



Transportation Demand Management Coordinating Committee

Tuesday, October 20, 2020

8:30 a.m. - 10:00 a.m.

Online Meeting

Members Present

Thomas Cerny, AECOM
Katrina DeBerry, Community Foundation for Greater Atlanta
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
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
Kirk Talbott, MARTA
Ricardo Vera, NCR Corporation
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
Andrew Edwards, FHWA GA Division
Gerald McDowell, Aerotropolis CID
Kaycee Mertz, GDOT
Patricia Mokhtarian, GA Tech
Kirsten Mote, Modern Mobility Partners
Denise W. Starling, Livable Buckhead
Christopher Tomlinson, ATL
Jerry Travers, Bank of America
Jidong J. Yang, UGA

1. Welcome and Public Comment Period

Roz Tucker, ARC, asked if there were any changes to the September 15, 2020 Special Called Meeting minutes. Upon hearing no comments, the summary was accepted as presented. There were no public comments.

2. Update on Summer Air Quality Conditions

Abby Marinelli, ARC, presented to the committee on the status of the Atlanta region's ground-level ozone. She discussed the EPA requirements for the Atlanta region regarding the monitoring of ground-level ozone. Marinelli presented the results of ground-level ozone recordings to date, observing the correlations between COVID-19 and the regional decrease in workday commutes, largely as a result of increases in telework, and the improvement of the Atlanta region's ground-level ozone levels. Marinelli indicated that

the data from this year points to evidence that our regional travel behavior directly impacts our environment.

3. Update on Equity Tool

Casey Sloan, ARC, presented an overview draft of the regional Equity in Work Mobility report, which was completed in tandem with Seolha Lee, Georgia Tech. The report compiles and analyzes information that seeks to overlap employment, environmental justice communities, and transit access. Sloan informed the committee that the report will be recreated for each TMA to provide a more focused look at the overlaps by area. Sloan noted that the data from these reports will be translated into an online tool that can be used for additional analysis and to inform local leaders of regional needs when considering equity in mobility.

4. Commuter Logging Update

Joseph Yawn, ARC, presented to the committee an overview of logging information and trends from users of the MyGACommuterOptions platform. He highlighted the shift to telework over the 2020 year and noted the decline in the share of transit logs.

5. Regional TDM Work During COVID-19 Update

Sabrina Mallett, ARC, introduced surveys conducted during COVID-19, which are aimed at observing changes in regional commute patterns. Bennett Foster, ARC, presented data collected from the surveys, observing the trends towards telework within the region both during COVID-19, as well as the projected interest in continuing telework post-COVID-19. Foster explained that the surveys informed GCO's webinar series, noting that there have been 13 webinars to date. Additional webinars are scheduled for January 2021 and will cover generational differences in telework habits. Foster also noted the current status of Biketober participation this year. Sabrina Mallett concluded the presentation by discussing the pursuit of additional employer and school partnerships throughout the region.

Jill Goldberg, ARC, presented marketing efforts during COVID-19. She talked about initial social media ads and creative materials geared at encouraging social distancing through telework for those who are able to work from home. Goldberg addressed GCO's addition of four new landing pages to help employers and commuters find information about commuting or teleworking during COVID-19 with ease. She added updates about Biketober progress, noting the City of Atlanta proclamation that declares October 2020 to be Biketober. Finally, Goldberg noted that additional campaigns are in the works to connect the COVID-19 changes in commute practices with the environmental impacts it has in the region.

6. Regional TDM Plan Status and Other Updates

Roz Tucker, ARC, updated the committee on the status of the regional TDM plan. She noted the timeline and reiterated the priority areas of the plan. Tucker reminded the



committee that the next policy committee meetings will take place on November 17, 2020 and the next TDM Coordinating Committee meeting will take place on December 15, 2020.

Adjourned.

Meeting Materials

- 10-20-20 TDM CC Meeting Agenda
- 10-20-20 Air Quality During COVID-19 Presentation
- 10-20-20 Equity in Work Mobility Report
- 10-20-20 Commuter Logging During COVID-19 Presentation
- 10-20-20 GCO Outreach During COVID-19 Presentation
- 10-20-20 GCO Marketing and Communications Activities during COVID-19 Presentation
- 10-20-20 Regional TDM Updates Presentation