

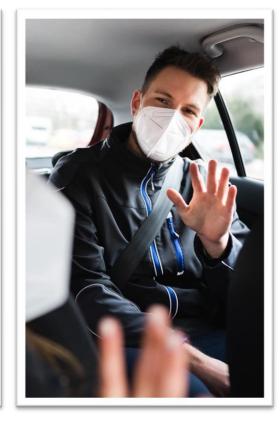


## **Mobility Connections: Expanding Opportunity**

Regional TDM Plan February 15, 2022







# **TDMCC Workshop #1 Regional TDM Plan Goals**



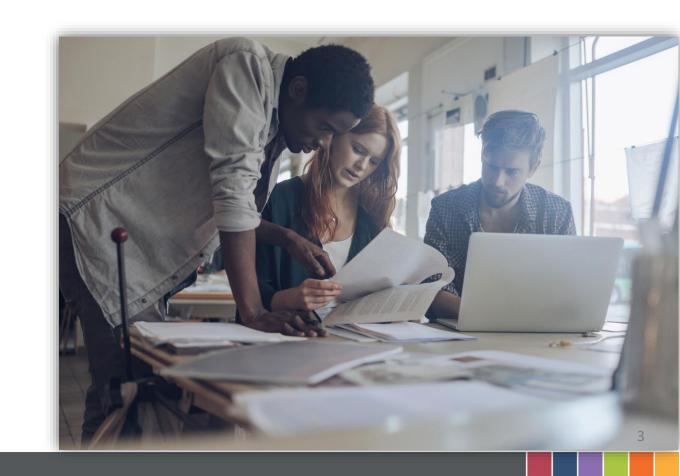
### Agenda

- 1. Workshop Objectives
- 2. Project Status Update
- 3. What We Have Learned
- 4. Draft TDM Plan Goals
- 5. Next Steps



#### **Workshop Objectives**

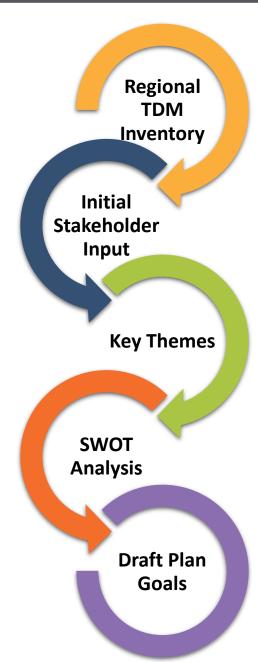
- Review current status of the plan, including synthesis of stakeholder input and key findings from TDM inventory and SWOT analysis
- Respond to initial findings of project team
- Participate in facilitated discussion of refined goals for the TDM plan
- Weigh-in on the plan's brand and next steps for stakeholder engagement



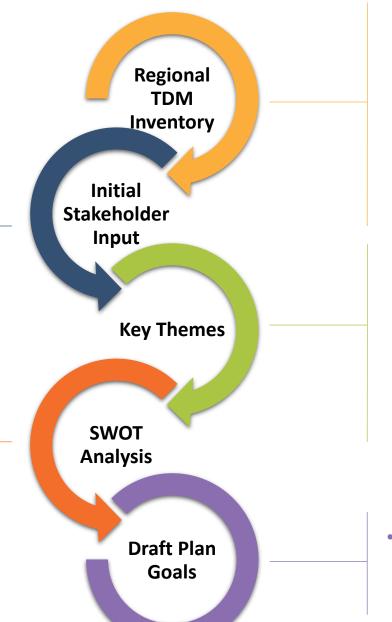


#### **Project Status Update**

- August 17, 2021, kick-off with TDMCC
- Over the past six months, the project team has completed research on TDM planning and policy context and conducted initial stakeholder outreach
- Preliminary SWOT analysis of current regional TDM program is ready for TDMCC review and input as it relates to refined TDM program goals



- •TDMCC, TAQC, TCC
- ARC Group Managers
- Three focus groups:
  - ✓ Workforce development
  - ✓ Economic development
  - Accessibility
- Streamline and synthesize supporting evidence by the key themes of the regional inventory



- Current TDM program, administration and initiatives
- Planning and regulatory context
- Local non-profit policy agendas
- Regional socio-economic and mobility trends
- Technology initiatives
- TDM program best practice
- Demographic
- Geographic
- Economic
- Modal
- Funding
- Programmatic

 Reflect program needs as they relate to key findings from the SWOT



#### **Regional TDM Inventory**

- Reviewed over 30 assets reflecting sociodemographic and mobility trends, plans, policies, and initiatives influencing the regional TDM program
- Inventory of each asset included key stakeholders, primary outcomes, and analysis of strengths, weaknesses, opportunities, and threats as they relate to regional TDM program
- Key themes from the inventory provided framework for completing the SWOT analysis



### **Initial Stakeholder Input**

TDM and Workforce Development December 9, 2021	TDM and Local Economic Development  December 16, 2021	TDM and Accessibility January 13, 2021
Insights		
<ul> <li>Need solutions for "full family needs," not just commuting to work.</li> <li>Opportunity to teach users about the transportation system.</li> <li>Need to address all aspects of employment support, not just commute.</li> </ul>	<ul> <li>Issues include pedestrian infrastructure, transit coverage, driver shortage, and mismatch between jobs and affordable housing.</li> </ul>	<ul> <li>Leverage lessons learned for COVID communication and needs for underserved communities.</li> <li>Need to meet people where they are in their communities.</li> <li>Integrate communications campaigns</li> </ul>
Participants Participants		
<ul> <li>Atlanta Career Rise</li> <li>Black Rock</li> <li>Cobb County Workforce Development Agency</li> <li>Georgia Restaurant Association</li> <li>Gwinnett Technical College</li> <li>Kaiser Permanente</li> <li>Multi-Agency Alliance for Children</li> </ul>	<ul> <li>AARP</li> <li>Center for Pan-Asian Community Services</li> <li>Latin American Association</li> <li>Partnership for Southern Equity</li> <li>Transformation Alliance</li> </ul>	<ul> <li>Atlanta Regional Collaborative for Health Improvement</li> <li>Gwinnett Newton Rockdale (GNR) Health</li> <li>Grady</li> <li>Statewide Independent Living Council (SILC) GA</li> </ul>

#### **Demographic Theme**

TDM must support more inclusive transportation options that are accessible to travelers with a diverse range of economic mobility needs.

#### **Geographic Theme**

Increasing challenges with affordable housing and transportation cost necessitate TDM services that fill the gaps where transit and cost-effective transportation services are lacking.

#### **Economic Theme**

TDM will need to evolve to support an economy and workforce development needs that require a more flexible, equitably distributed service model.

#### **Funding Theme**

Reliance on CMAQ funding with limited scope of eligible projects inhibits the ability of the TDM program to respond to the region's varied and rapidly evolving transportation needs beyond congestion management.

#### **Modal Theme**

Fixed-route transit does not currently meet the broad range of mobility and access needs of transit-dependent residents or "choice" riders, particularly outside of the urban core.

#### **Programmatic Theme**

There is a noted shift in expressed, priority outcomes for the TDM program, shifting from traditional benefits of congestion mitigation and air quality improvement to equitable access to opportunity and resources.

#### Summary

The TDM program must expand and diversify the scope of its service offerings and beneficiaries, as the region's mobility needs continue to grow and evolve.

- The regional TDM program must cast a wider net to promote existing services to new users, while also creating new services tailored to specific mobility needs and geographies.
- This expansion will rely on partnerships with stakeholders beyond traditional employers (including human services and communitybased organizations), new messaging and marketing strategies, and new funding sources.
- Because the benefits of TDM span environmental, health, equity, and economic development goals, the ARC has a strong foundation for coordinating needed partnerships and resources across a wide range of interests and organizations.



#### **SWOT Analysis**

Influences that directly • Influences that directly impact ARC's internal process for impact ARC's internal planning / administering the process for regional program and are planning/administering negative in their impact on the regional program and **STRENGTHS WEAKNESSES IND** are positive in their impact on TDM • External influences on the External influences on the **OPPORTUNITIES THREATS** regional program that are regional TDM program that negative in their impact on are positive in their impact **TDM** on TDM



**STRENGTHS** 

- Regional commitment to TDM with federal and local funding
- Wide range of partners help deliver TDM services tailored to specific needs
- Diversity of skillsets and experience represented in the TDM program through ARC and partners
- Regional evaluation and data collection supports a business case for TDM investment
- Diverse funding sources beyond CMAQ
- Measured impact on TDM user behavior
- Adaptability through disruption of the pandemic

- TDM programming still focuses on 9-5 "white collar" commute
- Program scales differently across GCO and TMA service areas due to varying population / employment and infrastructure density
- Limited awareness of the GCO program, participation, and mode shift
- Limited funding for TDM compared to other project types
- Lack of central information source and coordinated technology, both externally for users and internally for ARC
- Data needed to support TDM evaluation framework decentralized and distributed across multiple sources

Weaknesses

- 4RC
- New partnerships with diverse community and private organizations to provide warm leads and resources
- Existing partnerships to integrate TDM into localized strategies
- Coordinated traveler technology for better UX
- Support for TOD at potentially catalytic residential and employment centers
- New & diversified funding opportunities for TDM
- Leverage pandemic-induced momentum for telework
- Leverage economic growth into smart growth
- Use safety and system management to promote TDM
- Integrated micro mobility and active transportation
- Centralized data repository to support evaluation, continuous improvement

Opportunities



- Unreliable funding through competitive/irregular grants and declining transit/local revenues
- Transit gaps in service coverage, affordability, and supporting infrastructure
- Inequitable and unsafe multimodal options, especially with bike/ped travel
- Continued sprawl
- Current RTP focuses on capacity expansion over TDM
- Climate change could damage infrastructure and viability of travel options given increasing funding need
- Car culture with 80% of commuters receiving free/subsidized parking
- System disruptions leading to increased SOV travel

Threats



## Finalizing the SWOT



## **Current Goal Statements** (2013 TDM Plan)

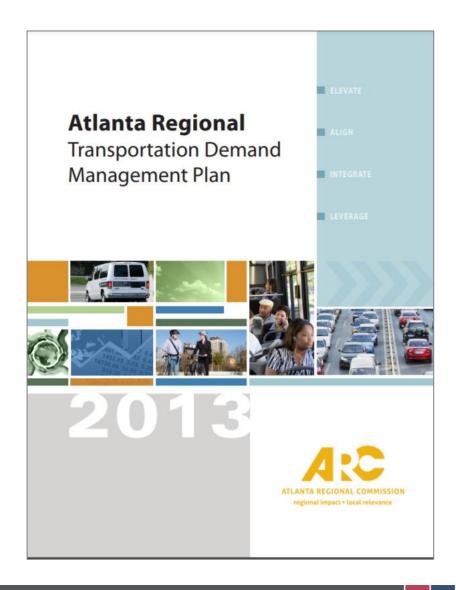
Goal 1 - Improve customer convenience and user experience.

Goal 2 - Increase transportation connectivity, mode choice, and access.

Goal 3 - Streamline regional coordination of policies, programs, services, and investments.

Goal 4 - Leverage and diversify funding sources for program sustainability.

Goal 5 - Pursue continuous performance and operations improvements.





# Draft TDM Plan Goals Mobility Connections: Expanding Opportunity



Expand the regional TDM program to serve a diverse range of economic mobility needs that span employment type and wage profile.



Expand the regional TDM program to support the full employment life-cycle to include job training, workforce training, jobs access and job retention.



Target new TDM services to increase transportation connectivity and expand access to community resources.



Support a flexible service model that tailors strategy to the needs of specific geographic areas.



Integrate the regional TDM program into local partner communications campaigns through strategic branding and coordinated marketing.



Leverage and diversify funding sources for program sustainability.



### **Finalizing Goal Statements**



#### **Communicating our Goals**

- Two rounds of outreach will be conducted with the general public
  - At the beginning of the study to identify TDM needs
  - Towards the end of the study to present the draft plan and recommended strategies
- The TDM Plan webpage will serve as the primary portal for public engagement
  - Supported by various digital tools throughout the process which will include online survey platforms, email blasts, social media posts, etc.
  - Promotional materials developed for partners to push out information through localized networks, to drive people to the site and survey (both hardcopy and digital)



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## Mobility Connections: Expanding Opportunity



#### **Next Steps**

