

Regional TDM Program

TDM Subcommittee
October 5, 2021

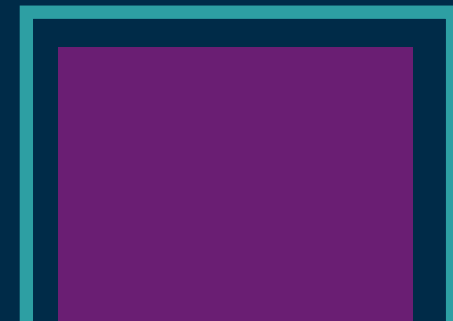




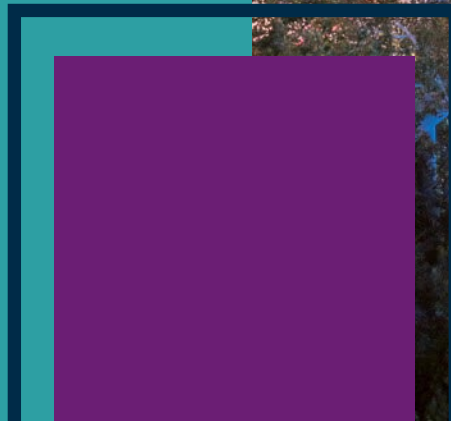
Agenda



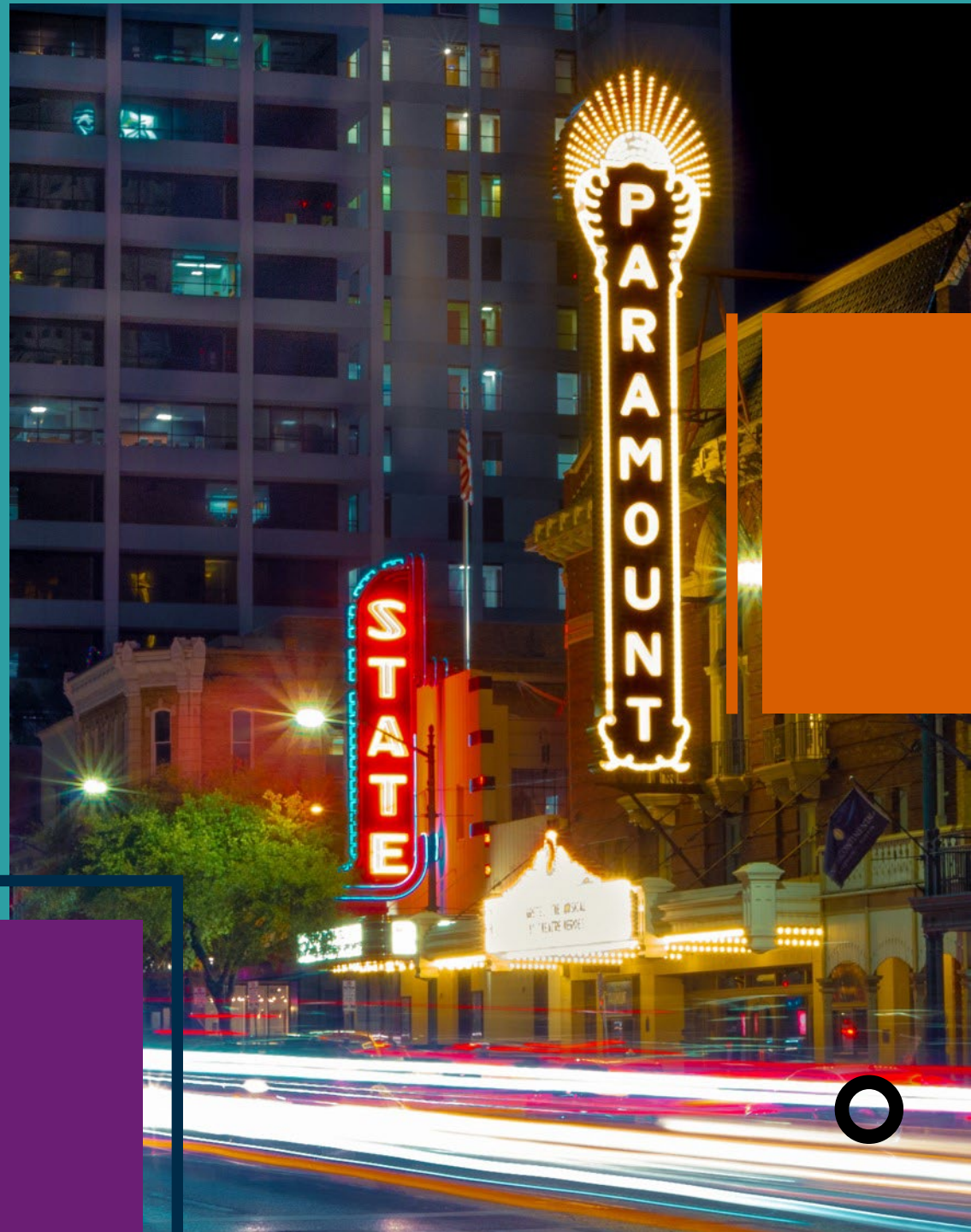
1. Welcome & Introductions
2. Election of Subcommittee Chair - Action
3. Presentation on Public Engagement Plan - Information
4. Outreach Efforts and Next Steps - Information



Welcome & Introductions



Election of Subcommittee Chair



Public Engagement Plan



What Is TDM?

Transportation Demand Management



Services



Transit



Microtransit



Car Share (Zipcar)



Shuttles



TNCs (Uber + Lyft)



Micromobility
(bicycles / scooters)



Infrastructure



Curb Management



Bicycle Parking



Transit Stop Enhancements



Bicycle Repair Stations



Wayfinding



Showers/Changing
Facilities



Active Transportation
Facility Enhancements



Parking Management



Paid Parking



Unbundled Parking



Preferential Parking



Discounted Car-Pool
Parking



Car-share Parking



Shared Parking



Subsidies



Transit Pass Discounts



Car-share Membership
Discounts



Bike-share Membership
Discounts



TNC Discounts



Micromobility Credits



Direct Payment to Service
Providers



Education



New Resident/Employee
Welcome Kits



Information Kiosks



General Marketing



Bicycle Workshops

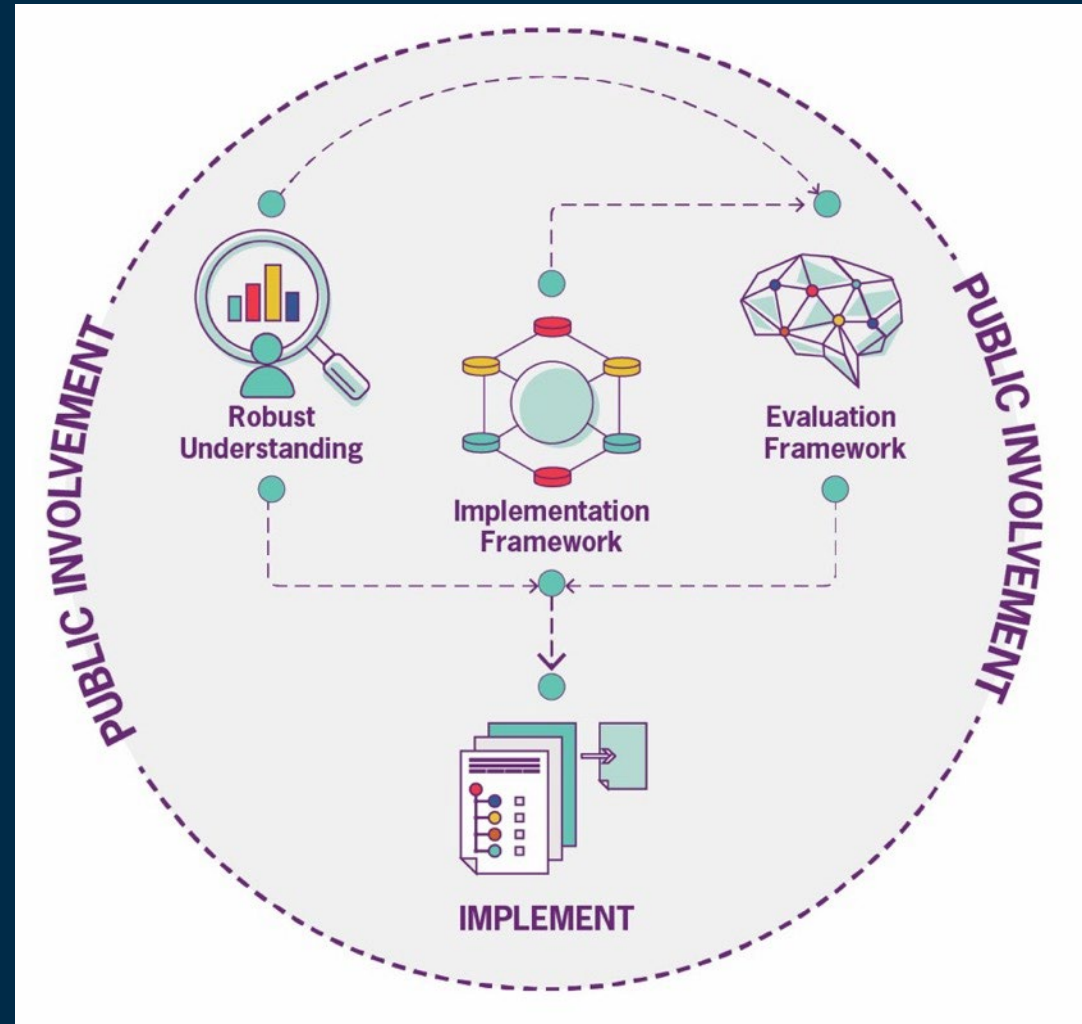


Websites/Apps



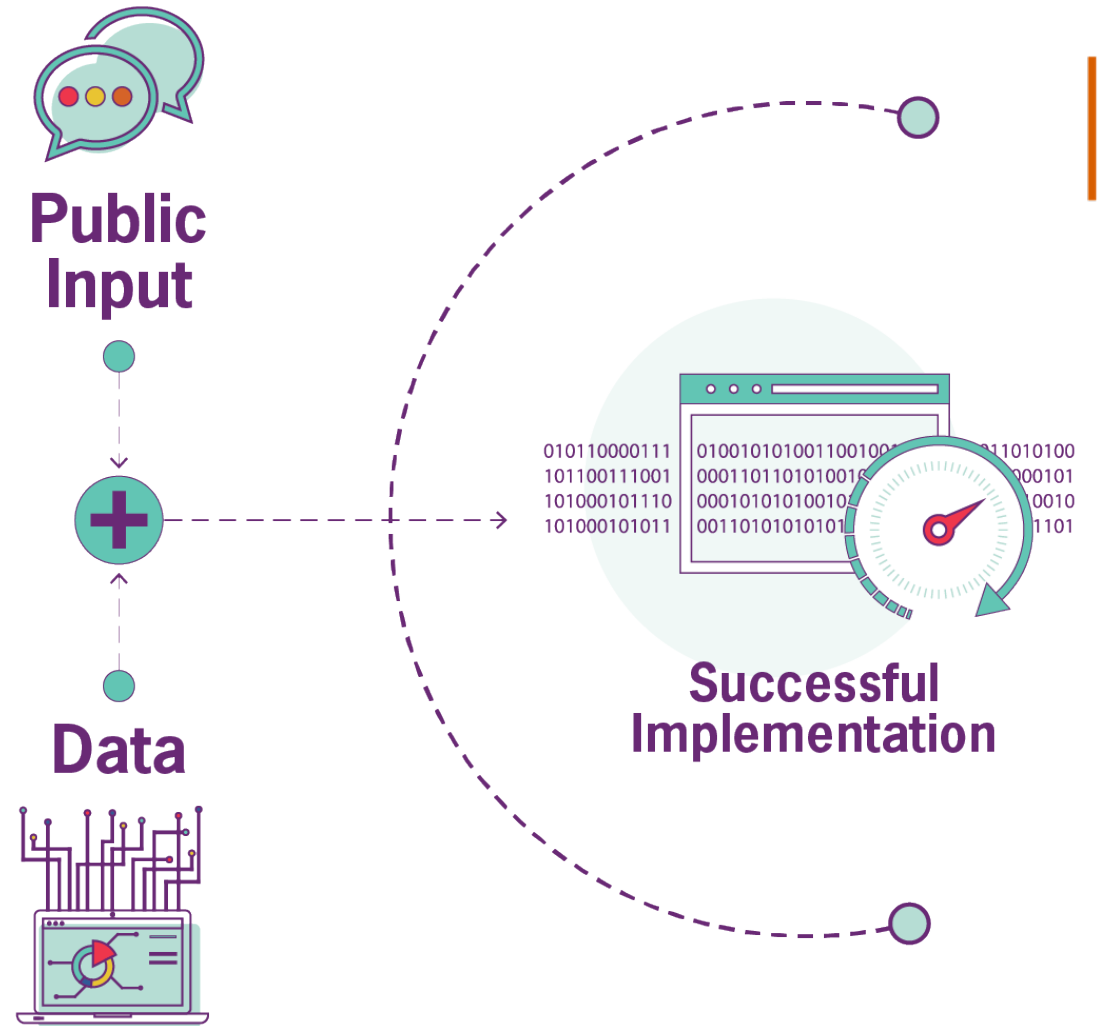
Trip Planning Assistance

Program Process

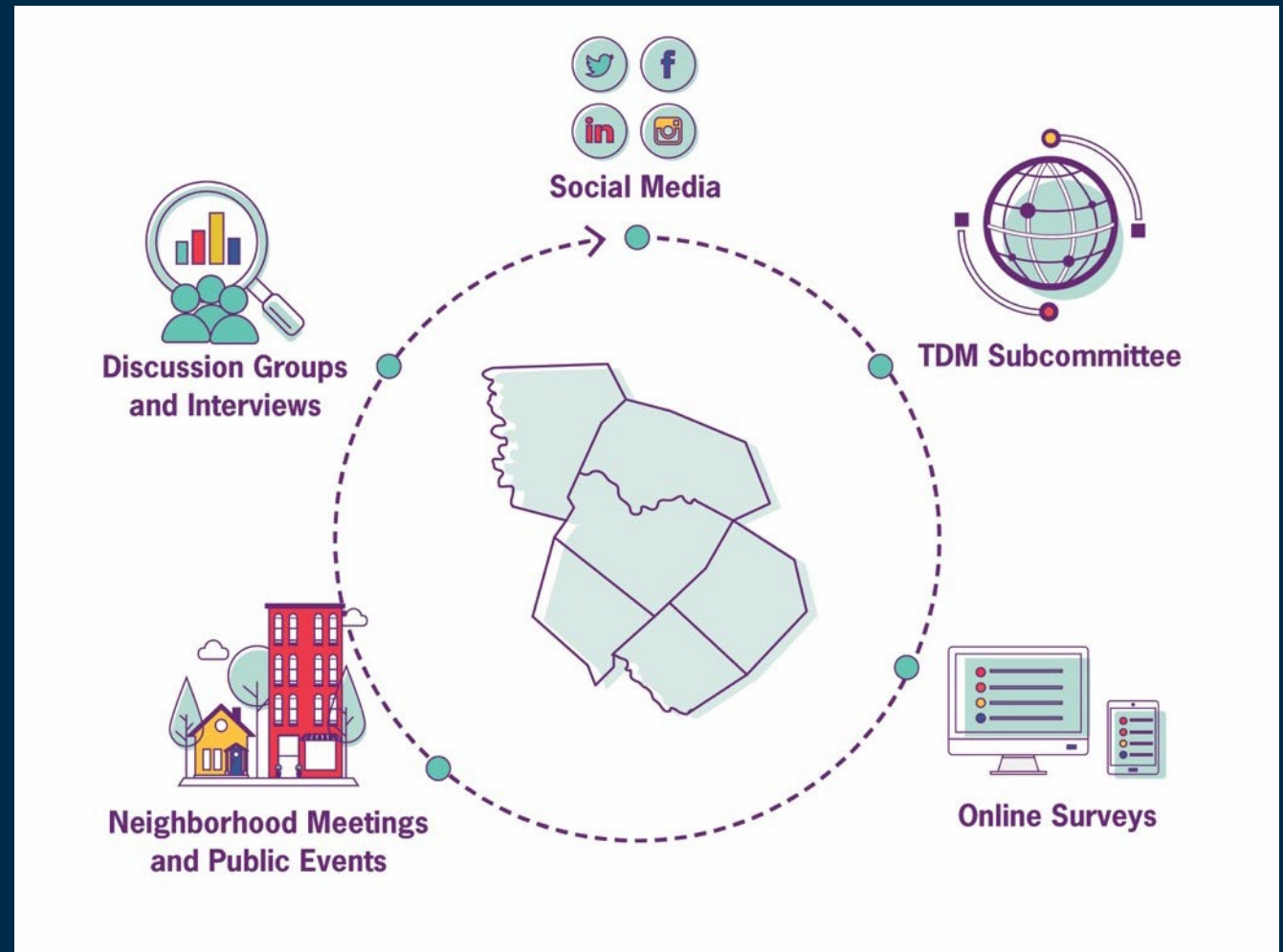


Information & Input Gathering

- What are the needs
- What does success look like
- What strategies make the most sense
- How do we measure success
- How do we best deliver the program



Engagement Strategies



Matching Groups with Strategies

	Social Media	Interviews	Discussion Groups	Neighborhood Meetings	Public Events	Survey
Governments		✓				
Transit agencies		✓				
Shared-mobility Operators		✓				
Employers	✓	✓				✓
Community-based Organizations	✓	✓	✓			
Essential workers	✓		✓	✓	✓	✓
Travelers	✓		✓	✓	✓	✓



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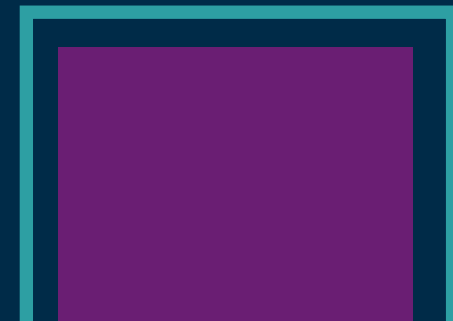




Needed Input: Government & Mobility Operators



- What's happening today
- Established goals
- Community transportation needs
- Available data
- Partnership opportunities



Needed Input: Employers & Community-based Orgs

- Community and employee transportation needs
- Guidance for regional TDM goals
- Partnership opportunities
- Access to travelers



Needed Input: Essential Workers & Travelers

- Identify needs
- Guidance for TDM plan goals
- Guide strategy selection
- Program delivery

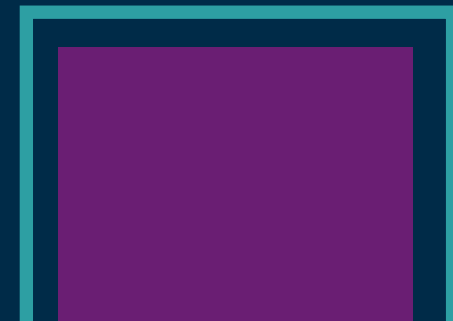




TPB, TAC, Subcommittee



- Guidance and insights
- Assistance
- Review
- Approval



Outreach Efforts & Next Steps

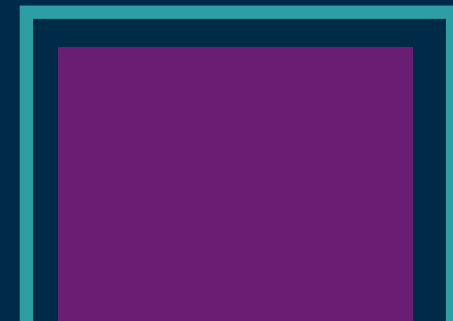




Immediate Activities



- Conducting one-on-one discussions
- Reaching out to business groups and community-based organizations
- Developing survey
- Data collection

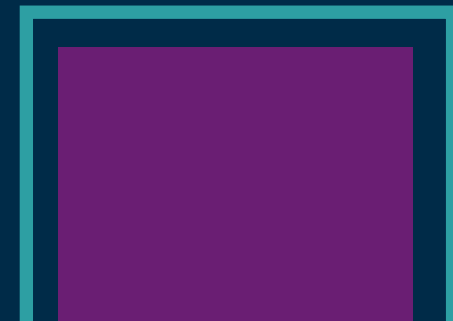




Next Steps



- Public involvement
 - Survey
 - Discussion groups
 - Public meetings/events
- Use outreach efforts to secure participation
 - Essential workers
 - General travelers
 - Businesses



2021 Timeline

	Sept	Oct	Nov	Dec	Jan
Social Media					
Discussions/Interviews					
Neighborhood Meetings/Public Events					
Surveys					
Follow Up (as needed)					
CAMPO coordination					

Your Help

- Someone we should talk to?
 - Business
 - Business group
 - Community-based organization
- Help distribute the survey



Our Contact Information



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