**Transportation Demand Management Coordinating Committee**

**Tuesday, June 20, 2023**

**9:30 a.m. – 11:00 a.m.**

**ARC Harry West Conference Center**

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| **Members Present** | **Members Absent** |
| Gil Grodzinsky, GA EPDScott Haggard, ATLDan Hourigan, Midtown AllianceDenise W. Starling, Livable BuckheadJerry Travers, Bank of AmericaRonald M. Roberts, Jr., Douglas CountyGerald McDowell, Aerotropolis CID (Krystal Harris) | Laura Beall, Cobb County DOTThomas CernyTamara Cristion, FHWADaniel Dolder, GDOTKatrina DeBerry, Community Foundation for Greater AtlantaJeffrey Elsey (Smith), Kimley-HornAaron Fowler, GA TechJoddie Gray, UrbanTransHabte Kassa, GDOTScott Kemp, CDCPatricia Mokhtarian, GA TechKirsten Mote, Modern Mobility PartnersShayna Pollock, Central Atlanta ProgressKay Sibetta, AARP GAKirk Talbott, MARTAMichele Wynn, City of Atlanta |

1. **Welcome, Acceptance of February 21st TDMCC Meeting Summary, and Public Comment Period**

Roz Tucker, ARC, opened the meeting and asked if there were any changes to the February 21, 2023, meeting minutes. Upon hearing no comments, the summary was accepted as presented.

There were no public comments.

1. **Upcoming Nominations**

Jill Goldberg, ARC, discussed the upcoming TDM CC member nomination process. Members are asked to notify ARC of any candidates they think may be an asset to the committee. ARC will review these candidates and contact them individually to invite them to complete a nomination form. A self-nomination survey link will be sent out via email to current members the week after July 4th.

Goldberg also announced that official committee meetings will be held quarterly, and committee memberships will be two and three years.

1. **Regional TDM Program Update**

Rosalind Tucker, ARC, provided several updates on the regional TDM program. The TDM Plan Update was approved and adopted by the ARC Board at the May 10th board meeting. In April, following an RFP process, a new team of firms, led by Arcadis, was selected to perform the day-to-day management of the Georgia Commute Options program. The official start date for the new team is July 1.

1. **Regional TDM Plan Update**

SabrinaGreen, ARC,provided an overview of the TDM Plan Update. Conducted from July 2021 to March 2023, there were four main parts to the plan update process: a needs assessment phase, strategy development (including an equity analysis), implementation planning, and action planning.

Green pointed to several lessons learned and key mobility barriers identified, such as how transit is centrally located while low- and mid-earning jobs are dispersed throughout the periphery. Some findings of the equity analysis were also highlighted, including how TDM programs focused on employment centers have often missed traditionally underserved residential areas.

Green also covered multiple areas of action identified by the plan that could improve the region’s commute-focused programs. These include expanding services directly to residential areas; deploying more non-digital and multilingual marketing; expanding commute options that fill transit gaps; enhancing services to dispersed essential workers; integrating TDM into municipal land use and housing policies; securing commitments for new funding sources beyond CMAQ; and developing TDM services to support equitable access to health services.

1. **Incentives Study Update**

Bennett Foster, ARC, gave an update on the incentives research study aimed at identifying how to improve or change the incentive programs managed by Georgia Commute Options. The study itself included interviews with TMAs and community partners, a survey of GCO platform users, an analysis of existing incentives participation trends, as well as a literature review of best practices identified by other TDM programs and by health-focused initiatives.

After providing an overview of the existing GCO incentives, Foster presented on some of the findings of the study. According to the study, it is not uncommon for there to be a general misunderstanding of incentive program criteria and requirements among GCO platform users, and participants seem to favor program designs in which they have more control over their involvement. The current one-size-fits-all approach to incentives has proved to have limited efficacy. More flexible, tailored options are needed, and there is opportunity to focus on dynamic or escalating rewards rather than static ones. Non-financial incentives, such as ones involving goal setting and social norming, are also options to explore.

1. **Announcements and Closing Comments**

Roz Tucker, ARC, announced that ARC has posted an RFP for the ridematching software. The RFP for TMA grants will likely be posted by September 2023.

**Adjourned.**

**Meeting Materials**

* 6-20-2023 TDMCC Meeting Agenda
* 6-21-2023 TDMCC TDM CC Presentations