

# State of Transportation & Infrastructure

## Transportation Demand Management Strategies

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Georgia Commute Options

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**AECOM**

# Agenda

What is TDM?

How does it work?

What can you do?

How can we work together?



What is TDM?

How does it work?

What can you do?

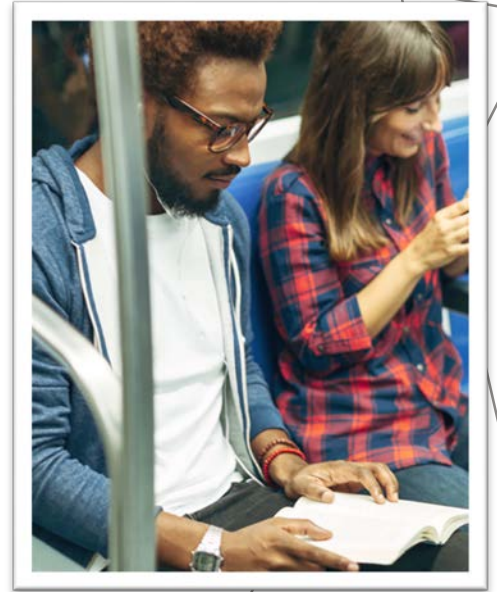
How can we work together?

# Transportation Demand Management



# What does that mean?

- Carpools
- Transit
- Vanpools
- Telework
- Walking
- Bicycling
- Flextime/Compressed work weeks
- Full or part time



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What is TDM?

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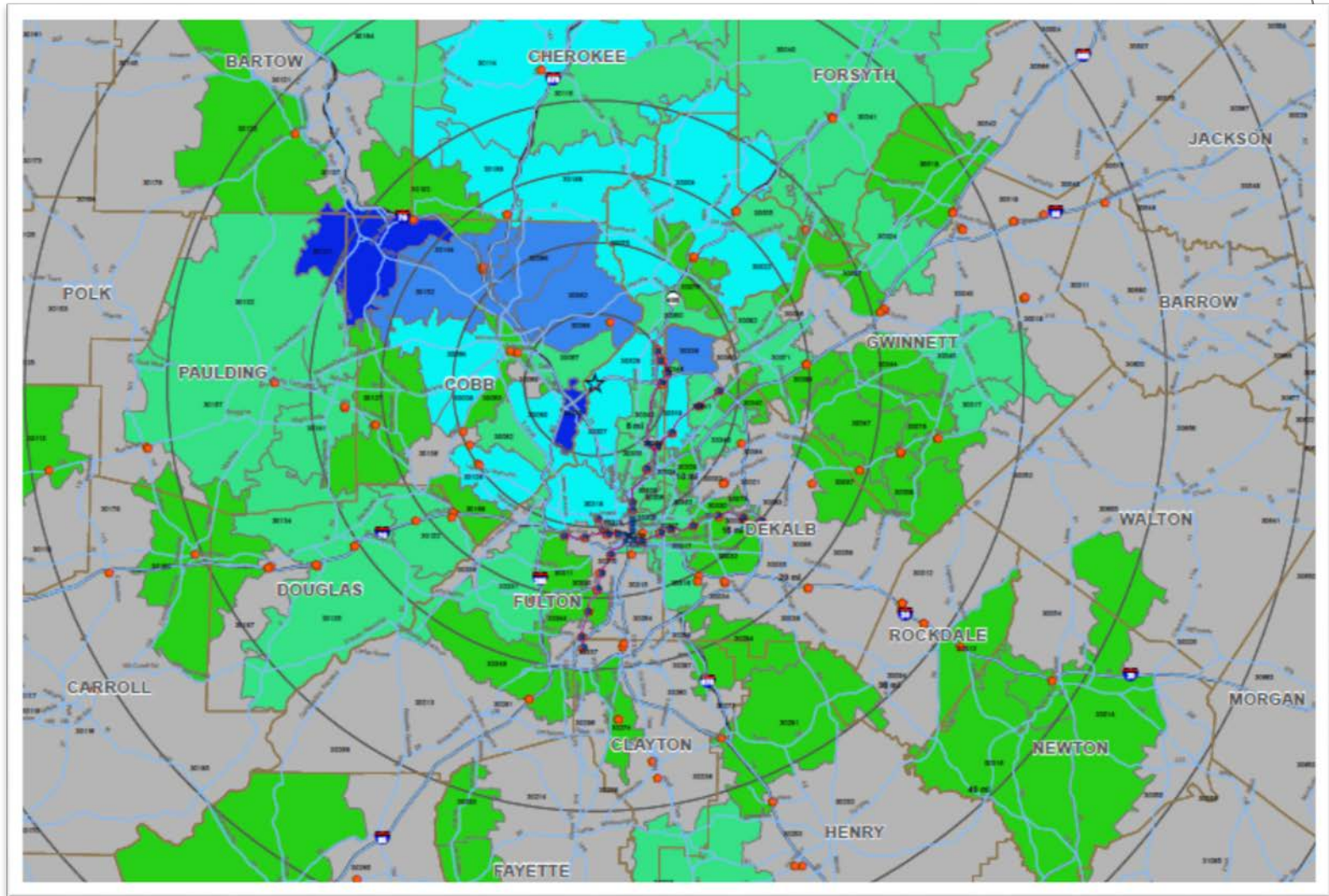
How can we work together?

# Commute Audit

- Where are your employees coming from?
- What options are available at your worksite?
- What can you do to improve access?

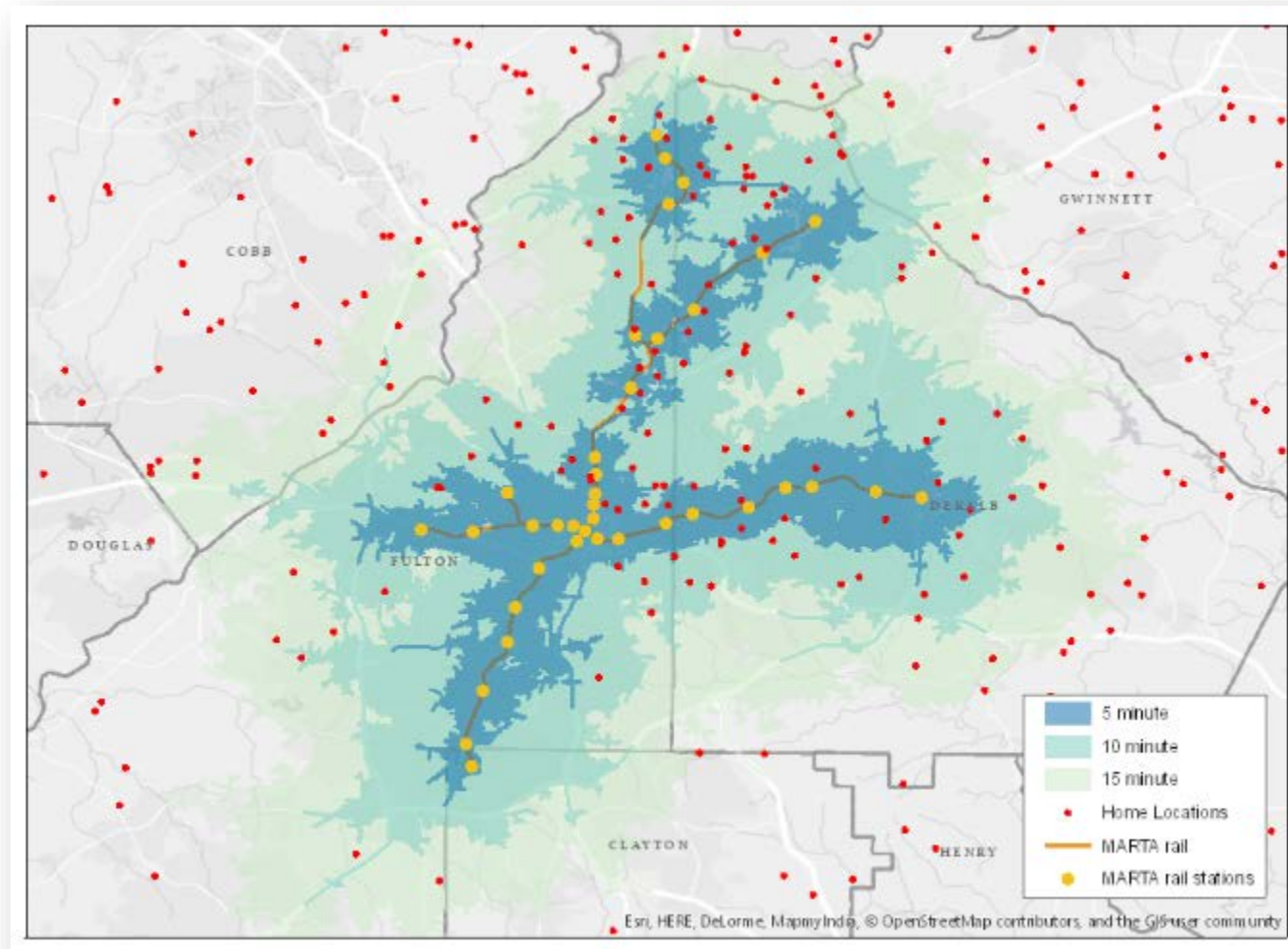


# Dot Map





# Dot Map



# Survey

- Where are your employees coming from?
- What options are available at your worksite?
- What can you do to improve access?

# Survey Results



## Current Commute Programs

- Fully subsidized transit passes
- FlexWork program for all employees



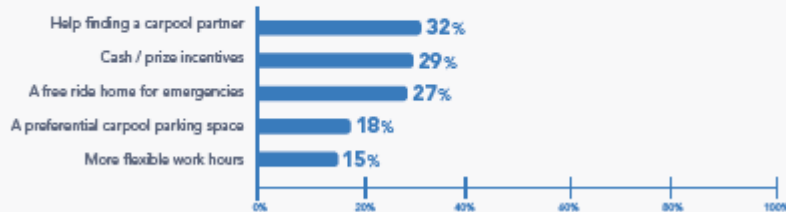
## Current Site Amenities

- Direct access to MARTA #110 bus
- 20 to 25-minute walk to MARTA Arts Center Station
- Restaurants and retail within one-block radius



## Carpool Support Programs

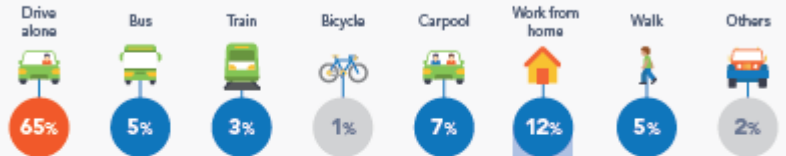
What would make it easier or more attractive for you to carpool to work (select three)?



of employees visit nearby shops and restaurants at least once a week



## Mode of Travel



**22%** of employees work from home on Fridays



## Arrival & Departure Times



## Commute Distance

Average miles from home to work (one-way):



## Commute Time

Average minutes from home to work:



Average minutes from work to home:

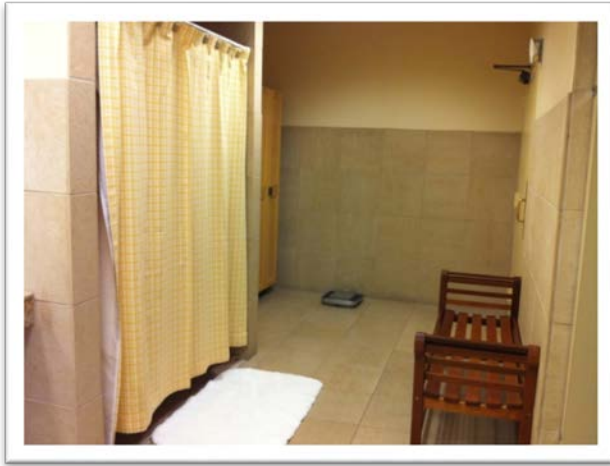


# Survey Recommendations

- Barriers/Challenges
- Opportunities for improvement
- Interests
- Motivations

# Worksite Assessment

– What options are available at your worksite?





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How does it work?

**What can you do?**

How can we work together?

# Employer Transportation Coordinator

- Individual or team
- Take the lead on transportation education
- Work to implement programs



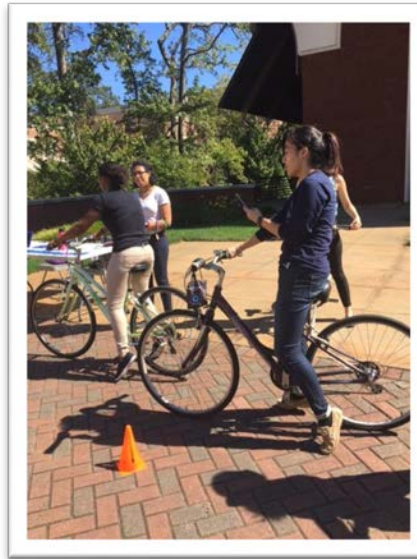


# Create Commuter Programs

- Carpool Program
  - Park-and-ride lots
  - Carpool parking
- Walk/Bike
  - Showers/Lockers
  - Bike racks
- Vanpool
  - Formation meetings
- Flextime scheduling
  - Reduce commute during peak travel times
- Additional partnerships
  - Rideshare companies
- Incentives
- Subsidies
- Emergency Ride Home reimbursement

# Internal Marketing

- New hire on-boarding
- Post policies online
- Create promotional events
- Encourage participation



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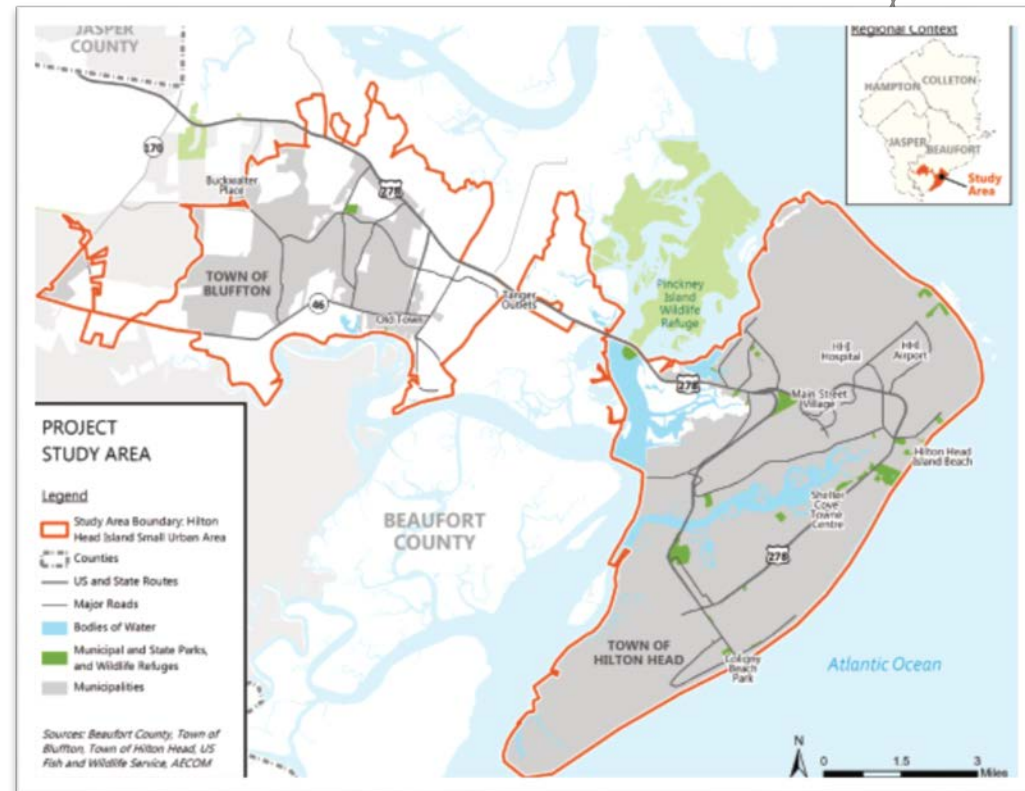
How can we work together?

# Palmetto Breeze Public Transit Planning Study

The Lowcountry Councils of Government (LCOG), on behalf of Palmetto Breeze, is currently conducting a transit services study for the small urbanized area of Beaufort County, including the Town of Hilton Head Island, the Town of Bluffton, and parts of unincorporated Beaufort County.

# Palmetto Breeze Public Transit Planning Study

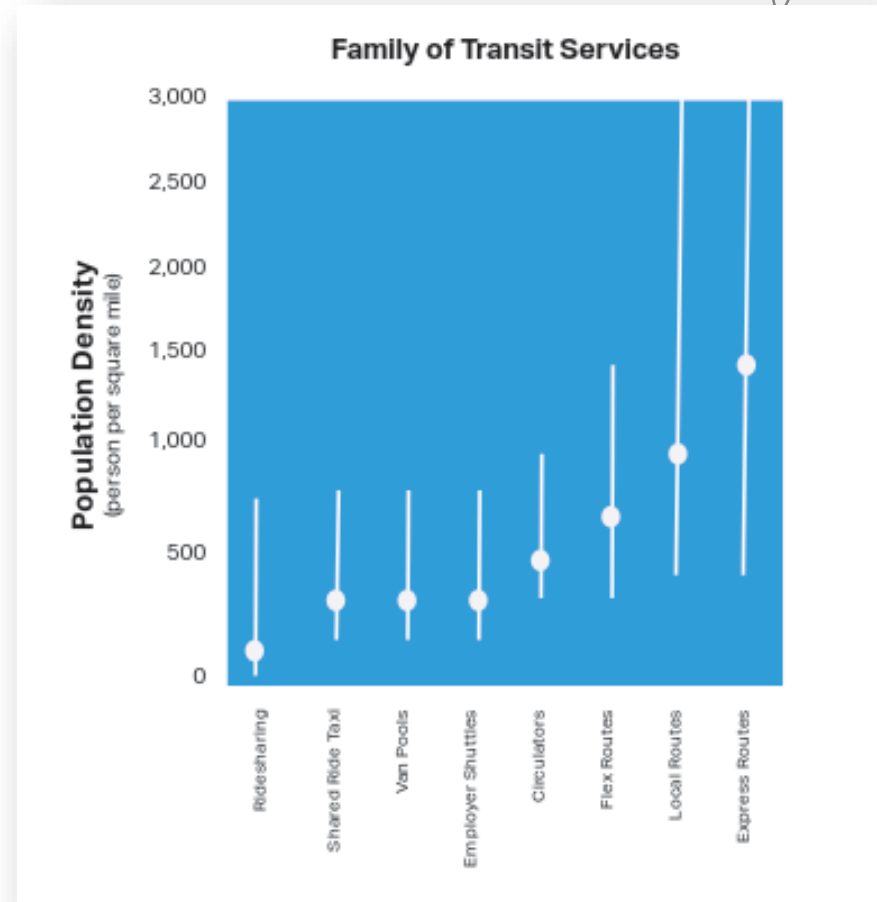
The Study will examine existing population demographics, US census data, future development patterns, community outreach results and stakeholder input to determine what options exist for future public transportation within the community.



# Palmetto Breeze Public Transit Planning Study

– The study will determine the following:

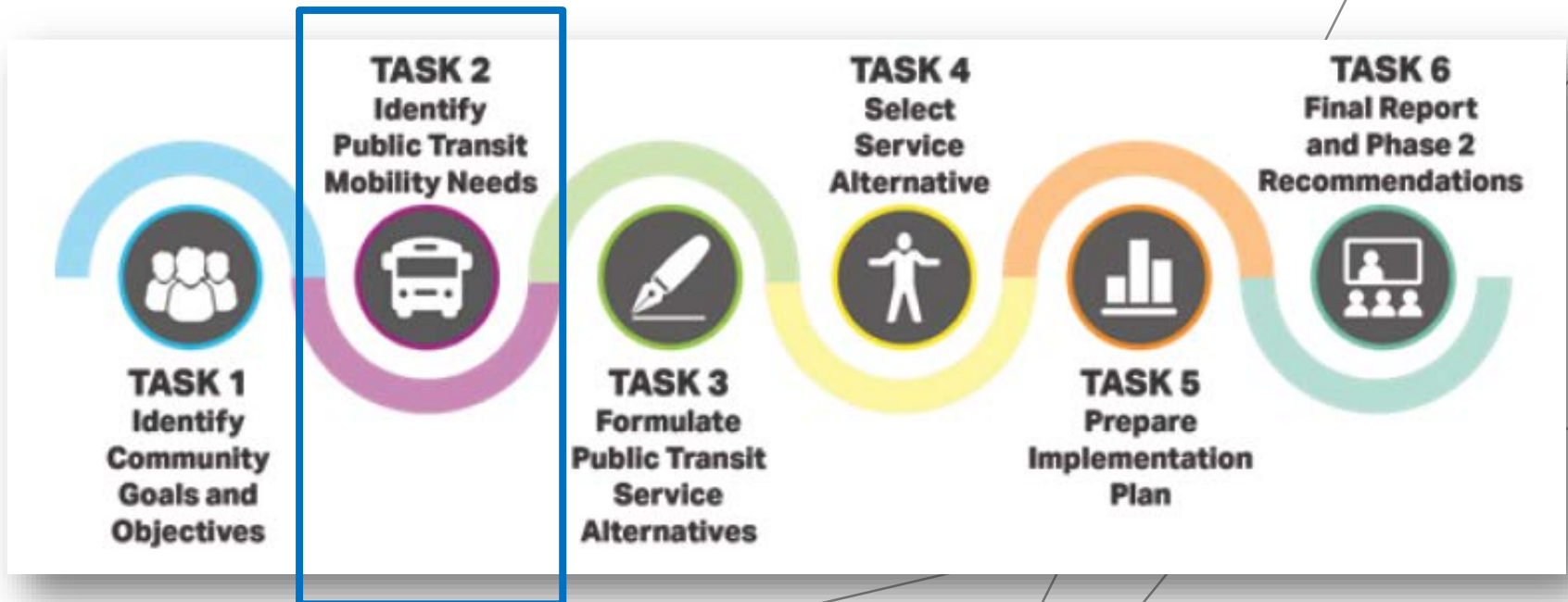
- Transit needs and desires of the community
- Community and stakeholder expectations for future transit services
- Transit service types that are viable options for the community
- Reasonable funding alternatives



# Palmetto Breeze Public Transit Planning Study

## – CONNECT WITH US!

- Your input is crucial to the development of the future transit services
- Please share your thoughts with us by completing an online survey:  
<https://www.surveymonkey.com/r/SC-Travel-Survey>





# Thank You

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