



TDM CC

AGENDA

- 1) Welcome: Acceptance of October 18th TDMCC Meeting Summary & Public Comment Period
- 2) Term Limits and Call for Members
- 3) TDM Plan Workshop #4
- 4) Announcements
- 5) Adjourn

WHAT IS THE TDM CC?

The Transportation Demand Management Coordinating Committee (TDM CC) serves as a high-level advisory and thought leadership committee to those involved in TDM in the region such as the ARC's Mobility Services Department, TMAs, transit organizations, local governments and others. Aligned with the Regional Plan, the TDM CC focuses on improving transit and non-single occupant vehicle travel options by encouraging alternative commute options. The committee will also support other core goals of the TDM Plan, including the promotion of livability, sustainability, transit, walking and biking, transportation and land use planning, systems operations, economic development, climate change, healthy communities, and active aging.

COMMITTEE GOALS

- General coordination of messaging across agencies and mode types
- Integrating behavior change strategy into all communications efforts
- Data-driven campaign development
- Knowledge sharing
- Showcasing trends across agencies and campaigns



TDMCC Call for Members



MEMBER COMPOSITION & TERMS

TDM	Transit	Environment/Air	State/Fed Policy
Research	Technology	Land Use	Health
Economic Development	Aging	Transportation Planning	Non-Profit
Bike/Ped	HR	Schools & Universities	Equity
Workforce	Business	Parking	CIDs & Chambers

Half of the members will serve a 2-year term while the remaining half will serve 3-year terms

MEETING SCHEDULE OPTIONS

- Currently, meet every two months:
 - February
 - April
 - June
 - August
 - October
 - December
- Proposing to meet quarterly
- Email: jgoldberg@atlantaregional.org

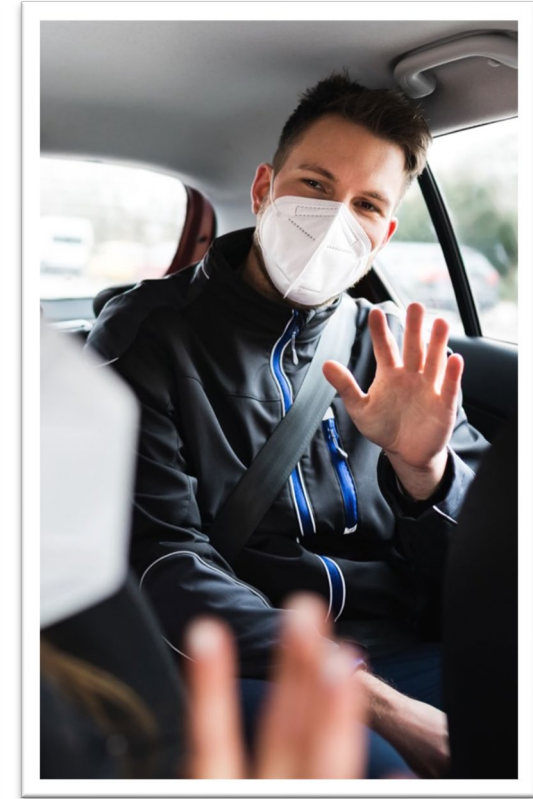
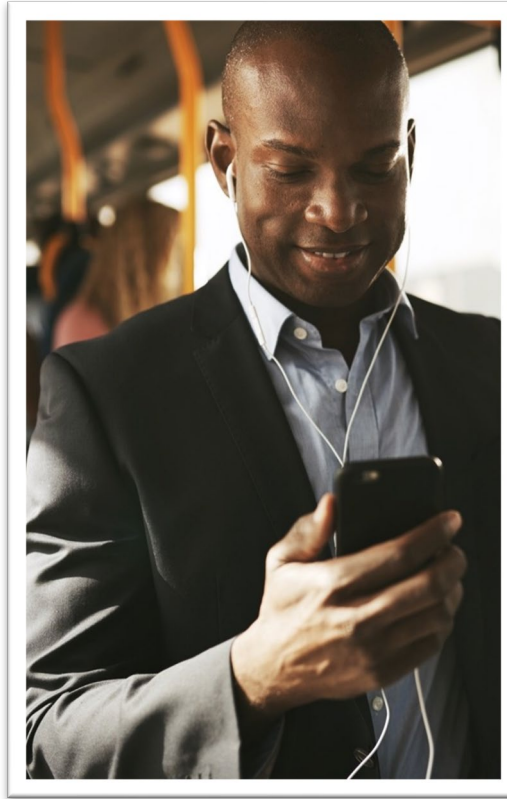


Atlanta Regional Commission

MOBILITY CONNECTIONS

A Plan for Expanding Opportunity

February 21, 2023



TDMCC Workshop #4 *Final Report and Plan Implementation*

Workshop Objectives

- Present project status update
- Present overview of Task 4 deliverables (Final Report and Communications and Distribution strategy)
- Prepare for review of the final report document
- Validate action planning recommendations and determine priorities



Introductions



- Name
- Agency / Organization
- What song best describes our region's TDM future?

WHAT SONG best describes our region's TDM future?

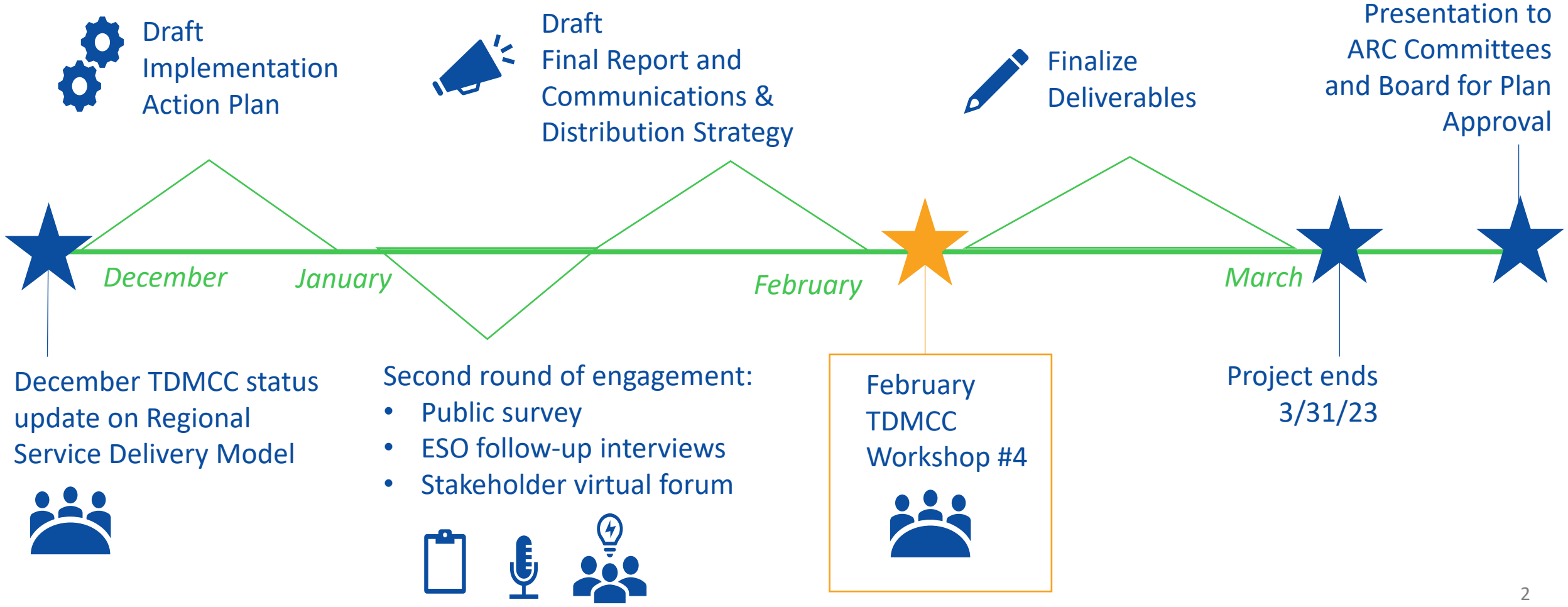
Top

| 1 | neighborhoods

| 1 | Bicycle Race

| 0 | Life is a Highway

Project Status Update



Insights from Stakeholder Discussions

- **Partnerships:** ESOs (GCO & 6 TMAs) are important partners supporting workforce development and liaising between transit operators and employers (and other program partners)
- **DRI Opportunities:** Integrate TDM into the Developments of Regional Impact (DRI) program
- **Engaging Young People:** Partner with youth and young adult service providers to reach this audience
- **Beyond the Commute:** Explore bulk transit discounts and other incentives for non-employer partners and non-commute trips

Insights from ESO Discussions

- **Partnerships:** Opportunities to expand funding partnerships beyond ARC
- **Hybrid Engagement:** Challenges in engaging a hybrid workforce; WFH expectations vary locally; ESOs can help partners share facility resources (e.g., parking, office space)
- **Internal Operations:** Improve TDM program operations through:
 - Operating procedures
 - Enhanced thought leadership and knowledge transfer from ARC to ESOs
 - Referral process to connect private partners with public agency counterparts
 - Review scope of existing CMAQ rules to determine scope of eligible activities and gaps

Final Report

ATLANTA REGIONAL TRANSPORTATION DEMAND MANAGEMENT (TDM) PLAN



MOBILITY
CONNECTIONS
A Plan for Expanding Opportunity



Final Report Contents

Executive Summary

1. Plan Overview

Current Program

Methodology

Stakeholder Engagement

Key Findings

2. Equity Analysis

3. Goals and Strategies

Goals

Regional Service Delivery Model

4. Action Plan

Recommended Services & Priority Actions

Funding Strategy

Performance Evaluation

Appendices

A: Acronyms and Abbreviations

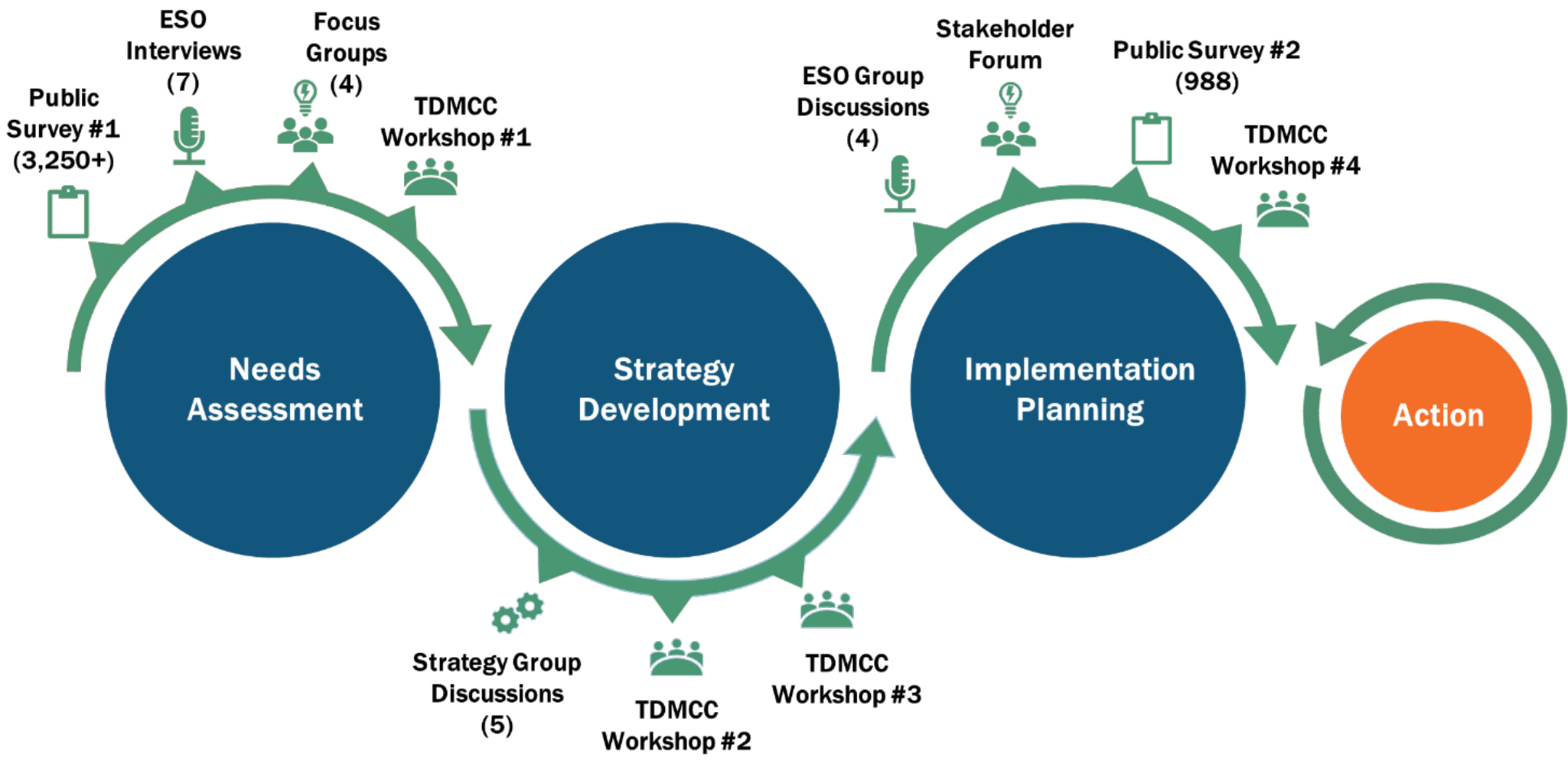
B: Regional TDM Inventory

C: SWOT Analysis

D: Equity Analysis

E: Action Planning Worksheet

Planning Process: Stakeholder Engagement



Plan Goals



Goal 1: Support a tailored approach for TDM services that serve a diverse range of social and economic mobility needs.



Goal 2: Develop TDM services that address workforce development and job training needs.



Goal 3: Implement TDM strategies that improve first and last mile connections through partnerships with transit agencies and other mobility service providers.



Goal 4: Support TDM strategies that are flexible and tailored to the individual needs of employers and geographic areas.

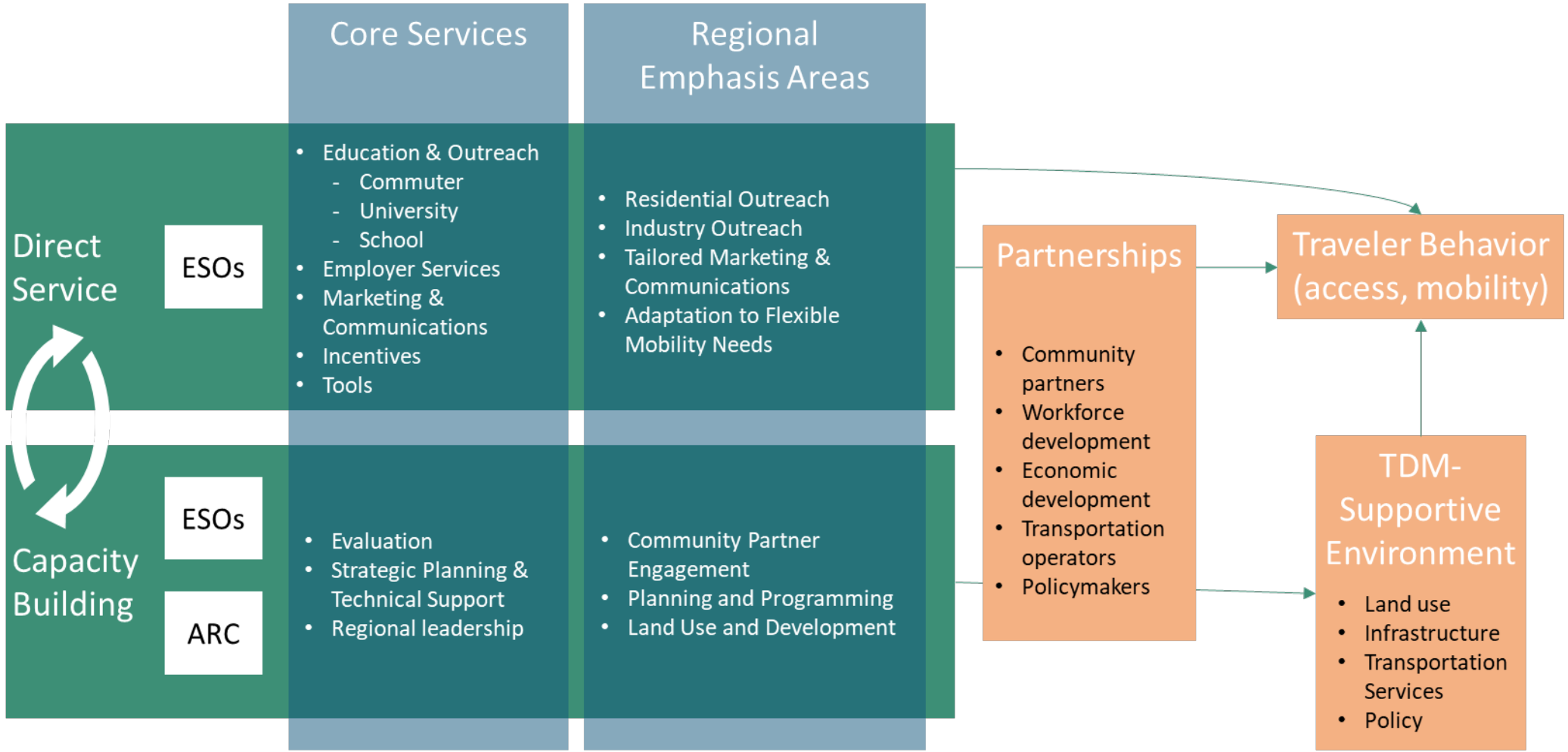


Goal 5: Support integrated communications strategies across a range of community partners to expand the reach of TDM services and maximize marketing opportunities.



Goal 6: Leverage and diversify funding sources that support measurable and sustainable services and programs.

Regional Service Delivery Model



Communications & Distribution Strategy

- Audiences:
 - Public
 - Stakeholders
 - Practitioners
 - Program Partners
- Messages
 - Pitch
 - Language



Public-Focused Distribution Channels

- Communications Package
 - Press release
 - Printable collateral such as a flyer or brochure
 - Language for stakeholder distribution
- Simple webpage on regional TDM program website



Stakeholder-Focused Distribution Channels

- Program infographic for partners
- Updated ARC webpage on TDM planning
- Library or communications portal
- Interactive StoryMaps
- Data dashboard
- Open data sharing
- Annual report or printed flip book
- Stakeholder presentations



Action Plan Recommendations

Each service includes:

- **Overview** of the scope of the service
- **Lead Roles** for ARC and ESOs
- **Partnerships** to facilitate implementation and reaching diverse audiences
- **Resources** needed for implementation

Select services include:

- **Priority Actions** for services where new strategies are recommended beyond current program operations. Priority actions are outlined with expected timeframes in a summary table at the end of each subsection.
- **Persona Profiles** from the TDM equity analysis are provided for direct services that are regional emphasis areas.

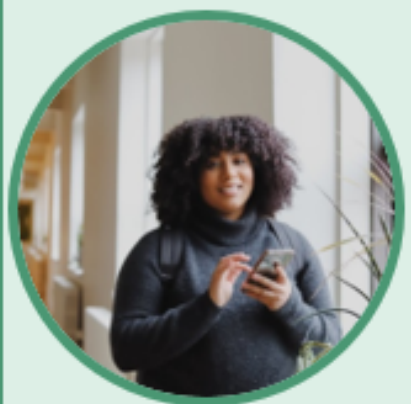
Example Section of Action Plan:

Adaptation to Flexible Mobility Needs

ADAPTATION TO FLEXIBLE MOBILITY NEEDS

Overview: This new emphasis area represents an expansion of employer services with focus on flexible mobility needs. The COVID-19 pandemic has caused significant changes in traditional travel patterns including work and non-trips, with a dramatic increase in telework, teleservices, and hybrid and flexwork arrangements.

However, TDM direct services and commuter benefits offerings have not adapted to growing needs for flexibility, with pass and incentive programs for transit and parking still based on monthly rather than daily or weekly use. Monthly pricing creates a “sunk cost” mentality for driving and parking and it can pose a barrier for trying transit. While flexible commute services would benefit white-collar workers who often telework and commute to a worksite irregularly, increased flexibility would also benefit industry and other essential workers holding part-time and/or multiple jobs, who often have dynamic work schedules that change weekly or even daily. There is an opportunity for the regional TDM program to leverage lessons learned post-pandemic on what has worked and what has not, in terms of reaching the essential workforce, disadvantaged populations, or populations resistant to change or interventions.



Persona Profile: Teleworker Impacted by Flexible Commute Incentives

I recently got a new job. I now telework most of time, and only go into the office in Downtown Atlanta 1-2 times a week. At my last job, I purchased a discounted monthly MARTA commuter pass from my previous employer. My new employer offers the passes, too, but the

monthly cost doesn't make as much sense with my teleworking -- especially as I'm trying to rebuild my savings after finishing school. Then, I heard that the employer pass program is now going to be offered in a daily version -- I can get a commuter pass that will automatically give me a discount on my two-way transit trip up to two days a week. This makes much more sense for me financially right now and will help me continue to use transit during my commutes. My spouse is going to talk to their employer about signing up for the program, too!

Example Section of Action Plan: Adaptation to Flexible Mobility Needs

Lead Roles: ARC will provide thought leadership and facilitate partnerships needed to create flexible work arrangements and passes and pricing programs for parking, transit, and other mobility options. ESOs will deliver technical assistance to employers to implement flexible commuter benefits. ARC and ESOs can also offer policy guidance for employers considering changes to parking policies, telework options, and other commuter benefits.

Partnerships: This strategy will require partnerships with local and regional employers, transit agencies, and community-based organizations. Employers provide and implement commuter benefits for their employees. Transit benefit providers and employers are important partners to implement transit benefits beyond traditional monthly passes. Partners will include parking operators and local transit providers—MARTA, GRTA, CobbLinc, GCT, CATS, and Hall Area Transit—as well as The ATL for regional coordination. Partners could identify potential innovative benefits to incentivize transit use.

Resources: ARC, via GDOT, funds existing employer services related to flexible commute needs with CMAQ dollars. Staff time from ARC and partner agencies would be needed to coordinate on new pass, pricing, and incentive programs. Employers may subsidize fares or offer other incentives supporting flexible commute needs. Transportation operators (e.g., parking, transit) may require resources to implement new technologies accompanying flexible programs such as smart card or fare validation. The ARC Livable Centers Initiative could provide funding for community telework hubs.

Example Section of Action Plan:

Adaptation to Flexible Mobility Needs

Priority Actions:

Action/Strategy	Description	Timeframe
Refine MARTA's employer pass program to reflect new post-covid, white-collar commuting patterns	Align benefits, marketing and distribution of transit passes with new transit policies that reflect post-covid mobility needs and different commute patterns. Align marketing with other key transit partner initiatives to leverage outreach and strengthen messaging (e.g., fare payment system(s), MARTA's Ride with Respect policy).	1-2 years
Facility sharing programs	Coordinate sharing of commercial space, parking, and fleets between employers and other program partners to reduce facility costs.	1-2 years
Flexible parking, telework, and transit programs	Work with parking operators, employers, and transit agencies to offer daily and/or flexible passes and telework programs.	2+ years
Community telework hubs	Work with community partners on providing internet-connected telework/meeting spaces, particularly in rural areas and for those without sufficient access at home.	2+ years



Questions?



Breakout Group Activity

- Your breakout group will focus on one general service area:
 - Outreach and Community Partner Engagement
 - Communications, Tools, and Influence
 - Policy and Planning
- Activity in Miro:
 - 1. Place a sticker on the top three actions most important to you.
 - 2. Identify the top three actions identified by the group
 - 3. Document implementation updates, opportunities, challenges, and/or uncertainties
 - 4. Determine which action should be implemented first.

Report Outs

- What strategy rose to the top of your prioritization list based on today's exercise?
- What feedback led to this strategy rising to the top of the list?
- What strategy fell based on challenges and/or uncertainties discussed by your group?

Next Steps



TDMCC takes two weeks to review the draft plan and provide comments to ARC



Project team incorporates TDMCC feedback and priorities into final plan



Finalize plan deliverables for ARC Board review and adoption