

The Mobility Services Core Team

Delivering TDM to the
Atlanta Region



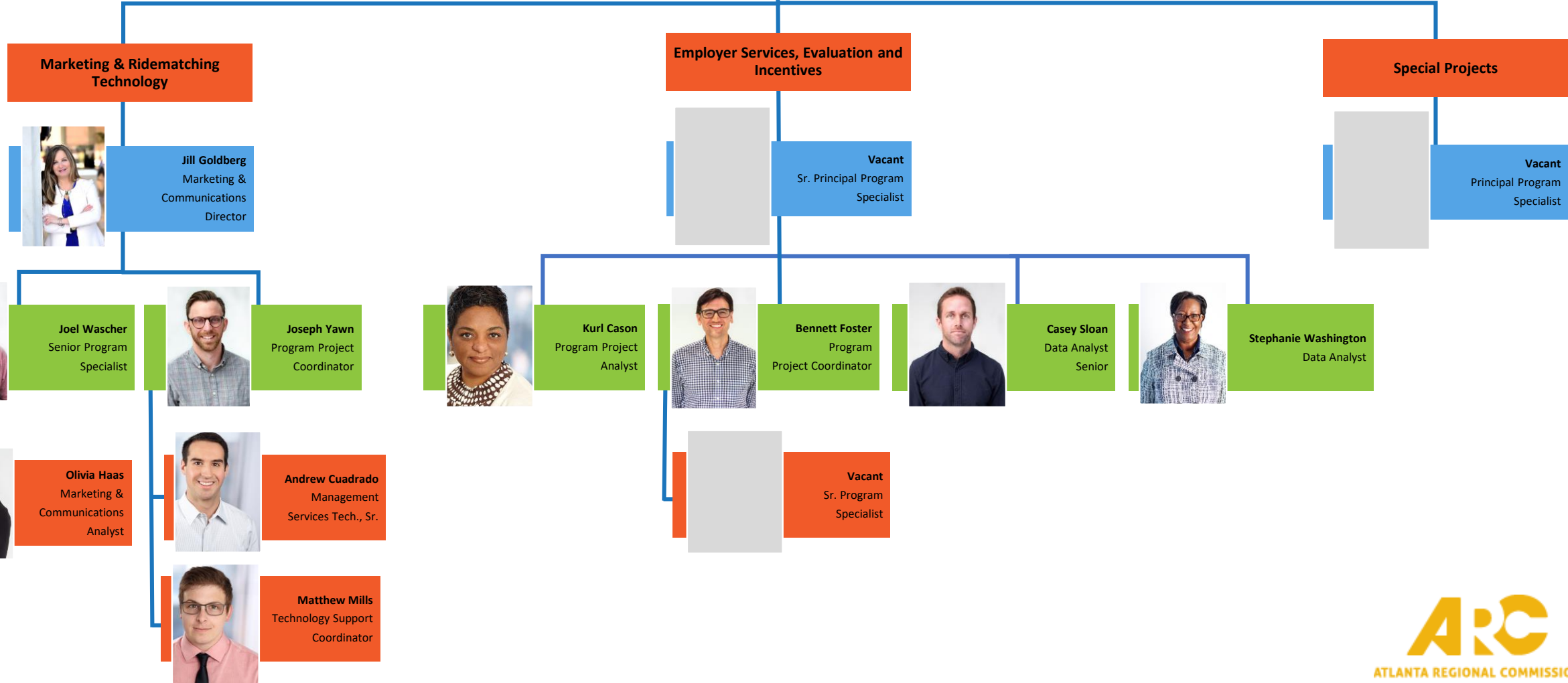
ATLANTA REGIONAL COMMISSION
regional impact + local relevance



















Rosalind Tucker
Managing Director
Mobility Services
Group



Rebecca Apter
Administration



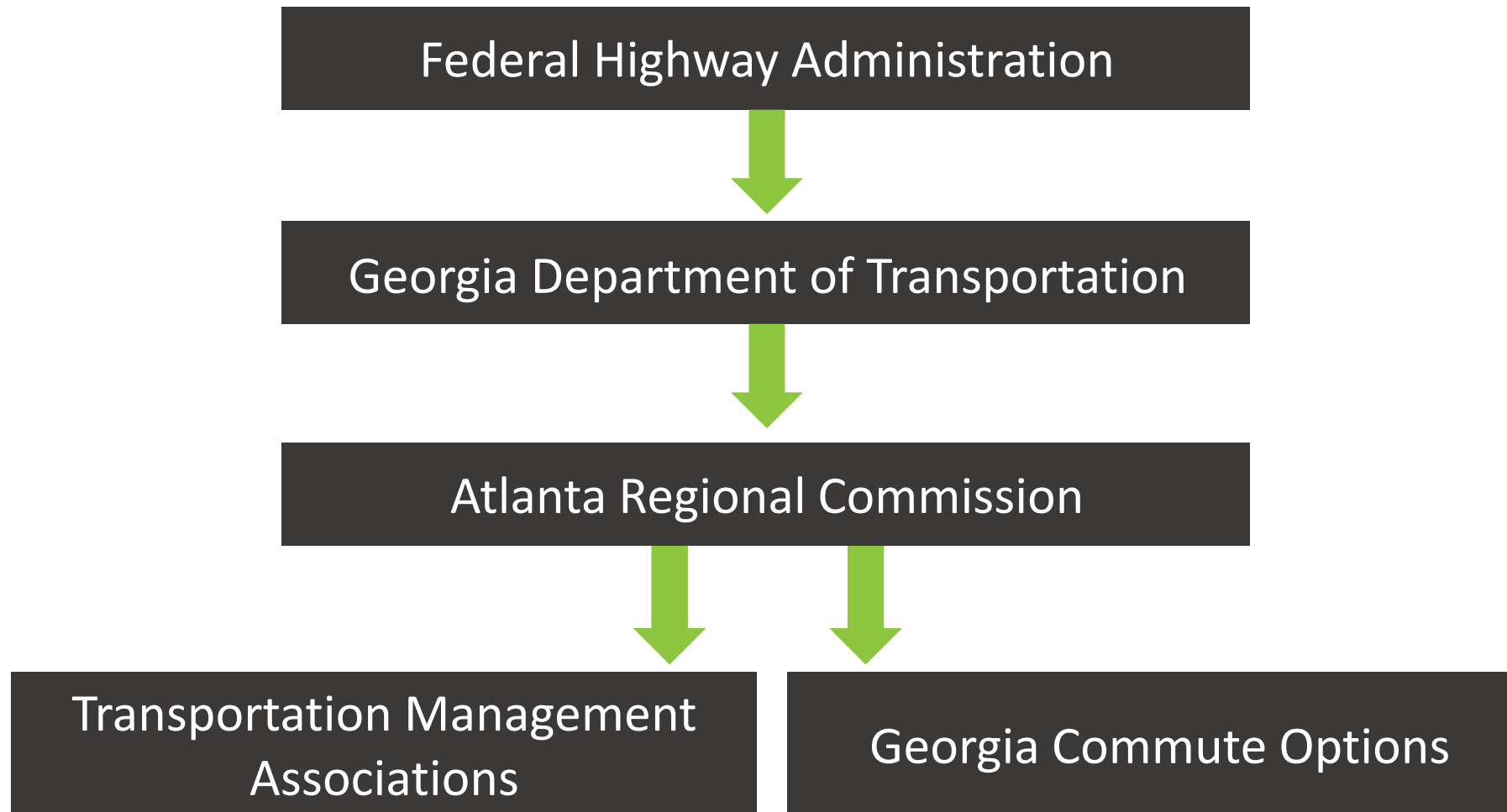
Consultant Teams

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

ARC Regional TDM Program



TDM Program Funding Flow

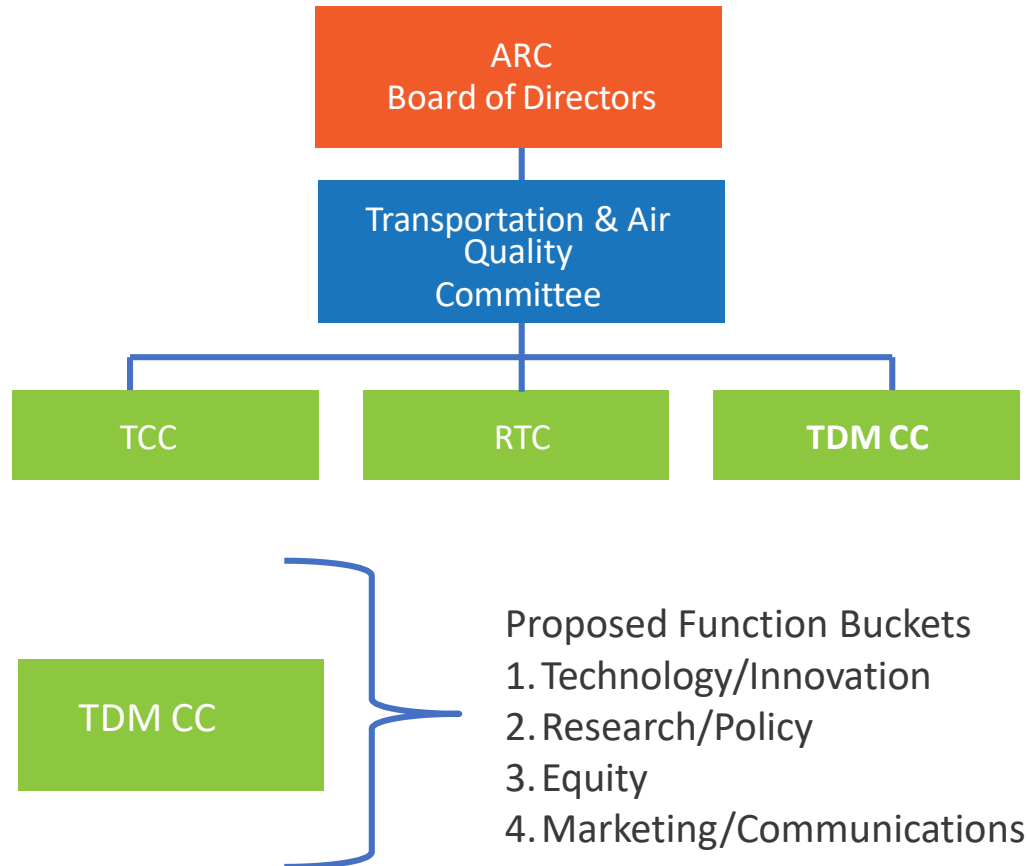


The Atlanta Region's Plan

“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

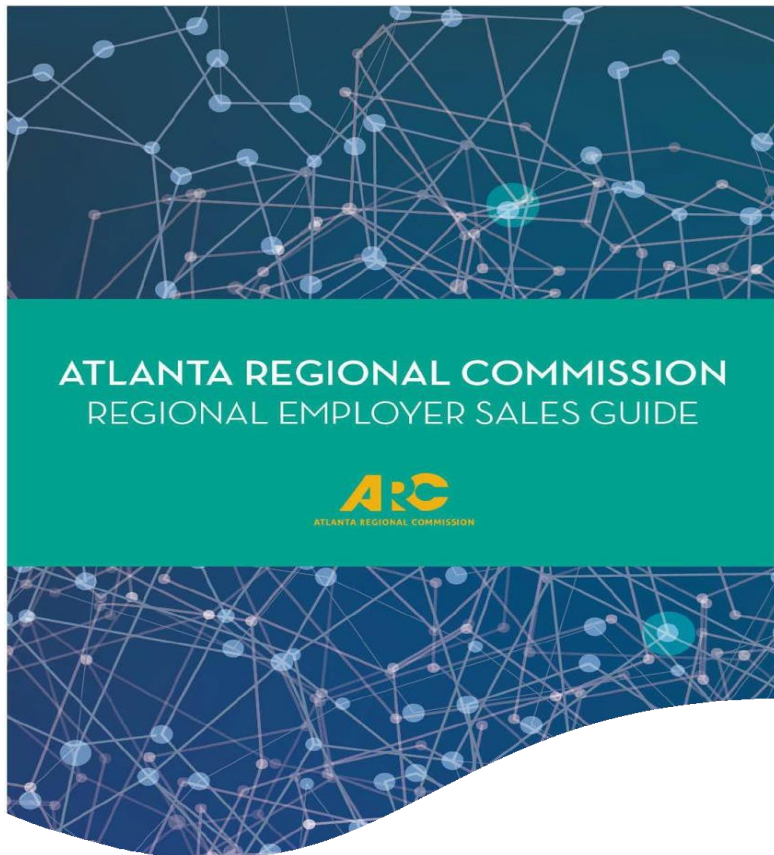


Transportation Demand Management
(Regional TDM Coordination, TMA-TDM Funding, TDM CC)

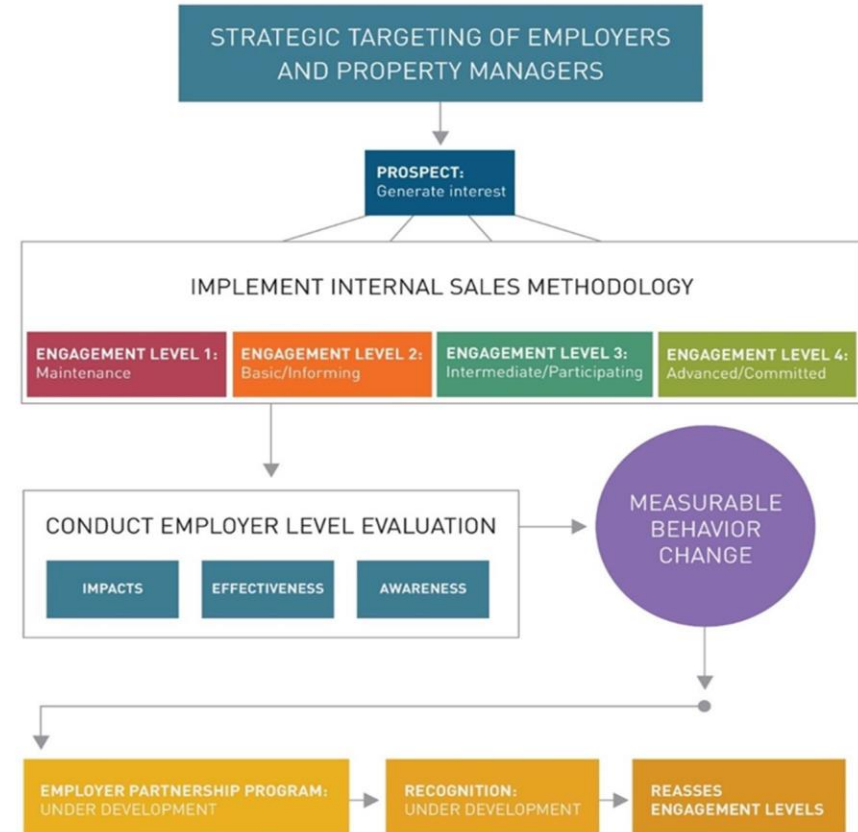
Georgia Commute Options (GCO)
(Employer Engagement, Marketing, Incentives, Evaluation)

Georgia Commute Schools
(District/School Partnerships, Modal Promos)

Regional Employer Outreach Guide



Strategic Outreach Approach



Direct Outreach to Employers



721

Employer Partners that make up over

300,000

employees/commuters across the
19-county area

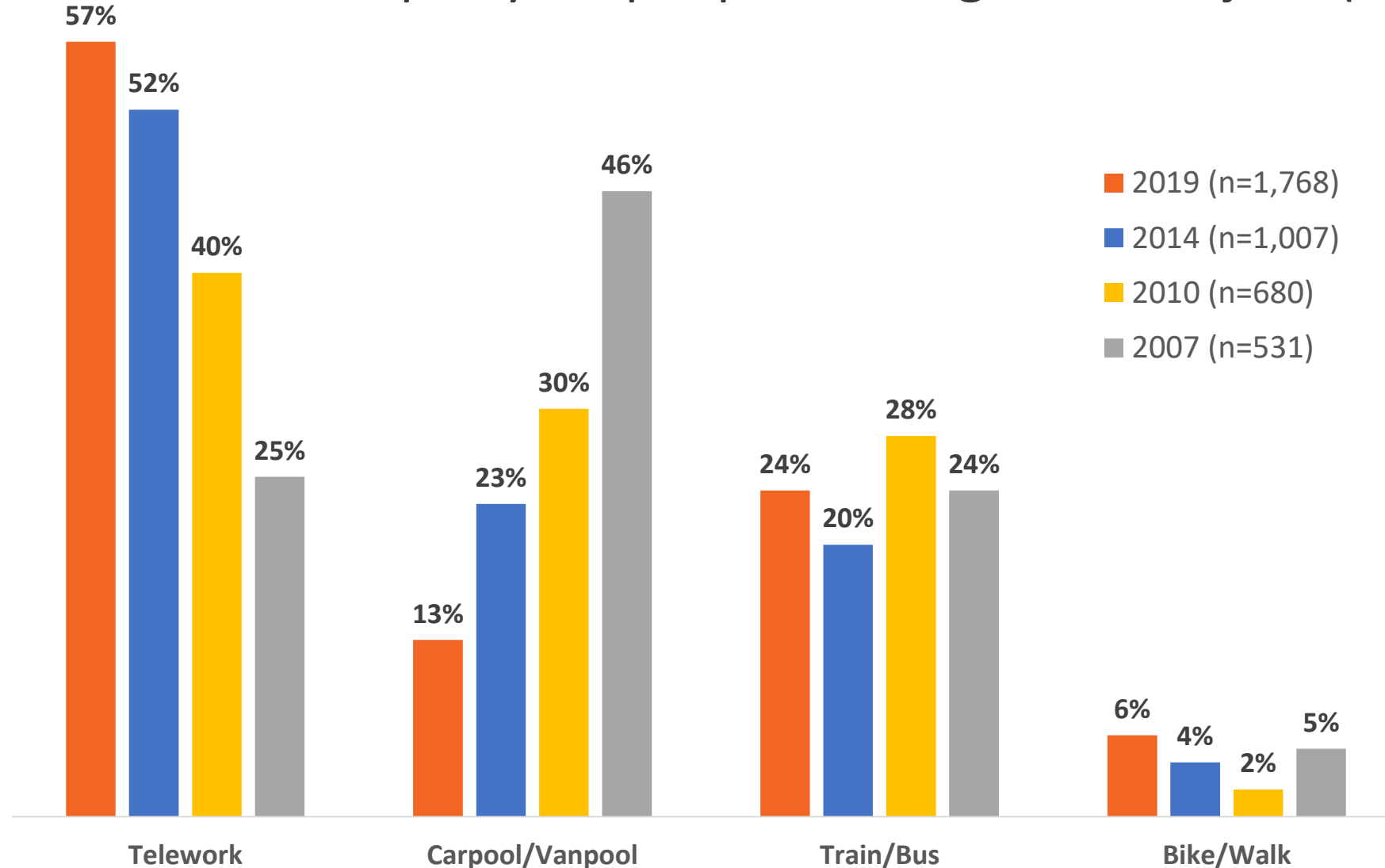
What We Offer Employers:

- Worksite Assessments/Surveys
- Mapping: to demonstrate how their workforce travels to/from work.
- Travel Time/Traffic Time to cost of commuting (employee productivity and retention).
- Travel Analysis for worksite relocation
- Carpool/Vanpool setup
- Ridematching/Trip Planning/Incentives
- Relocation Strategy
- Travel Training
- Access to discounted transit passes
- Telework Program Setup and Implementation



Primary Alternative Modes

Atlanta named top city for people seeking telework jobs (Forbes)



Georgia Commute Schools

Programs

Be IDLE-FREE Campaign

Encourages parents and school bus drivers to turn off their engines when dropping off or waiting to pick up students. Branded anti-idling signage and a “how-to” materials and educational toolkit are included.

Love My Bus!

Designed to get more students on the bus and out of cars that contribute to traffic in and around school zones.

CarPOOL to School

Provides schools with the tools to organize and promote carpooling as an option to reduce traffic, increase carpool efficiency, and reduce pollution.

High School Transportation Taskforce

Students in grades 9-12 become student transportation ambassadors, organizing and planning events and other initiatives/projects that encourage their peers to walk, bike, take transit, ride the school bus, carpool, and reduce idling vehicles.

Promotions

Promotions Total:	20
Schools:	17
School Districts:	12
Counties	10



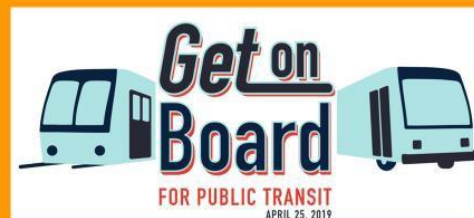
Partnerships

Schools	26
School Districts:	13
School Clusters:	1
Community Partners:	7



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

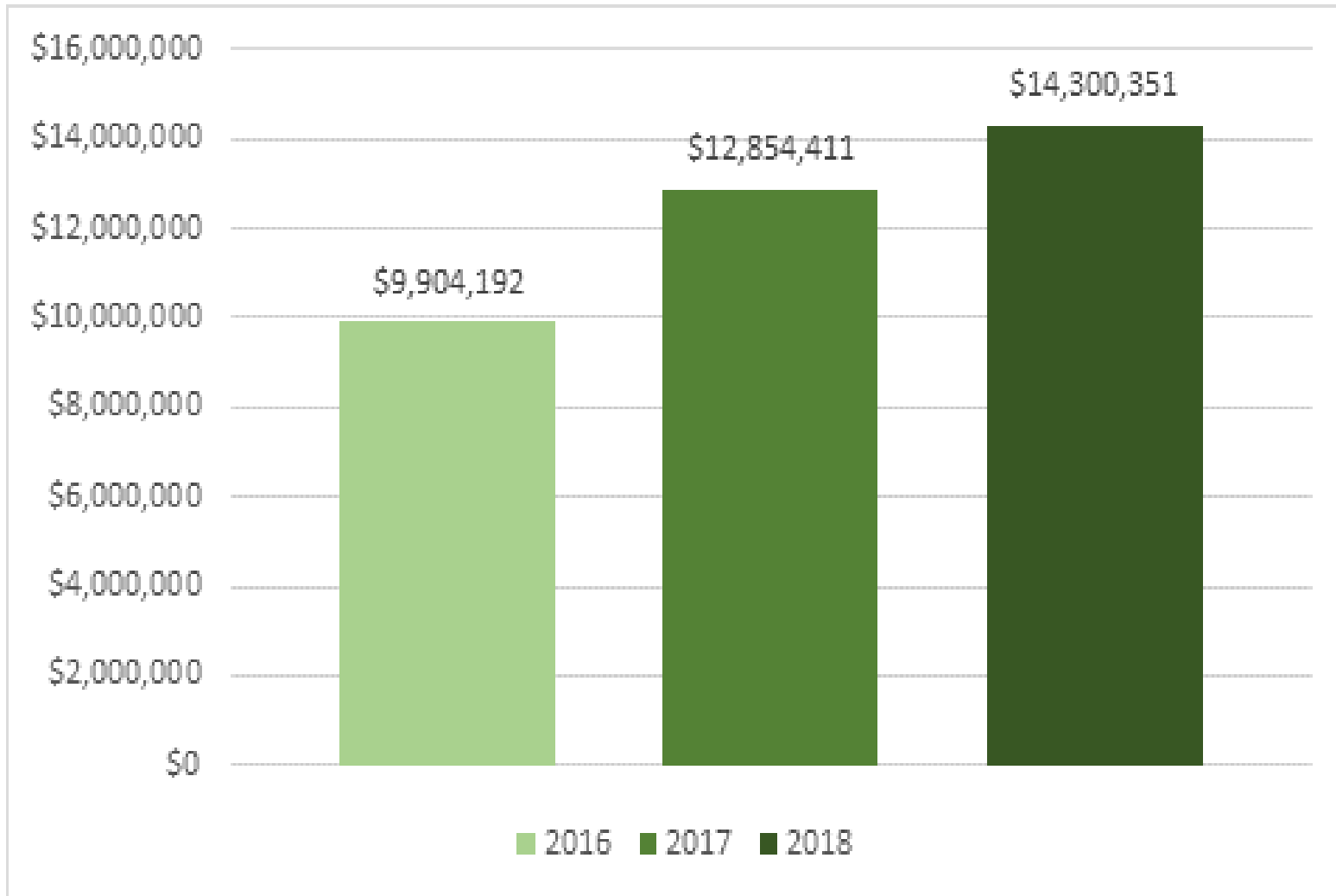
TMA Pass Sales to
Employers



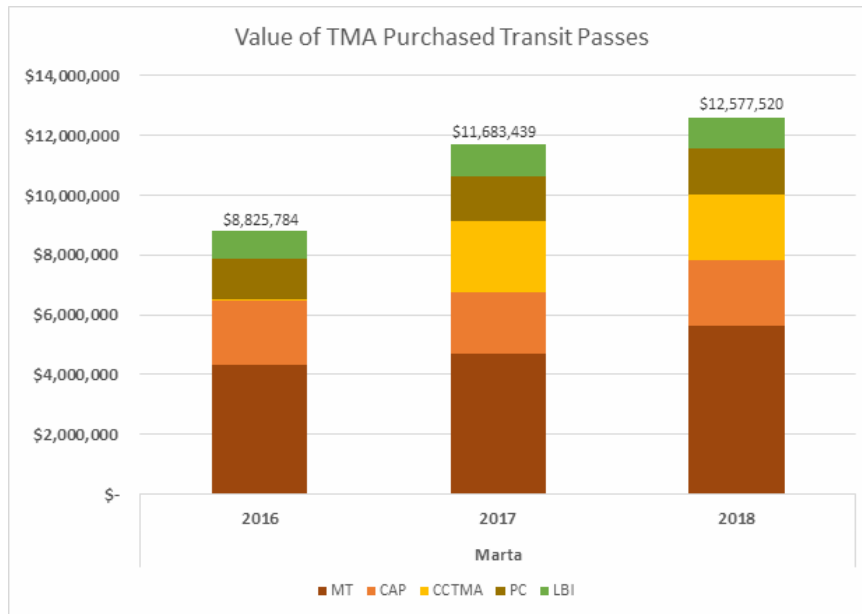
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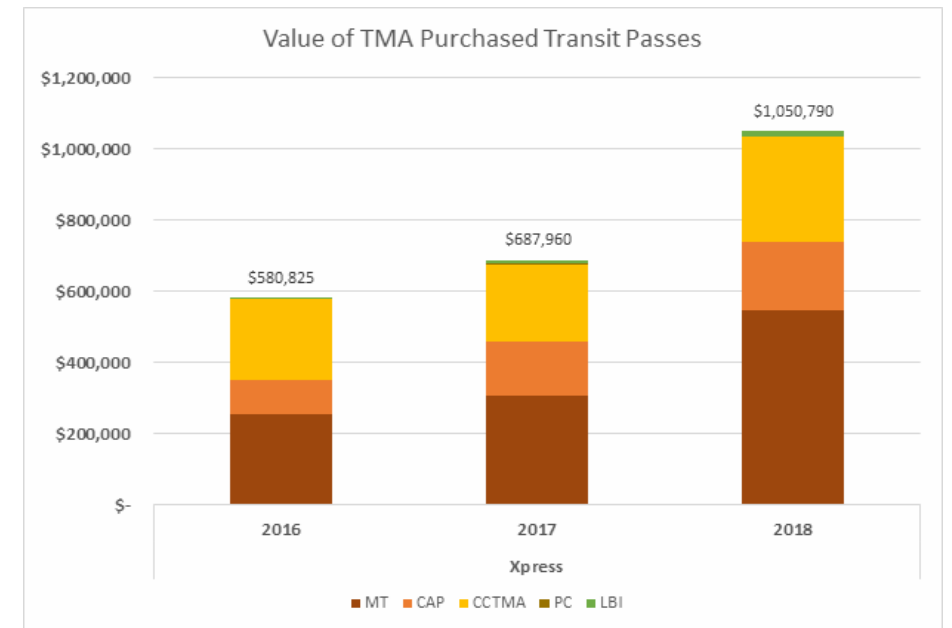
Employer Pass Purchases – Combined Annual Totals



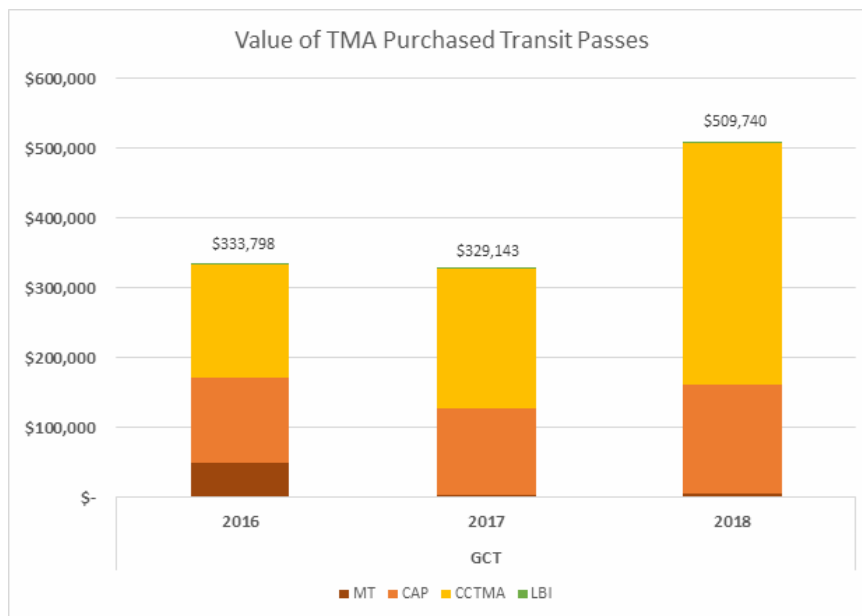
Marta



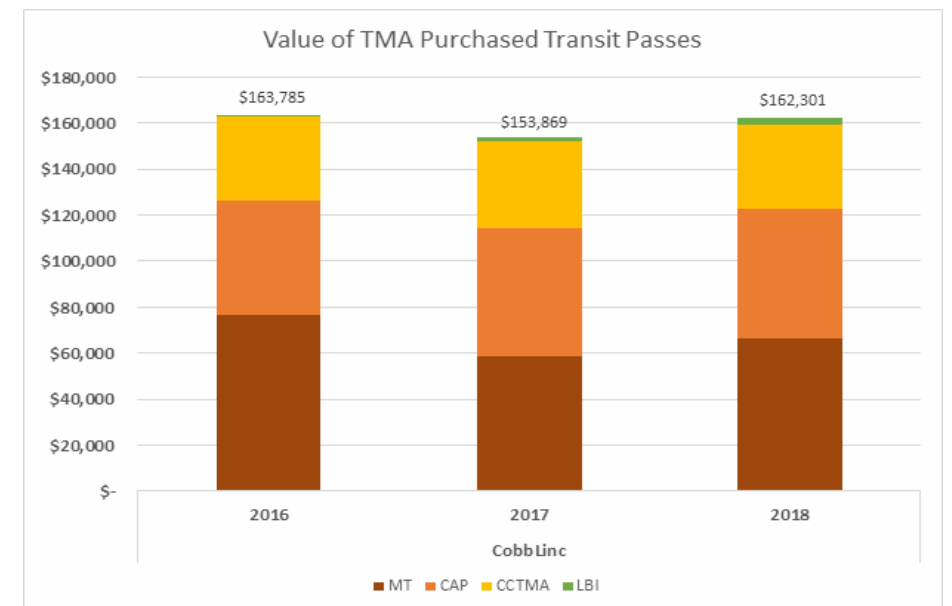
Xpress



Gwinnett

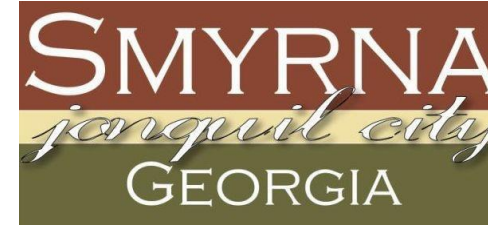


Cobb Linc



Successful City & County Partnerships

- 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



Marketing and Communications



Campaign Creative



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

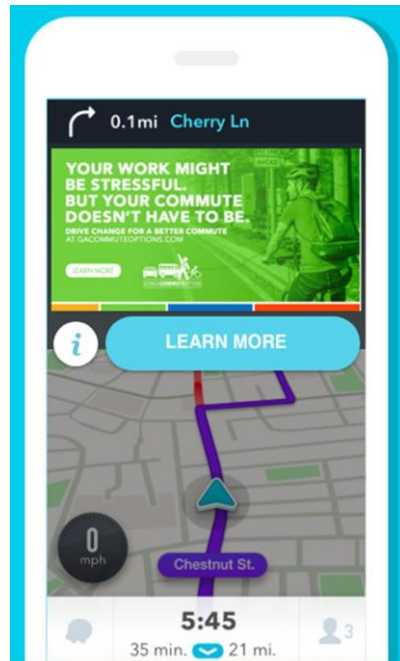
Drive change in your commute to maximize time, reduce stress and earn incentives.



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

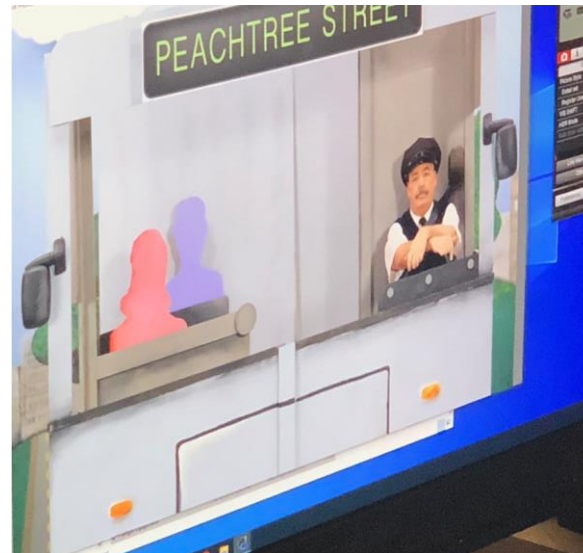
Employees who ride the bus or train help drive meaningful change by creating time in their schedules to catch up on their to-do lists, benefiting commuters and employers alike.

- The Drive Change campaign launched in late April 2018
- Phase 1 of the campaign (primarily in 2018) was focused on awareness.
- Phase 2 of the campaign shifted toward consideration and included more direct calls to action.



2020 Campaign Creative Refresh

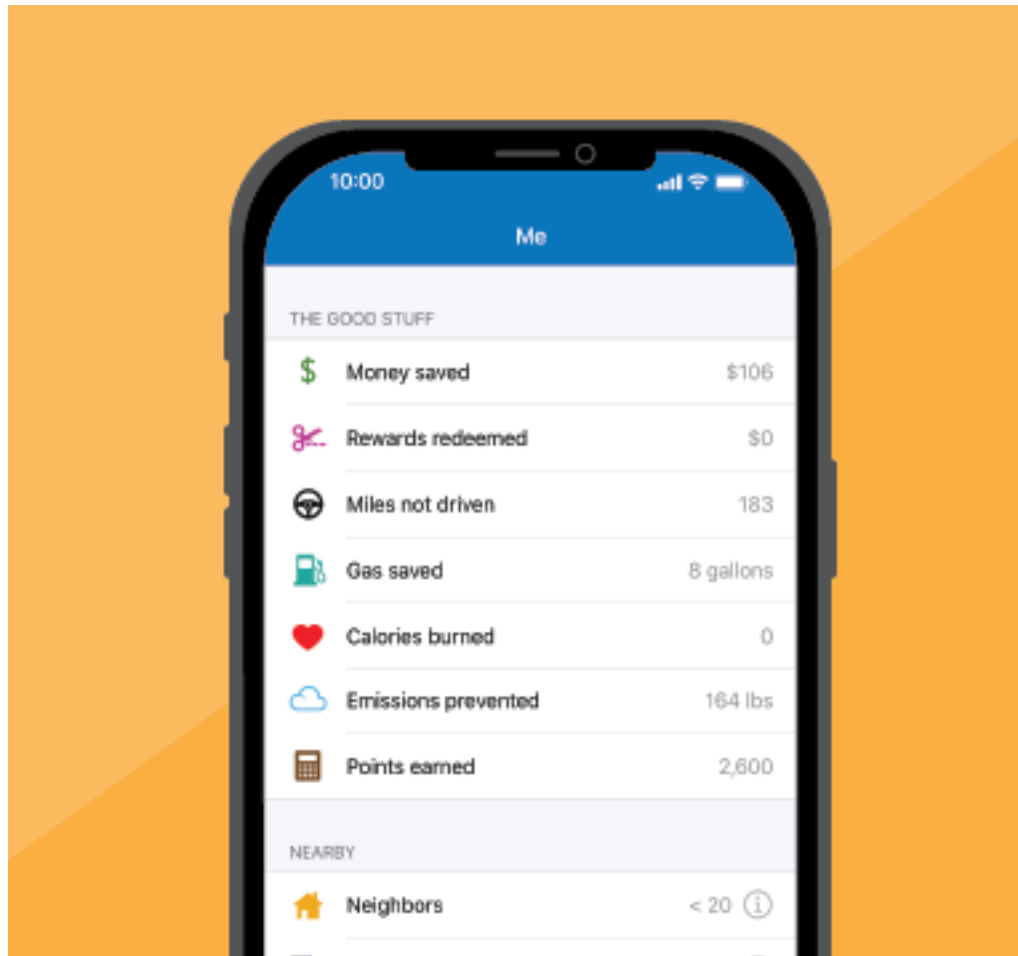
- Still based on the Drive Change messaging, the 2020 campaign refresh will utilize new creative concepts for broadcast, billboards, digital and terrestrial radio.
- The concepts are designed to be funny, eye-catching and memorable while still delivering the key campaign messaging that people can drive meaningful change by choosing a commute alternative to driving alone.



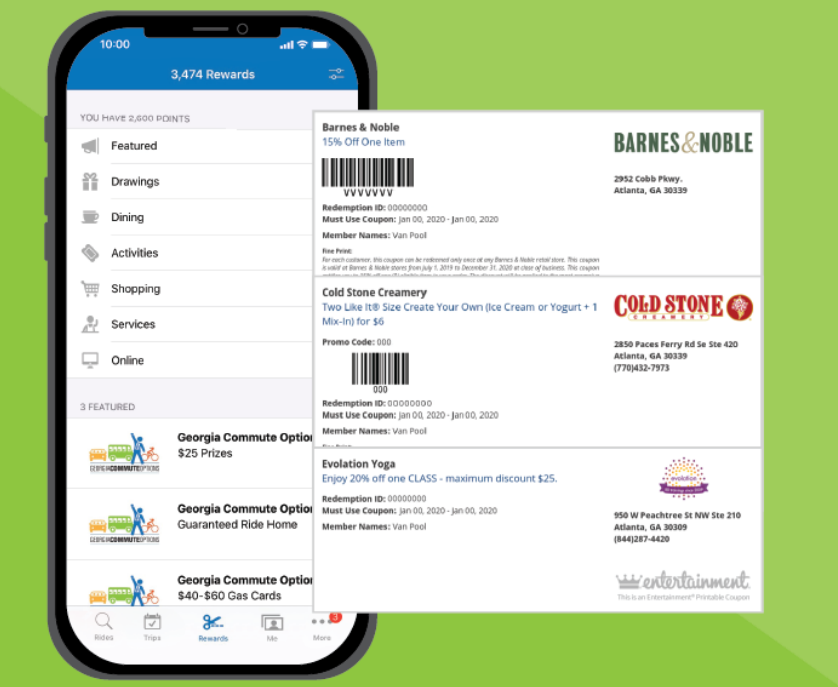
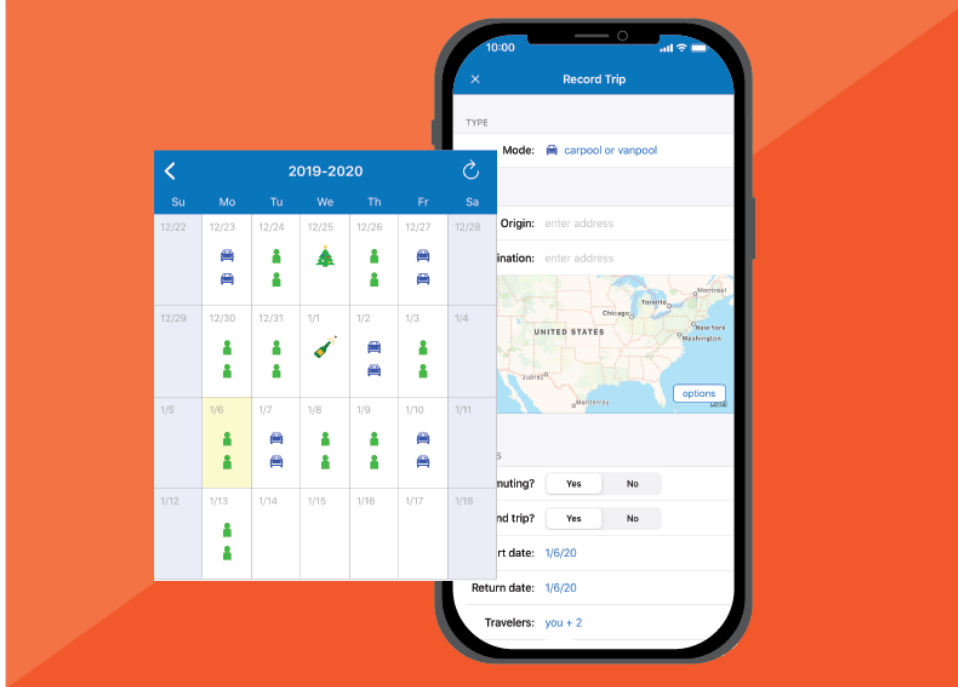
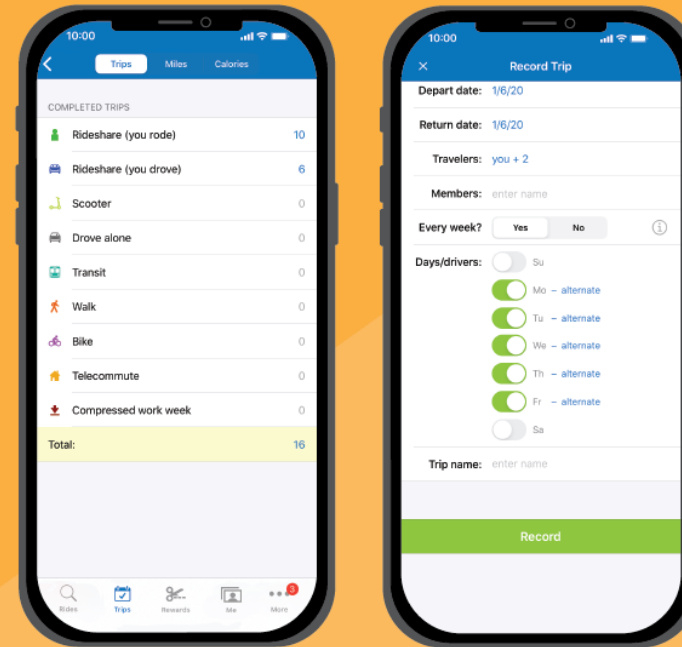
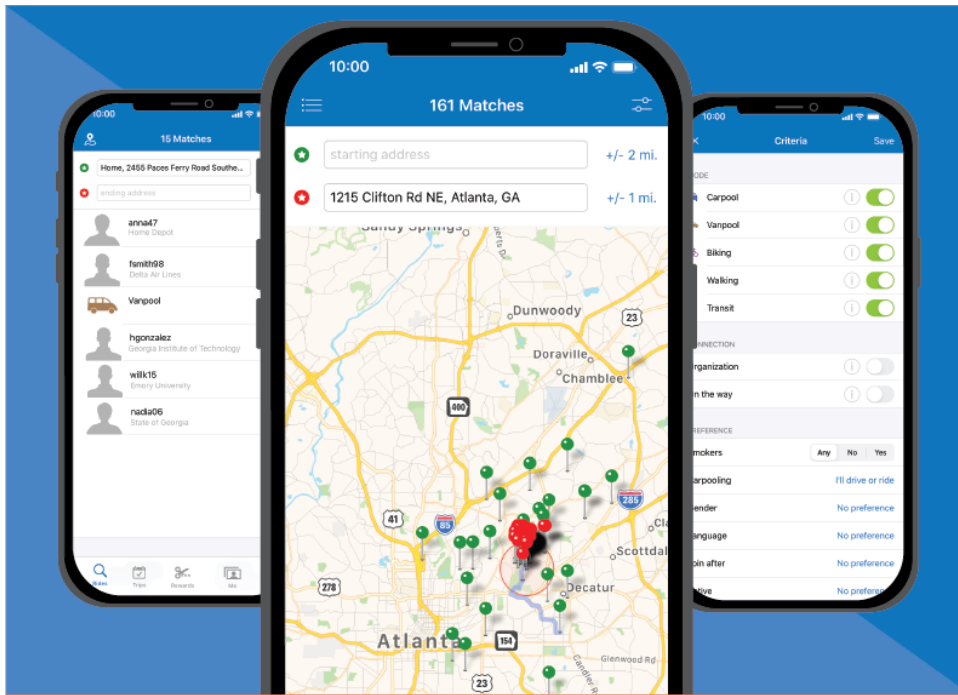
Technology



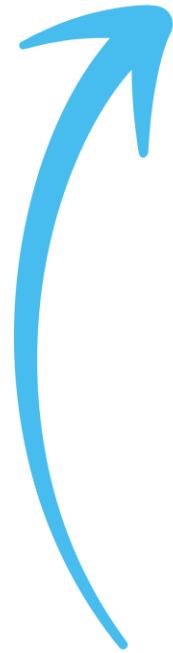
New Ride Matching and Trip Planning Technology



- 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



MyGaCommuteOptions.com



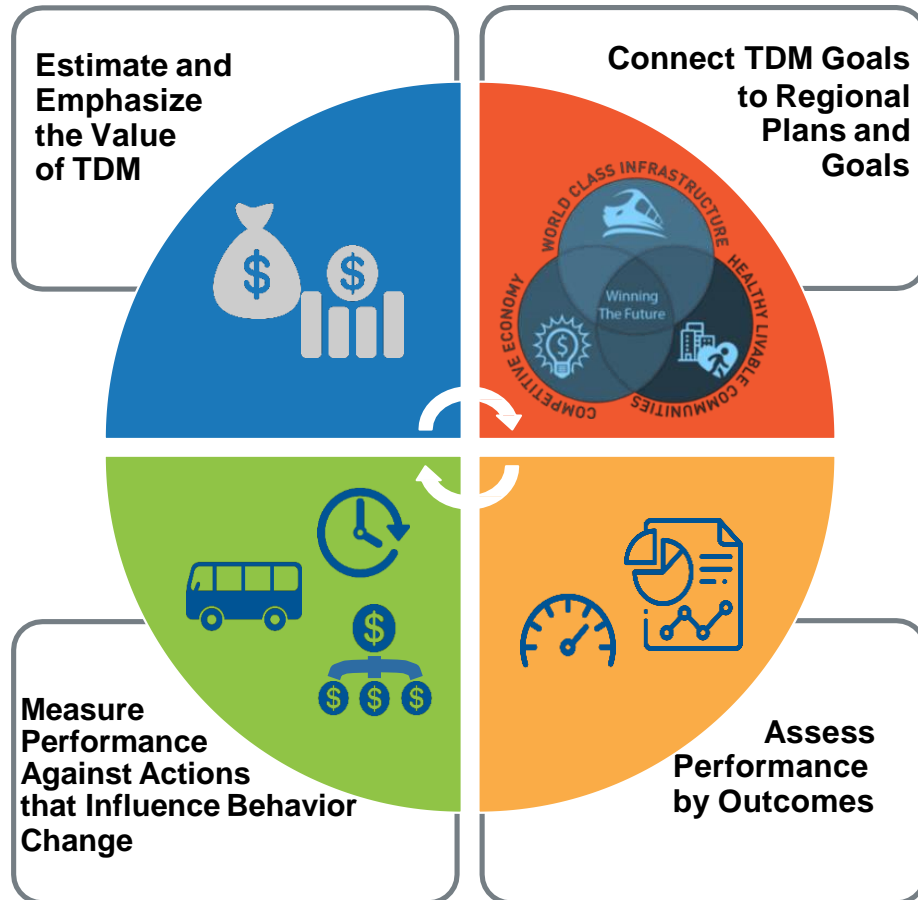
Scan me

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.

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.

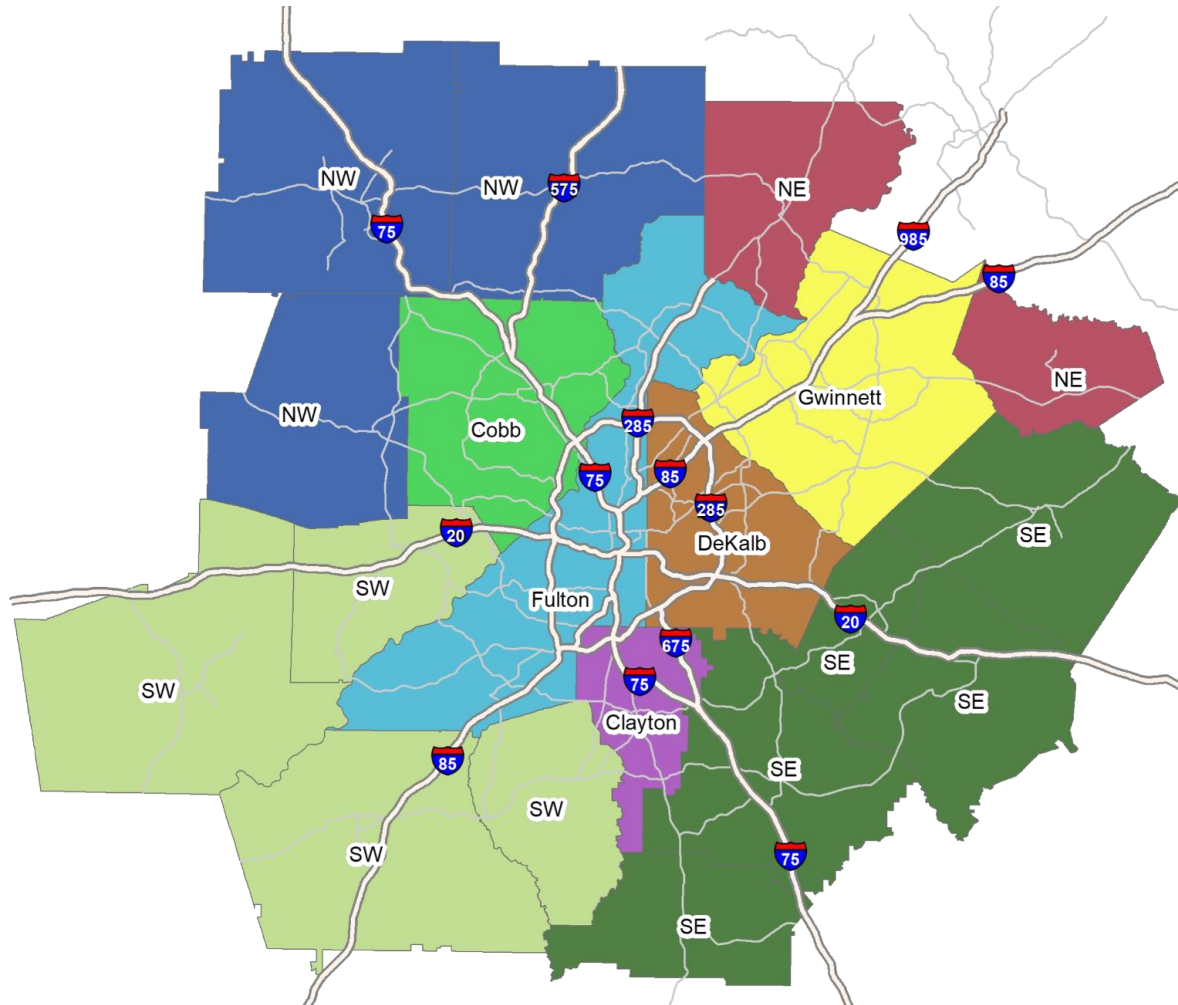
For more information or assistance for persons with disabilities or Limited English Proficiency, contact 1-888-978-1767.

R1 T1

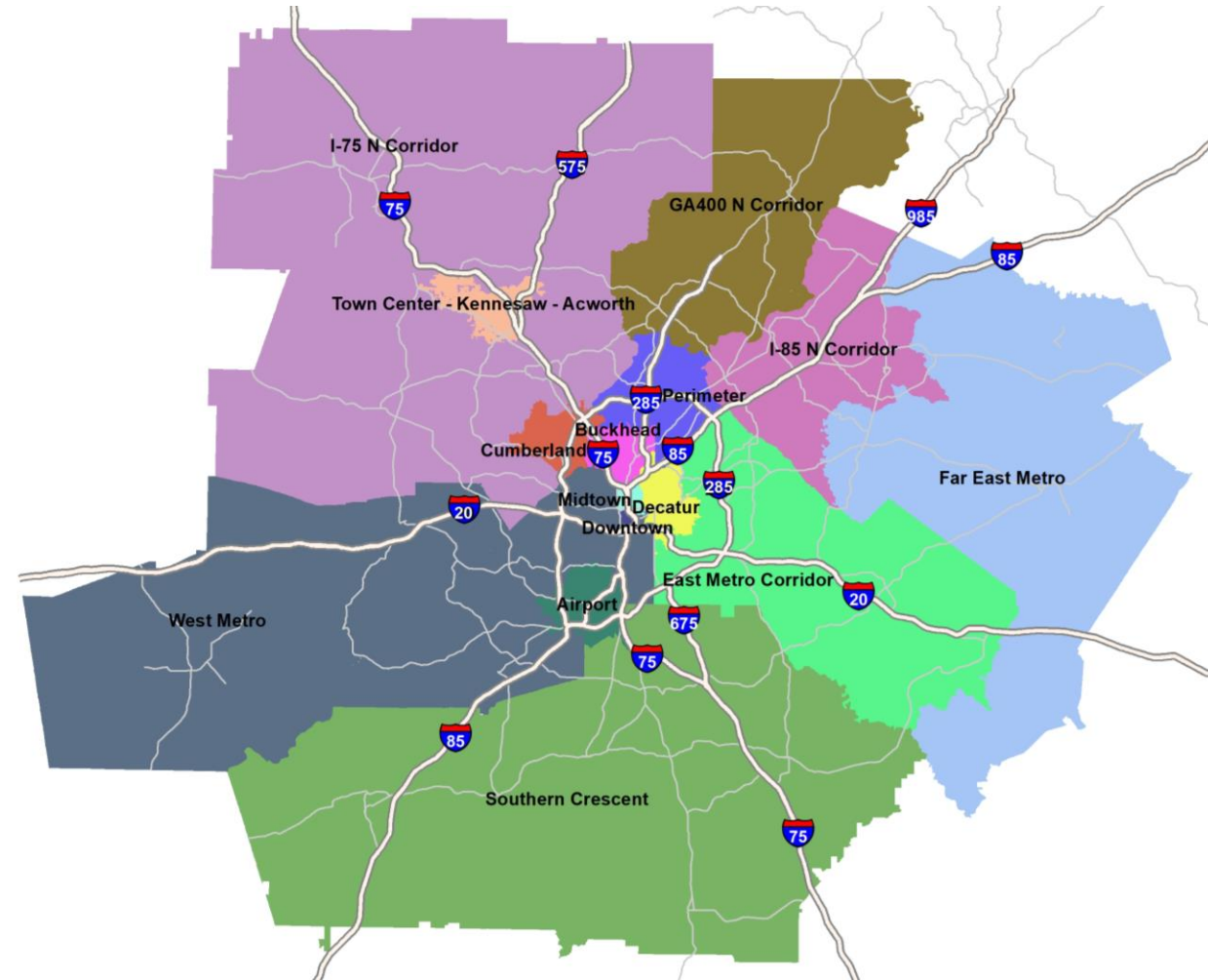
- Address based sample approach within the 19 county region
- Sampling plan takes residence and workplace into account
- Aimed for oversample of workers in TMA territories
- Design consistent with prior Regional Commuter Surveys
- Survey goal was 5000 respondents. We received **5100** surveys back from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

Major Projects for 2020

1st Quarter: Issuing RFP for 3 Year Contract for
Georgia Commute Options
(Outreach/Marketing/Evaluation)

2nd Quarter: Issuing RFP for Customer
Relationship Management System (CRM)

3rd Quarter: Association for Commuter
Transportation (ACT) International TDM Forum
being hosted in Atlanta

4th Quarter: Update to Regional TDM Plan

