticamente será registrado en un sorteo para ganar una tarjeta de regalo por \$250.

ARC ensures nondiscrimination and equal employment opportunity in all programs and activities in accordance with Title VI of the Civil Rights Act of 1964.

For more information or assistance for persons with disabilities or Limited English Proficiency, contact 1-888-978-1767.



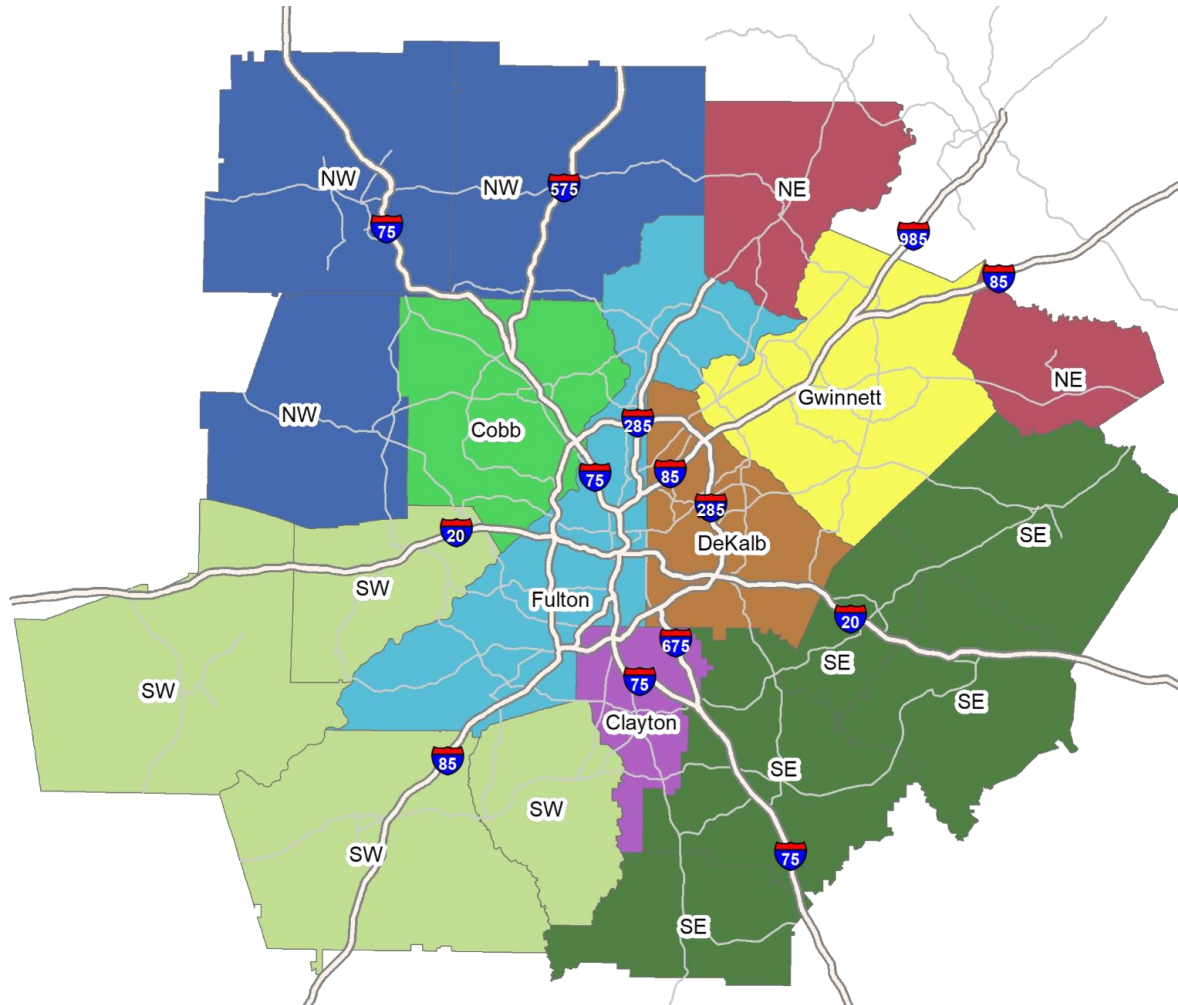
Atlanta Regional Commission

R1 T1

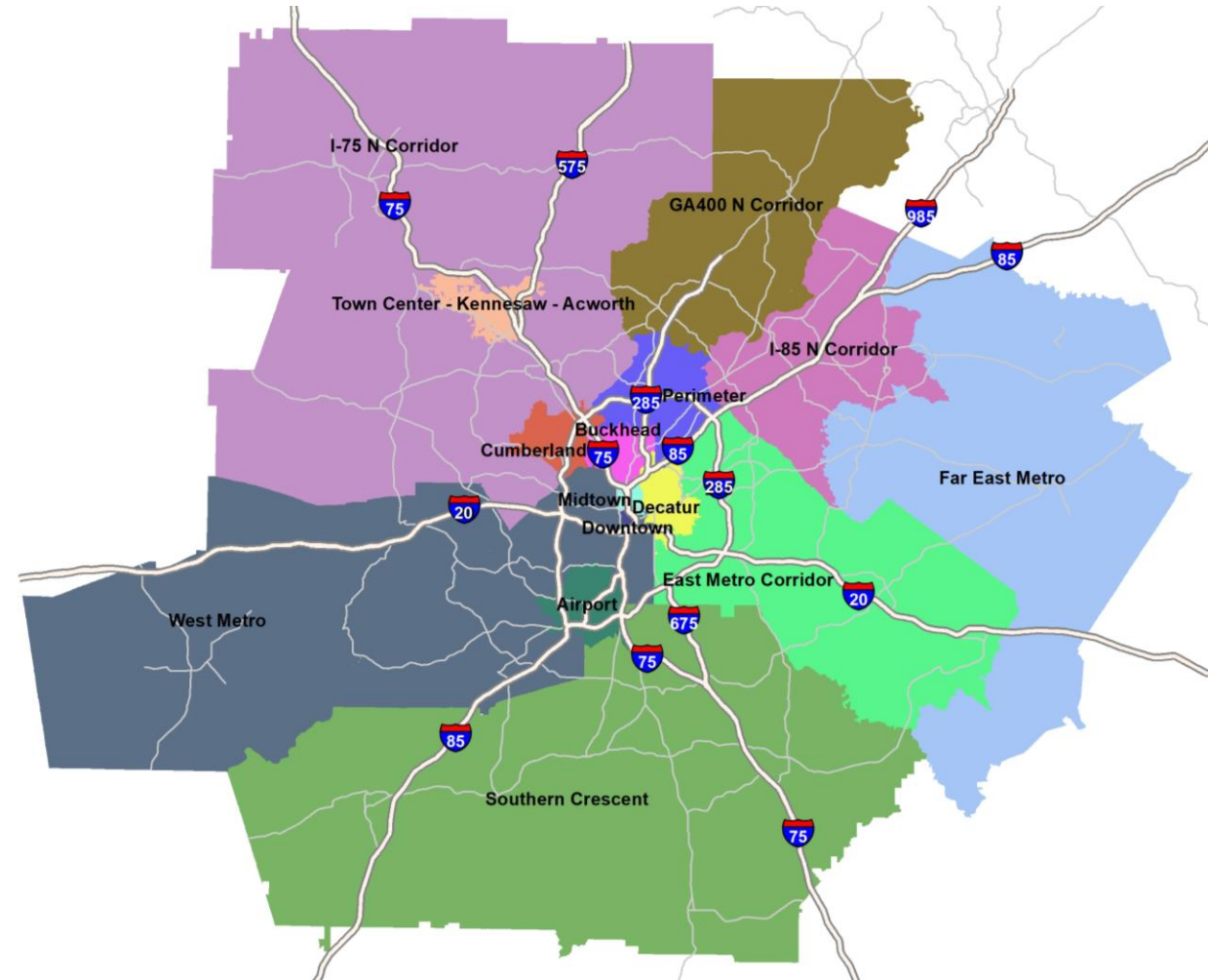
- Address based sample approach within the 19 county region
- Sampling plan takes residence and workplace into account
- Aimed for oversample of workers in TMA territories
- Design consistent with prior Regional Commuter Surveys
- Survey goal was 5000 respondents. We received **5100** surveys back from around the region.

Regional Commuter Survey: Residential and Work Areas

Residential



Work



Regional Commuter Survey: Schedule for Release



- Final 2019 RCS Technical Report (Feb '20)
- Final 2019 RCS Summary Report (Feb '20)
- RCS Data Portal: Develop, Test, and Release (Q1 & Q2 '20)

Marketing and Communications



Phase 1 Campaign Creative



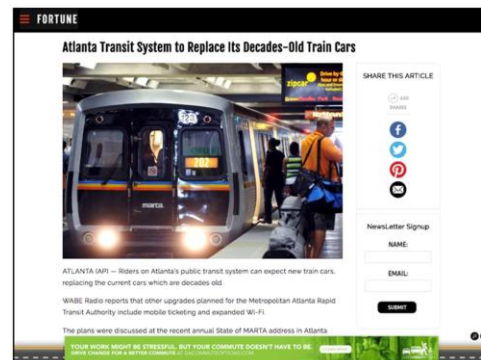
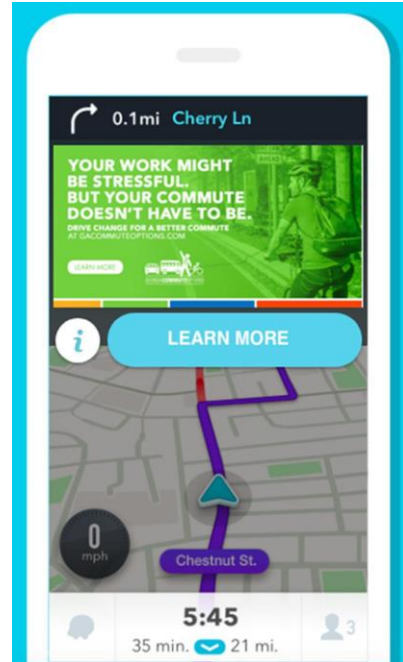
THE REWARDS OF CHANGING YOUR COMMUTE ARE GREATER THAN YOU THINK.

Drive change in your commute to maximize time, reduce stress and earn incentives.



EVERYONE FEELS SHORT ON TIME, BUT FREEING UP EXTRA TIME IN YOUR DAY IS AS EASY AS LEAVING YOUR CAR AT HOME.

Employees who ride the bus or train help drive meaningful change by creating time in their schedules to catch up on their to-do lists, benefiting commuters and employers alike.



- The Drive Change campaign launched in late April 2018
- The focus of Phase 1 was to create and expand brand awareness of GCO. We wanted to get consumers thinking about their commute and move them into the first stage of the funnel towards making behavioral change in the way that they get to work.
- We used broad messaging in order to make people aware of GCO and our offerings and to get people to realize that there are alternatives to driving in a SOV each day to work.

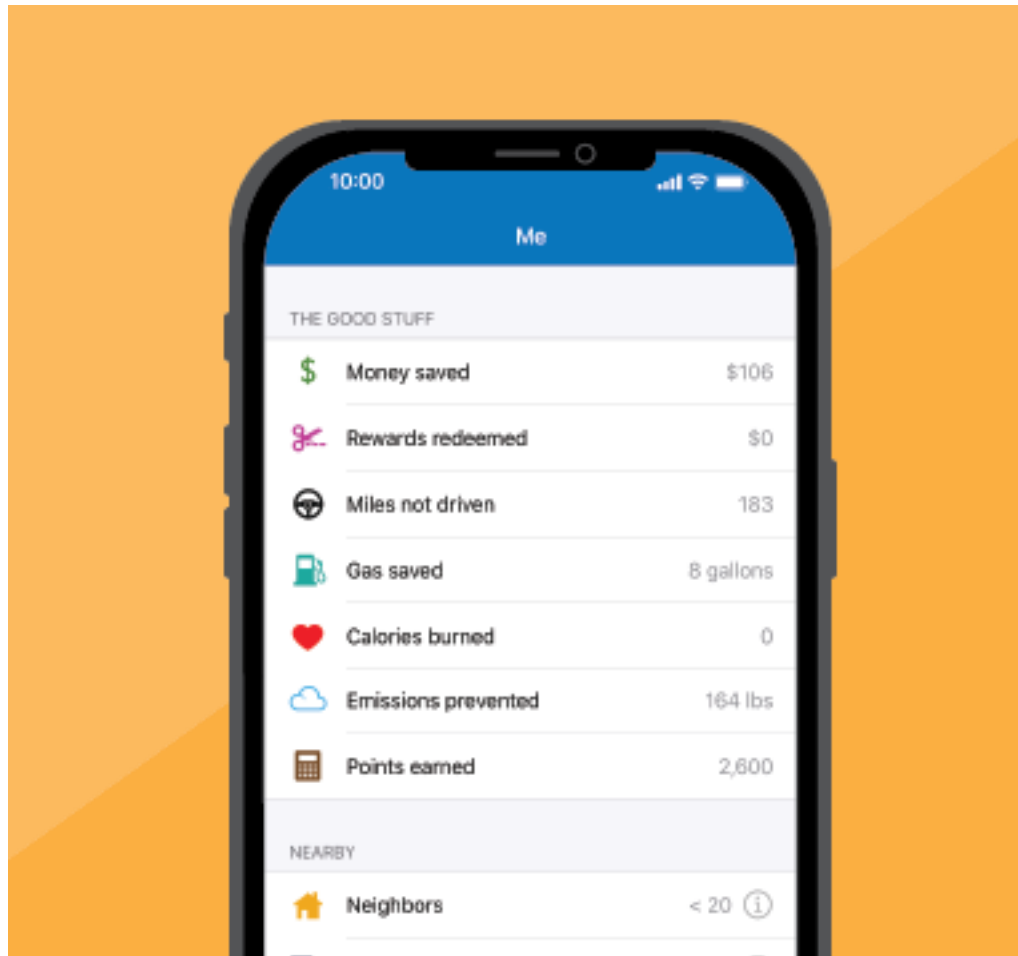
Drive Change Campaign

2019 Campaign Creative Refresh

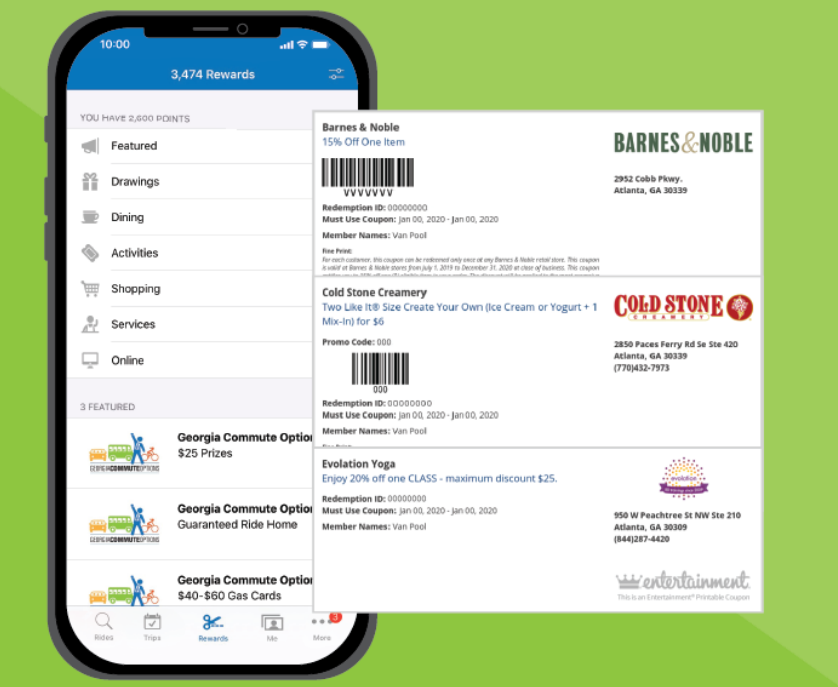
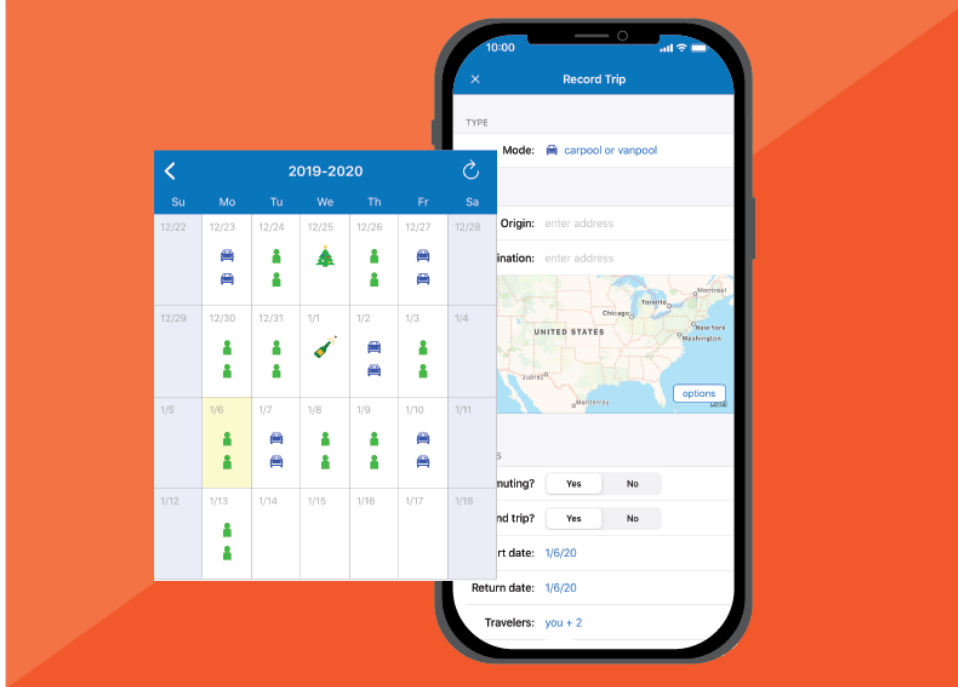
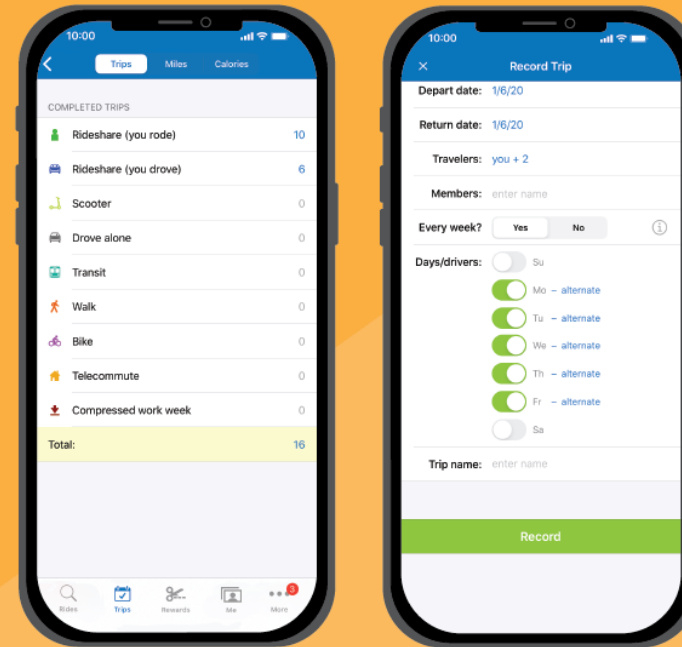
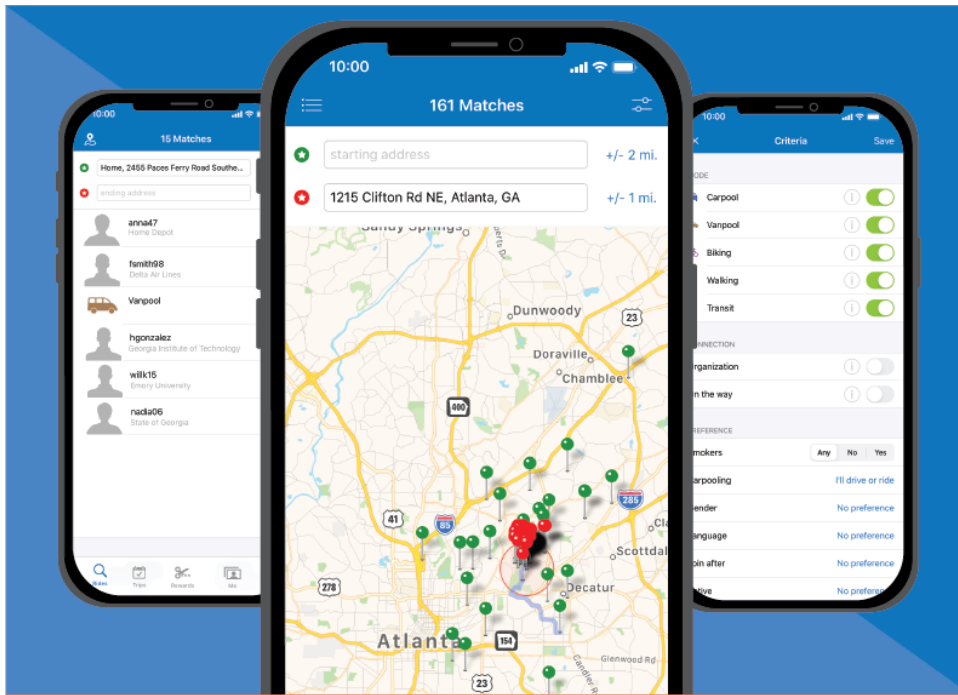
- Refreshed creative in media. Launched new website in April 2019.
- Built upon the momentum of awareness that the Drive Change campaign has generated since its launch in 2018, with a focus on incentives and rewards.
- Refined and refreshed creative design as well as tweaked messaging to move consumers from general awareness further down the funnel into the consideration and action (***behavior change***).



New Ride Matching and Trip Planning Technology



- Selected a new service provider (Agile Mile)
- Integration with others – bike shares, scooters, Lyft/Uber, Waze Carpool, etc.
- User friendly
- Fully capable app
- Enhanced incentives
- Incorporated Guaranteed Ride Home (GRH) solutions
- Relevant and streamlined reporting capabilities





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