



Atlanta Regional Commission

## **Transportation Demand Management Committee**

**Tuesday, December 17, 2019**

**9:30 a.m. - 11:30 a.m.**

**ARC Harry West Room**

### **Members Present**

Thomas Cerny, AECOM  
Daniel Dolder, GDOT  
Jeffrey Elsey (Smith), Kimley-Horn  
Aaron Fowler, GA Tech  
Katie Gable, Livable Buckhead  
Joddie Gray, UrbanTrans  
Scott Haggard, ATL  
Dan Hourigan, Midtown Alliance  
Jennifer Jinadu-Wright, MARTA  
Habte Kassa, GDOT  
Scott Kemp, CDC  
Destiny O'Loughlin, Gwinnett County  
Shayna Pollock, Central Atlanta Progress  
Ricardo Vera, NCR Corporation  
Andrew Walter, City of Atlanta

### **Members Absent**

Bert Brantley, GA Dept Econ Develop  
Dennis Bruce, Tangonet Solutions  
Ronald Lewis Cooksey, Gwinnett County  
Katrina DeBerry, Community Foundation  
for Greater Atlanta  
Andrew Edwards, FHWA GA Division  
Gil Grodzinsky, GA EPD  
Gerald McDowell, Aerotropolis CID  
Kaycee Mertz, GDOT  
Eric Meyer, Cobb County DOT  
Patricia Mokhtarian, GA Tech  
Kirsten Mote, Modern Mobility Partners  
Ronald M. Roberts, Jr., Douglas County  
Kay Sibetta, AARP GA  
Denise W. Starling, Livable Buckhead  
Kirk Talbott, MARTA  
Christopher Tomlinson, ATL  
Jerry Travers, Bank of America  
Sarah Wilgus, JLL – VMware Account  
Karen A. Winger, Gwinnett County  
Jidong J. Yang, UGA

## **1. Welcome – Acceptance of October 22, 2019 TDMCC Meeting Summary, Public Comment Period**

Roz Tucker, ARC, asked if there were any changes to the October 22 meeting summary. Upon hearing no comments, the summary was accepted as presented. There were no public comments.

## **2. Equity in TDM Outreach**

Joddie Gray, UrbanTrans, presented on approaching equity in TDM program design, implementation, and outreach. Focusing on how data and personal stories can be used to contextualize the region's mobility needs, she emphasized that TDM programming must not only demonstrate a commitment to and an understanding of equity, but also intentionally include a process for addressing equity. Some strategies discussed included identifying businesses that employ traditionally underserved communities as well as developing data-driven solutions that connect workers to site-specific transportation needs.

## **3. Administrative Items (Drawing for Terms & Committee Selections)**

Jill Goldberg, ARC, led the drawing for terms, whereby each committee member selected a term limit of either 2 or 3 years at random. Jill Goldberg drew terms for any members who were not in attendance and called them out to the committee. A list of committee member term limits can be found among the meeting materials. Additionally, Jill Goldberg directed the committee members to fill out a sheet indicating which, if any, of the four subcommittees they would have an interest in serving on. The subcommittees are: Technology, Research and Policy, Marketing and Communications, and Equity.

## **4. Atlanta TDM Plan**

Shayna Pollock, CAP, presented on the TDM policies and priorities outlined in the Atlanta Transportation Demand Strategy (2019), a local strategy document developed by Central Atlanta Progress in partnership with Midtown Alliance and Livable Buckhead. The document explores local policies and strategies that can be pursued by the City of Atlanta to promote TDM, including zoning codes, a parking tax, and commuter benefit ordinance.

## **5. TDMCC 2020 and Announcements**

Roz Tucker, ARC, noted that in 2020 several RFPs will be issued, including one for GCO employer services and outreach and another for updated regional TDM plan. Priorities for the 2020 regional TDM plan will be discussed in further detail at the February 18 meeting, at which time the committee will also vote to adopt the charter.

**Adjourned.**

**Meeting Materials:**

- 12-17-2019 TDMCC Meeting Agenda
- Equity in Outreach PowerPoint Presentation
- TDM CC Administrative Items PowerPoint Presentation
- Atlanta TDM Plan PowerPoint Presentation
- Member Term Limits Spreadsheet (below)

Member Name	Term Limit	Term Start Date	Term End Date
Bert Brantley	2 years	January 1, 2020	December 31, 2021
Dennis Bruce	2 years	January 1, 2020	December 31, 2021
Thomas Cerny	2 years	January 1, 2020	December 31, 2021
Ronald Lewis Cooksey	2 years	January 1, 2020	December 31, 2021
Katrina DeBerry	3 years	January 1, 2020	December 31, 2022
Daniel Dolder	3 years	January 1, 2020	December 31, 2022
Andrew Edwards	2 years	January 1, 2020	December 31, 2021
Jeffrey Elsey (Smith)	2 years	January 1, 2020	December 31, 2021
Aaron Fowler	3 years	January 1, 2020	December 31, 2022
Joddie Gray	3 years	January 1, 2020	December 31, 2022
Gil Grodzinsky	3 years	January 1, 2020	December 31, 2022
Scott Haggard	2 years	January 1, 2020	December 31, 2021
Dan Hourigan	3 years	January 1, 2020	December 31, 2022
Jennifer Jinadu-Wright	2 years	January 1, 2020	December 31, 2021
Habte Kassa	2 years	January 1, 2020	December 31, 2021
Scott Kemp	3 years	January 1, 2020	December 31, 2022
Gerald McDowell	3 years	January 1, 2020	December 31, 2022
Kaycee Mertz	2 years	January 1, 2020	December 31, 2021
Eric Meyer	3 years	January 1, 2020	December 31, 2022
Patricia Mokhtarian	2 years	January 1, 2020	December 31, 2021
Kirsten Mote	3 years	January 1, 2020	December 31, 2022
Shayna Pollock	2 years	January 1, 2020	December 31, 2021
Ronald M. Roberts, Jr.	3 years	January 1, 2020	December 31, 2022
Kay Sibetta	3 years	January 1, 2020	December 31, 2022
Denise W. Starling	3 years	January 1, 2020	December 31, 2022
Kirk Talbott	3 years	January 1, 2020	December 31, 2022
Christopher Tomlinson	3 years	January 1, 2020	December 31, 2022
Jerry Travers	2 years	January 1, 2020	December 31, 2021
Ricardo Vera	3 years	January 1, 2020	December 31, 2022
Andrew Walter	2 years	January 1, 2020	December 31, 2021
Sarah Wilgus	2 years	January 1, 2020	December 31, 2021
Karen A Winger	2 years	January 1, 2020	December 31, 2021
Jidong J. Yang	2 years	January 1, 2020	December 31, 2021