



AASHTO VIRTUAL PEER REVIEW

GEORGIA COMMUTE OPTIONS

JULY 10, 2020



Habte Kassa, GDOT

Technical Services and Air Quality Branch Chief



ATLANTA REGIONAL COMMISSION
regional impact + local relevance

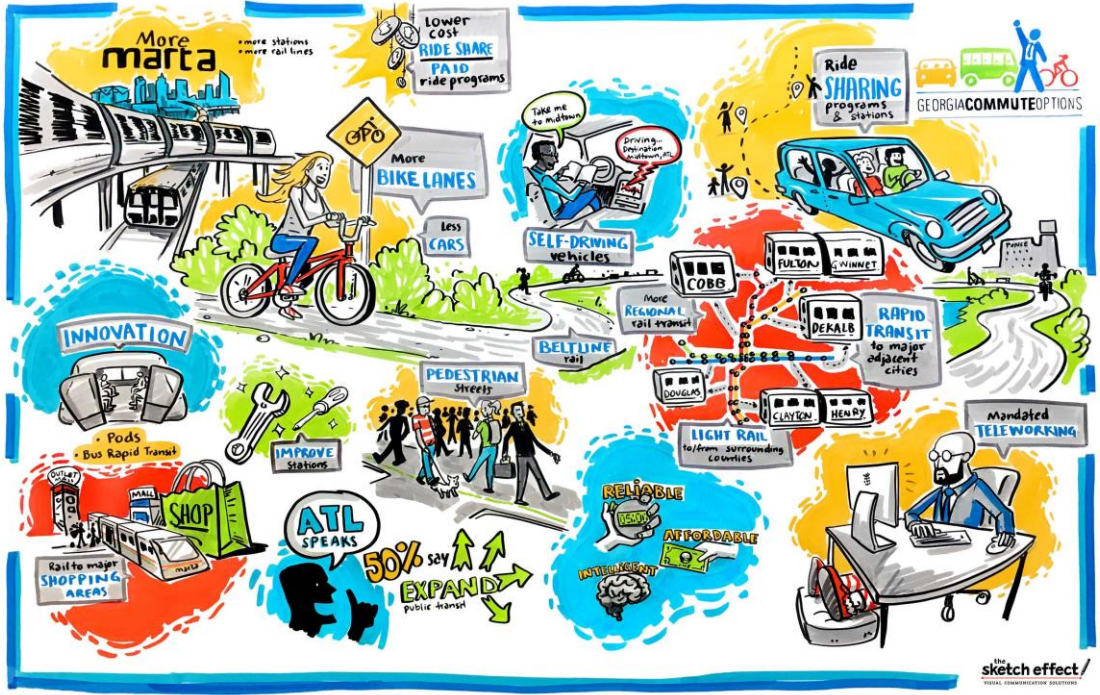


GEORGIA
COMMUTE
OPTIONS

Establishing GCO

- 1994 + The Clean Air Campaign was established in preparation for the 1996 Olympic Games
- 1996 + The Transportation Management Center (TMC) was established by GDOT
- 2013 + Program rebranded to Georgia Commute Options (GCO)
- 2017 + GDOT executes MOU with the Metropolitan Planning Organization and ARC begins day-to-day management of GCO program

- Increase use of commute options
- Outreach to employers and property managers
- Marketing outreach
- Incentives management
- TMA partner contracts



ATLANTA STATE OF THE REGION BREAKFAST
NOVEMBER 2018 | ATLANTA, GA

Instagram & Twitter: @TheSketchEffect
Facebook.com/TheSketchEffect

Charles Robinson, GDOT

Assistant State Transportation Planning
Administrator



Partnership between GDOT & GCO

- GDOT provides separate funding streams to ARC for the Regional TDM Programs:
 - Georgia Commute Options (GCO)
 - Transportation Management Associations (TMAs)
 - Regional Rideshare
- GDOT and ARC work in coordination to improve TDM Policy on a local and state level
- Supplying up-to-date information about all transportation modes
- Promoting the use of transit in Express Lanes



POSTED ON: September 13, 2018

Over the next week, the Georgia Commute Options blog will explore metro Atlanta's transit options as part of our upcoming Try Transit initiative, encouraging commuters to try one of the many transit options around the metro area.

Metro Atlanta has a variety of transit options, but not all commuters have given them a try or even know they exist. We're encouraging commuters to Try Transit September 17-21 to discover the benefits of riding transit on your way to work. Switching from riding alone to a clean commute option could save you money, reduce stress and even help maximize productivity on your way to work. Plus, with the recent opening of the I-75 Northwest Corridor Express Lanes, CobbLinc and Xpress buses traveling along I-75 and I-575 in Cobb and Cherokee counties can bypass the traffic of the regular travel lanes. Transit and registered vanpool customers can travel in the lanes toll-free, incentivizing commuters to try clean commute options and reducing the number of cars on the road.

When you drive change in your commute, you're helping us all breathe easier, and we want to reward you for that change. Eligible commuters who switch to a clean commute option like transit can earn \$5 a day – with the ability to earn up to \$150 over an assigned 90-day period.

If you aren't sure which transit option might be right for you, check out our upcoming blog series and follow along as we highlight metro Atlanta transit providers.

SHARE: [Twitter](#) [LinkedIn](#) [Facebook](#) [Blog](#)

TAGS: Atlanta, Commute, Transit

With 14 lines and 56
ss Lanes, CobbLinc

nday through
etro Atlanta,
d at the Marietta
chedules of each of

around town for
an on-demand,
ites are \$5.00.

rn cash and win

t metro Atlanta with reliable service, multi-
ion passenger trips annually, removing 55
way Authority (SRTA).

Forsyth, Fulton, Gwinnett, Henry, Paulding
ridor Express Lanes that run 29.7 miles
osing to ride Xpress, commuters can ride
nties and provides a connection between

downtown, Midtown, and Perimeter Center.
Newman, Decala and Conyers, to still have

option for the chance to earn cash and win

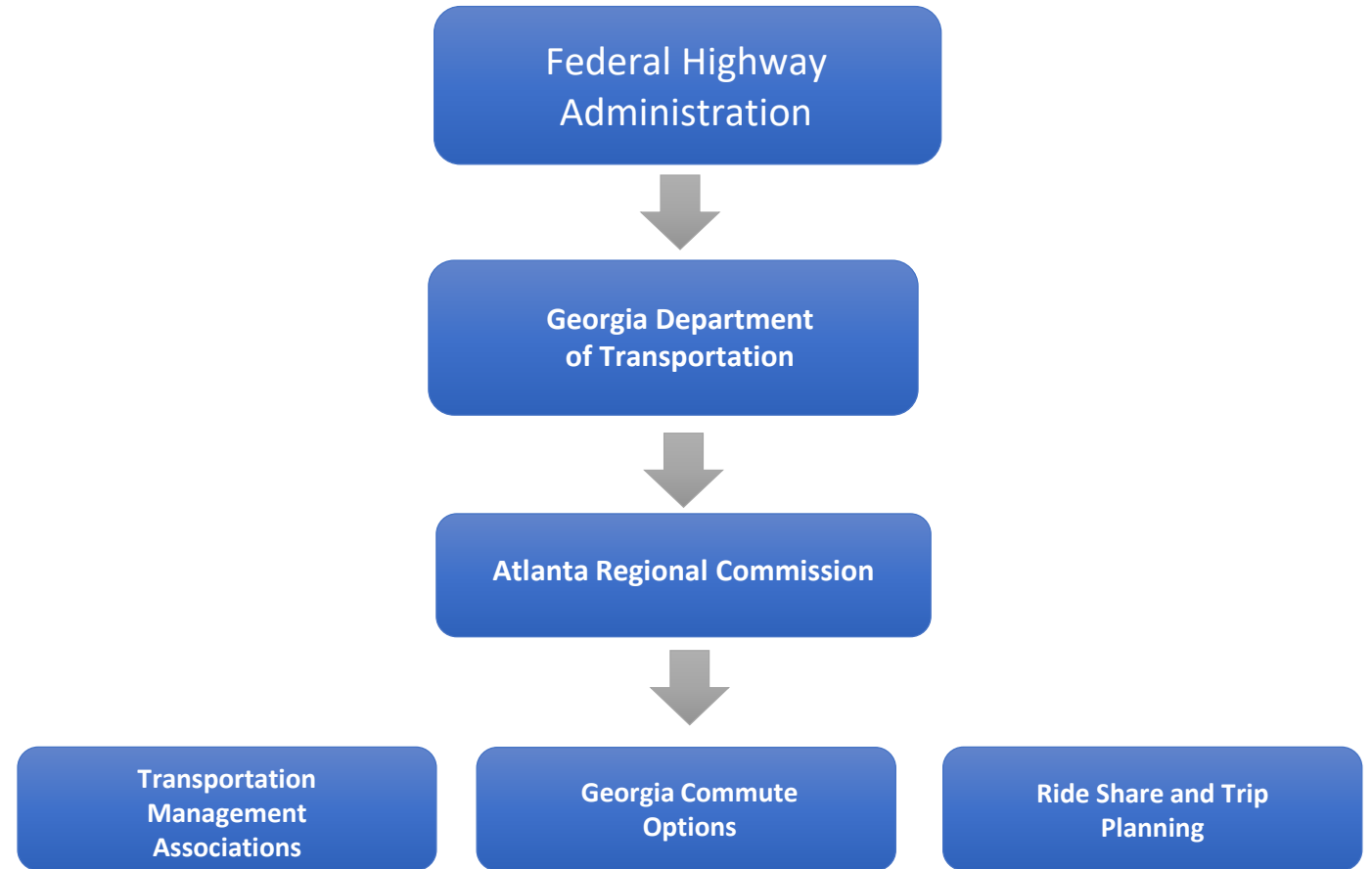


regional impact • local relevance



Program Funding

- GCO
 - Approximately \$20 million
 - CMAQ funded
- TMAs
 - 80% - 20% match
 - CMAQ funded
 - Included in TIP
- Regional Ride Share

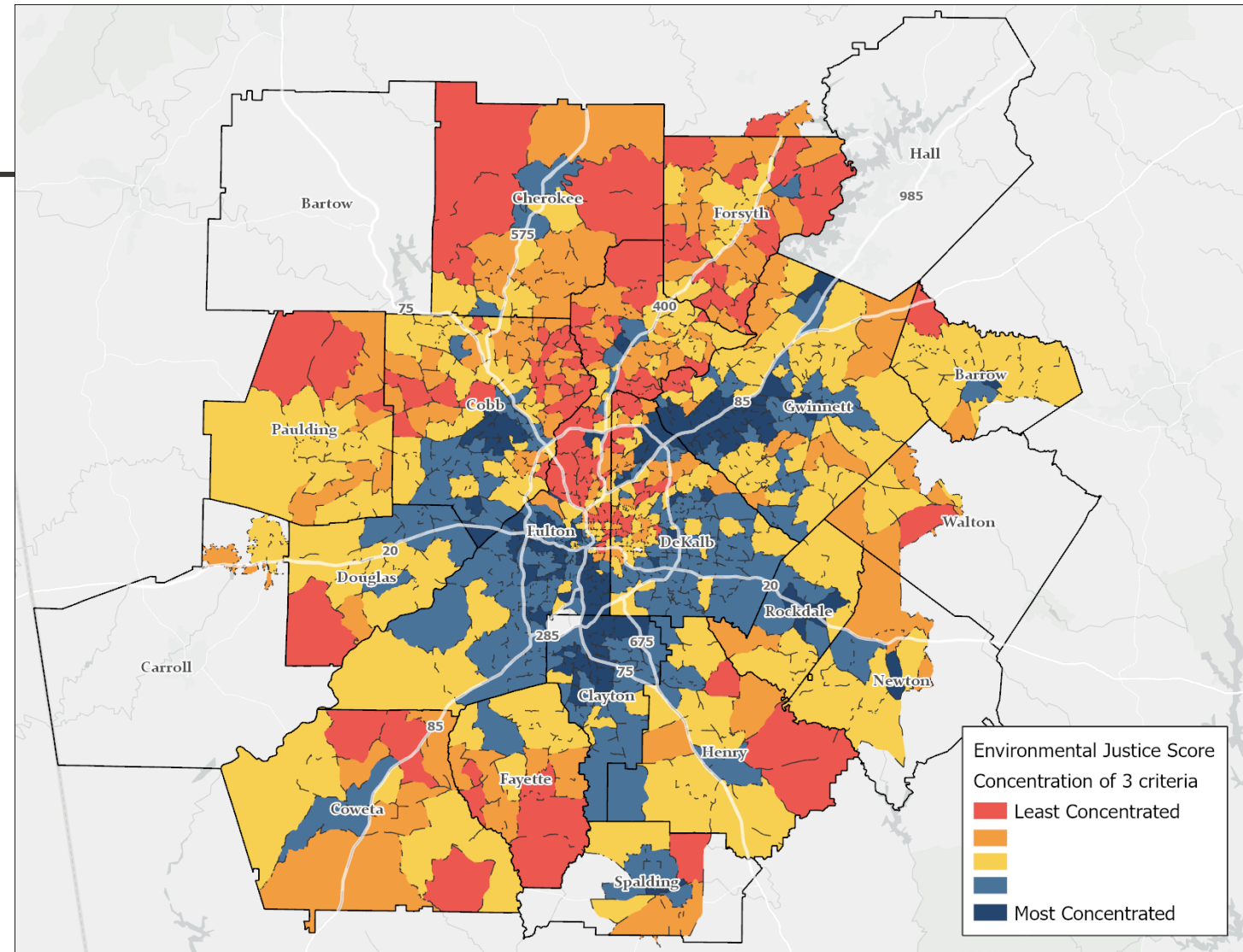


Roz Tucker, ARC

Managing Director, Mobility Services



Service Area and EJ Concentration



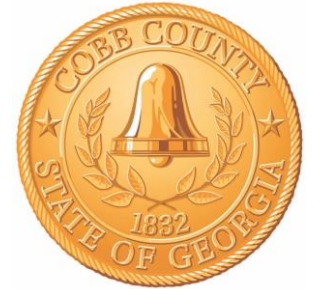
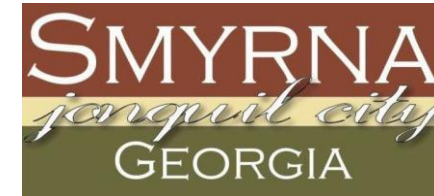
TDM Services

- Employers
 - Worksite assessments and surveys
 - Mapping to demonstrate how their workforce travels to and from work
 - Travel time and traffic time - to determine the cost of commuting (employee productivity and retention)
 - Travel analysis for worksite relocation
 - Relocation strategy
 - Telework program setup and implementation
- Employees
 - Carpool and vanpool setup
 - Travel training
 - Access to discounted transit passes

739 employer and property manager partners that make up over 350,000 employees/commuters across the 20-county area

Collaboration with Local Governments

- Regional TDM coordination
- Assistance with developing a countywide TDM Plan
- City/County wide Employee FlexWork programs
- School system trip reduction programs
- Construction Mitigation project development and coordination
- Project research and analysis:
 - Commuter/Employer surveys
 - Commuter marketing demographic/segmentation
 - Travel time/cost analysis
 - Trip origin and destination identification
 - Program and infrastructure improvement recommendations
- Consumer marketing assistance



ENVIRONMENTAL JUSTICE

What is Equity?

The quality of being fair and impartial in our work, our programs and services offered to the communities.

Creating and developing programs and opportunities to improve the resources available to working class and underrepresented communities.



Guaranteed Ride Home (GRH) - Program Enhancement through an EJ Lens

GRH PROGRAM – Jan 2019

GCO members can redeem up to 5 rides via prepaid taxi to their home or vehicle from work each year if an unexpected/emergency event occurs.



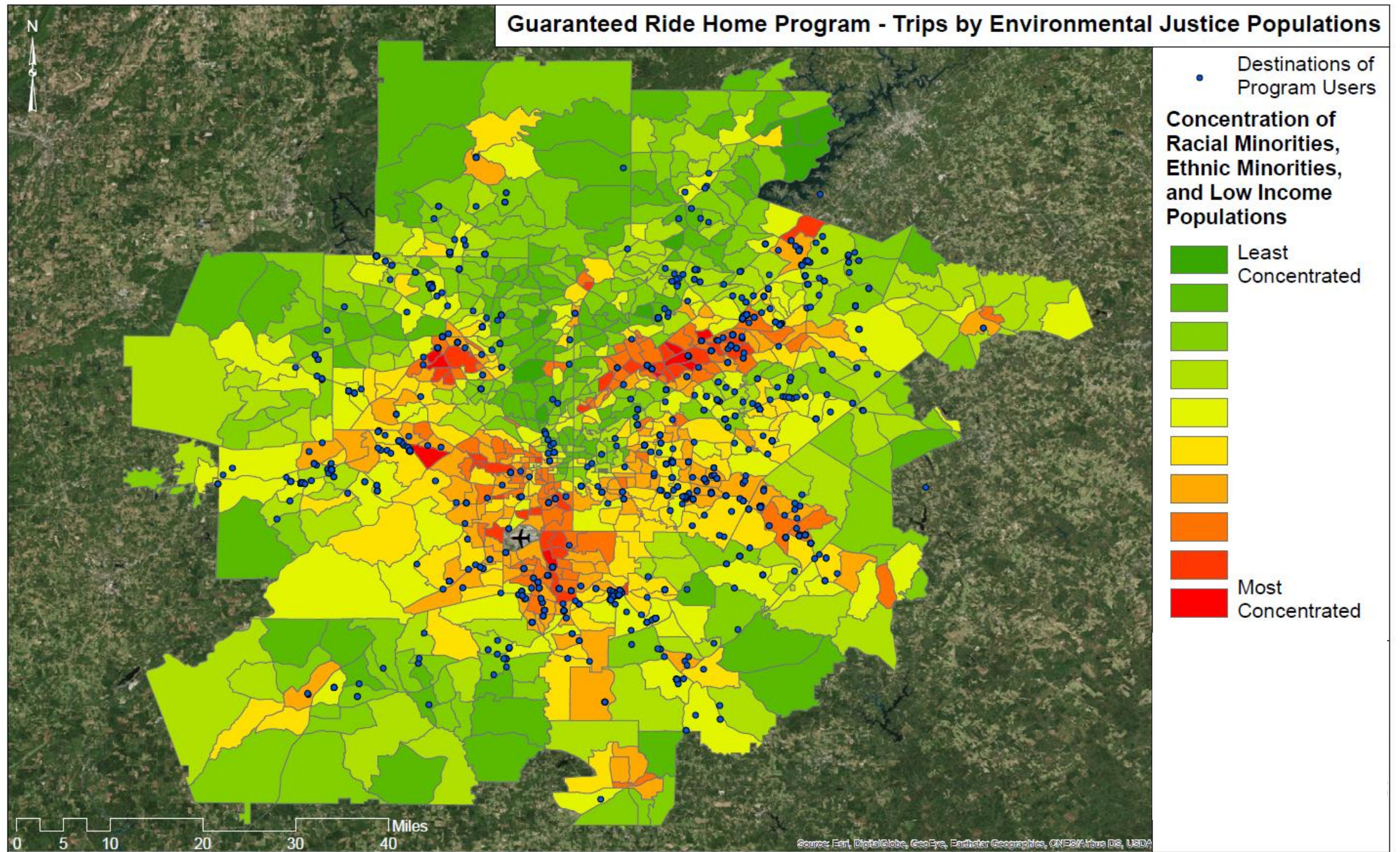
PROPOSED FUTURE PROGRAM

- GRH user selects and secures their own method of transport
- Submission of receipts and reimbursement form in a set time period
- Reimbursement options
- Acceptable interim stops
- Acceptable providers – TNC, taxi, co-worker, etc.

Potential Issues

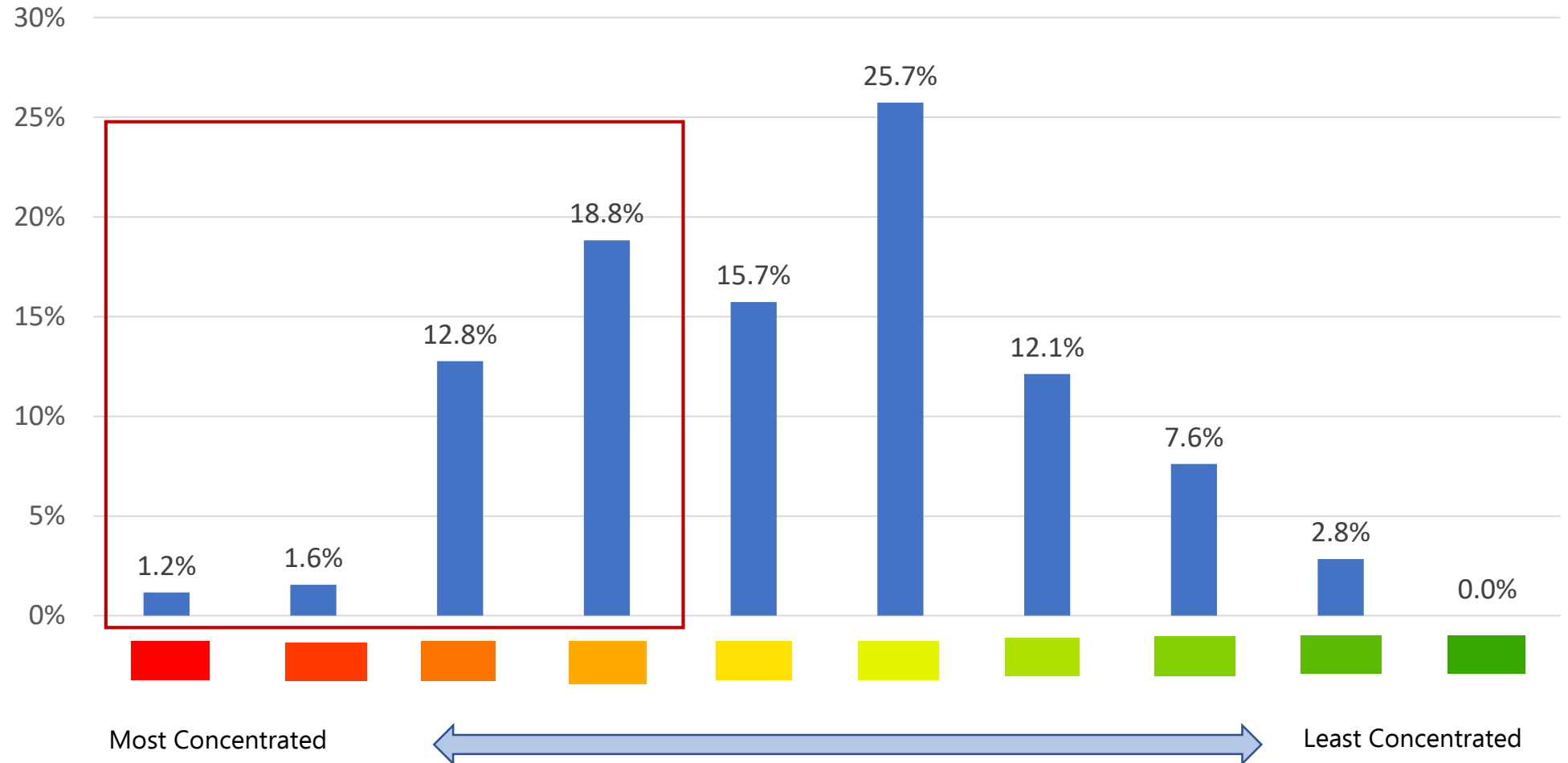
- Affordability
- Understanding the reimbursement procedures
- Potential tech barriers if people must use software
- Not having cash/ credit cards
- Lost receipt(s)
- More burdens on the rider to put money out up-front
- Reimbursement Deadlines & Requirements

Guaranteed Ride Home Program - Trips by Environmental Justice Populations



Distribution of GRH Trips to EJ Populations

34% of users reside in more concentrated EJ areas.



Transition to GRH Reimbursement: Proposed Timeline

- April 2019: GRH Reimbursement SWOT Analysis & Charrette
- May 2019: Current GRH Data & Equity Analysis and Peer Reviews
- May 2019: Share Equity Assessment Findings
- May 2019: ARC Senior Leader Presentation & Initial Recommendations
- July 2019: Survey GRH Participants and Employer Transportation Coordinators
- July 2019: Final Process Draft and Equity Study
- August 2019: Present Final Recommendations for GRH Reimbursement Program to GDOT
- March 2020: Recommended Launch – actual launch January 1, 2020
 - Voucher system through Uber for qualified rides begins

Jill Goldberg, ARC

Marketing and Communications Director



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ENCOURAGING ACTIVE LIFESTYLES



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GEORGIA COMMUTE OPTIONS

Active Commuting

GCO partners with Atlanta Regional Collaborative for Health Improvements (ARCHI) to provide resources to the community relating to health by encouraging regional commuters to try active commuting through promotions like Biketober.



Biketober

ENGAGE PEOPLE



RECRUIT PARTNERS



SOURCE PRIZES



DEVELOP MESSAGE



2019 Biketober Participation

Compared to 2018

- 13% Increase in Organizations
- 80% Increase in Registrations
- 47% Increase in Participants
- 54% Increase in New Riders
- 36,928 more miles logged!




TMA SPOTLIGHT: AERO

Challenges

63,000 employees

Challenges:

- Difficult to access employee communication channels
- Large population of employees have no computer access
- Language and reading comprehension barriers
- Complex organizational structure – sitewide and employers



Hey Lauren! It's AERO. You were chosen for our new service to get up to \$600 in UberPool rides to and from work! Claim this offer simply with a YES.

YES

Fill this out and leave it in our drop box at the AERO Help Desk to learn how you can get from home to work and back, with rewards! No time? Go online! joinAERO.com/Plan

ADDRESS: _____

ZIP CODE: _____

CELL PHONE: _____

COMPANY: _____

SHIFT START TIME: _____ AM / PM (CIRCLE ONE) SHIFT END TIME: _____ AM / PM (CIRCLE ONE)

HOW DO YOU GET TO WORK? (CHECK ALL THAT APPLY)

☐ DRIVE ALONE ☐ CARPOOL ☐ TRAIN ☐ BUS ☐ UBER/LYFT/TAXI ☐ OTHER

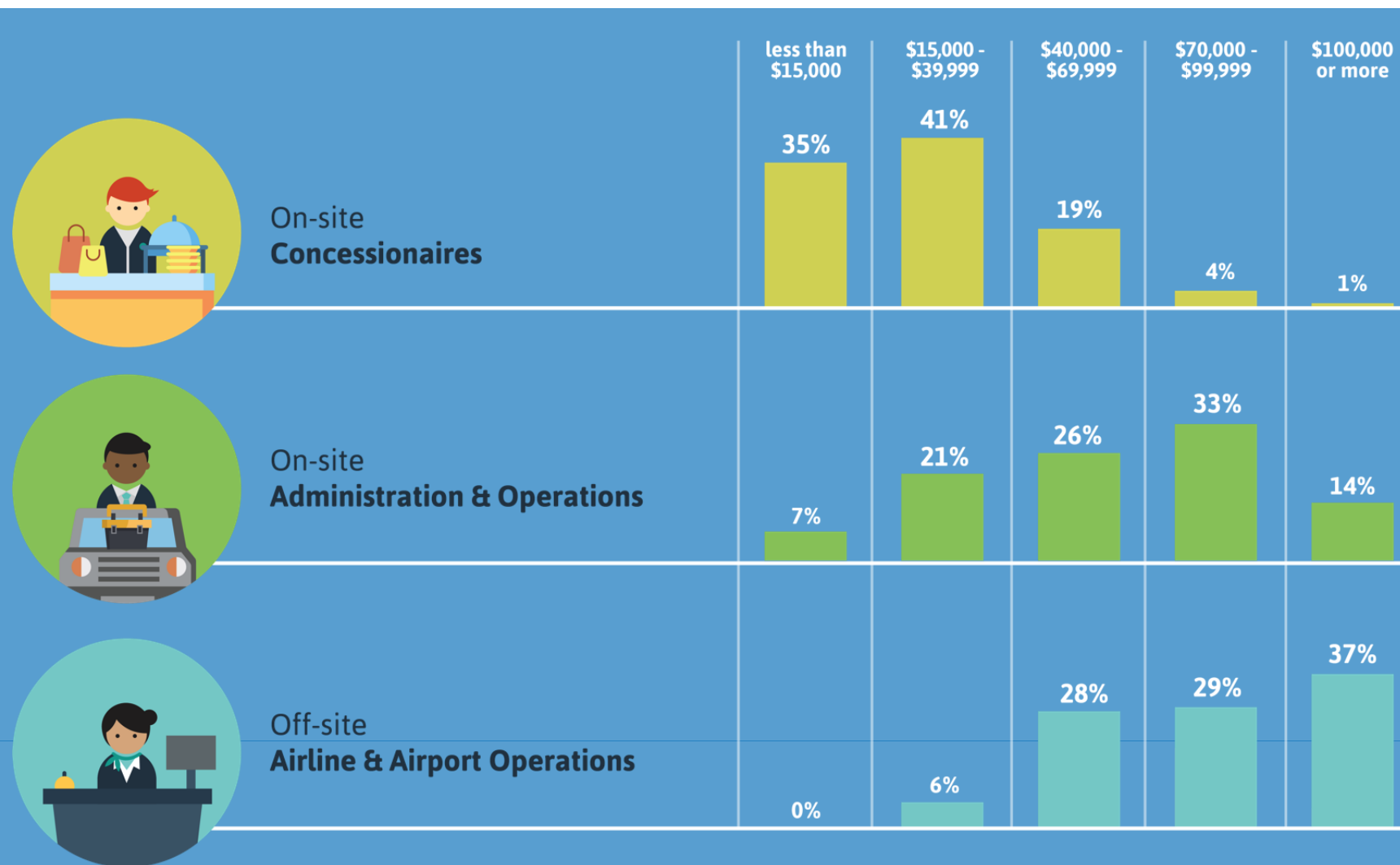
AERO WILL ONLY USE YOUR DETAILS TO SEND YOU INFO BY EMAIL, TEXT OR PHONE TO HELP YOU FIND YOUR BEST WAY TO WORK.

AERO Custom Commuter Plans

- Help Desk
 - Mostly serves On Terminal employees
 - Open for entire TMA population
 - Strategically staffed 20 hours a week during airport-wide shift change
 - Used for Customized Commute Plans (CCPs), carpool matching, Guaranteed Ride Home enrollments and employer meetings
- AERO Drop Box & Security Kiosk
 - Provides 24/7 coverage for employees to leave CCPs
 - Strategically placed in high foot traffic areas



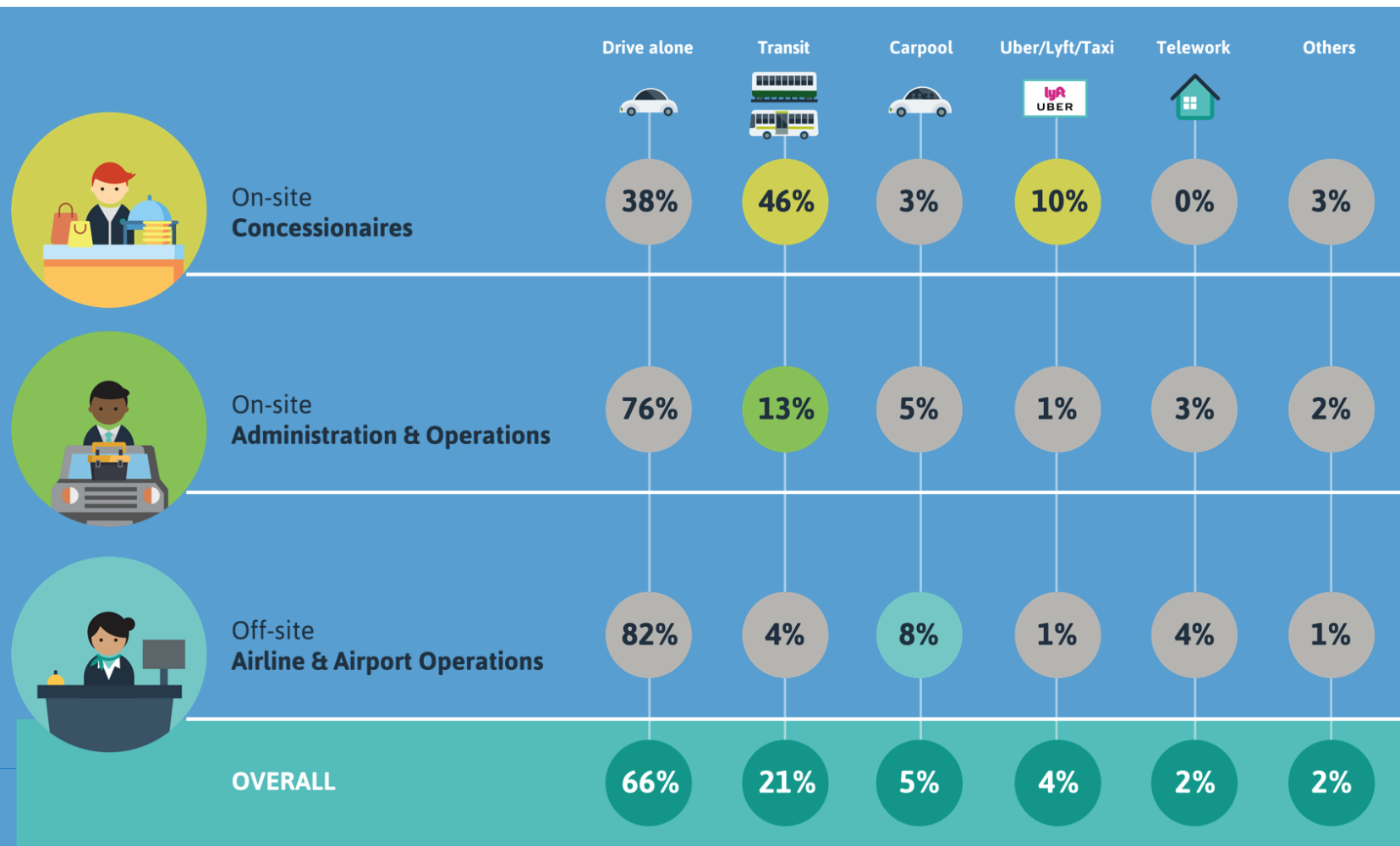
Income by Employee Segment



Parking Cost vs. Employee Income

		Likelihood to Pay for Parking If You Drive	Payment Arrangement	Average Monthly Parking Expense	Average Annual Income (% over \$40,000)
	On-site Concessionaires	High	Pay Daily	<div> <div>P</div> <div>P</div> <div>P</div> <div>P</div> </div> (\$200)	<div>\$</div>
	On-site Administration & Operations	Medium	Pay Monthly	<div>P</div> (\$50)	<div>\$</div> <div>\$</div> <div>\$</div>
	Off-site Airline & Airport Operations	None	N/A	FREE	<div>\$</div> <div>\$</div> <div>\$</div> <div>\$</div>

Mode Split



Commute Pattern: All Employees



26% Have Commute Times Over 45 Mins



Average Commute Distance



19.8 miles



Mode Split



66%



21%



5%



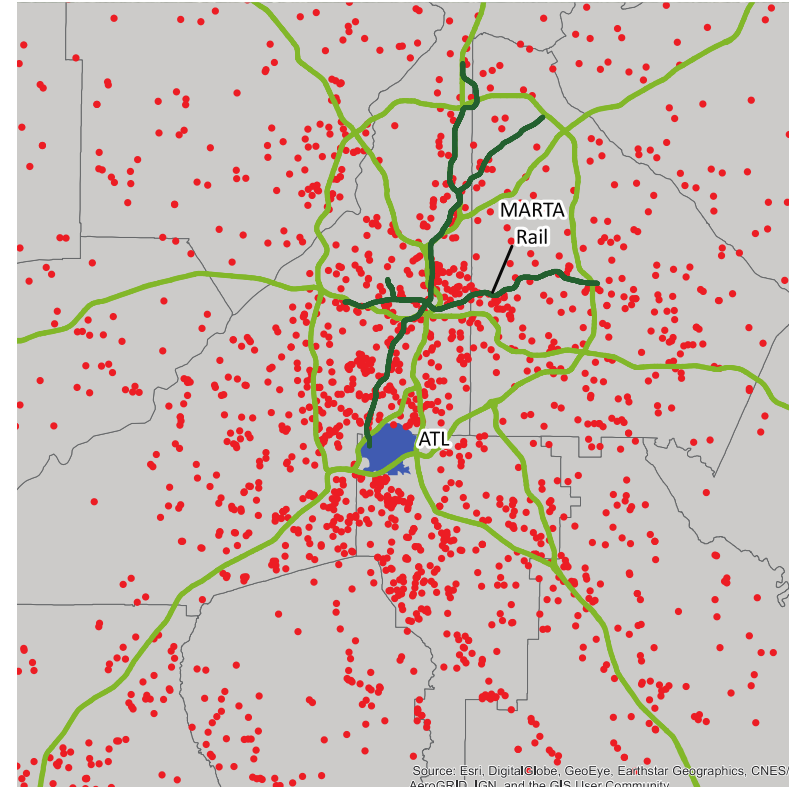
4%



2%



2%



Commute Pattern: On-Site Concessionaires



33% Have Commute Times Over 45 Mins



Average Commute Distance



13.7 miles



Mode Split



38%



46%



3%



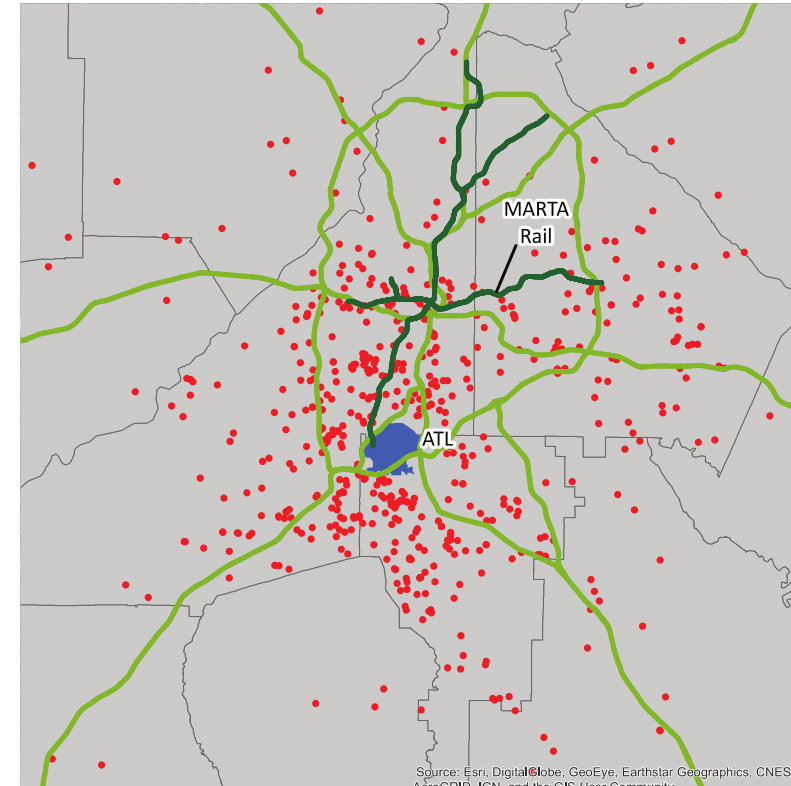
10%



0%

Other

3%



COVID-19 INITIATIVES

Support for Essential Workers

Changes in transit schedules and shared commutes affected essential workers.

GCO worked to help essential workers by finding commute options considering service changes during COVID-19.



GCO Support During COVID-19

- Telework
 - Training and support
 - Webinars
 - Webpages
 - Guides and standards
- Social engagement
- Blogs
 - Inspiring stories of teleworkers
 - Highlighting and thanking transit employees

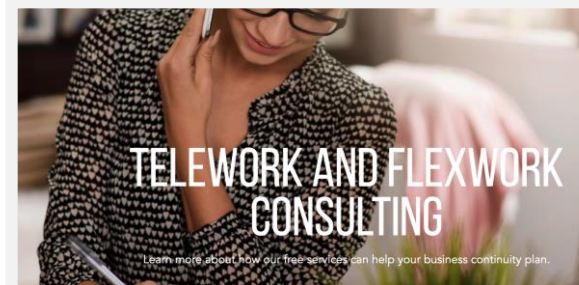


TAKING TRANSIT DURING COVID-19

Transit is an integral service for people across metro Atlanta. So, if you are returning to transit, keep these tips in mind to help you stay healthy.

COMMUTER TIPS

- instructions listed on signs from the transit provider
- social distancing while waiting to board transit, during
- and exiting, as well as while riding
- ask for the duration of your ride
- as you may need to take a later bus or train to comply
- distancing
- adjust your work schedule to allow you to take transit
- peak hours
- cleaning surfaces, if possible
- less payment options wherever possible
- d sanitizer with you and apply after touching handrails or
- aces, as well as after you exit the train or bus



ADDING VALUE, BEST PRACTICES AND LESSONS LEARNED

Consider All Audiences and Impacts

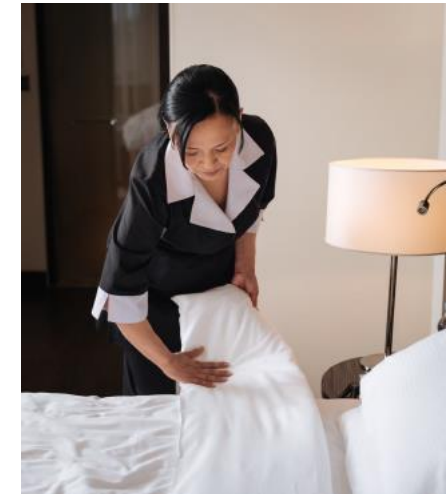
Harness Curiosity

- Get in their Shoes
 - One-on-one interviews, discussion groups
 - Try out their commute; take photos and video
 - Ensure their voice is included in survey results



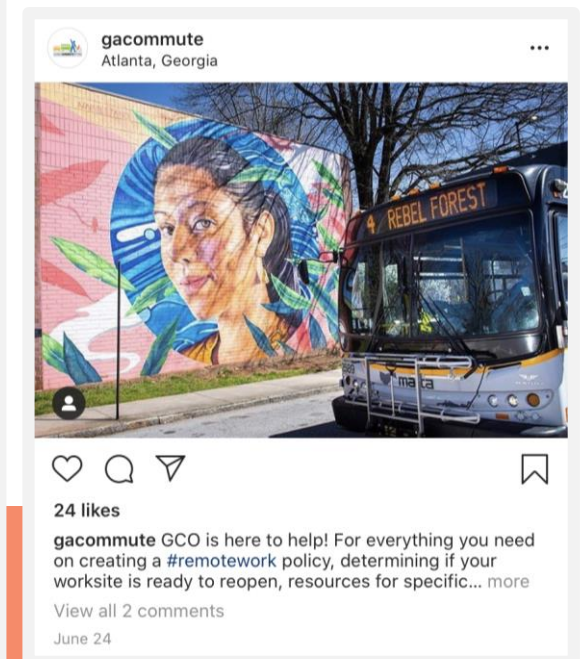
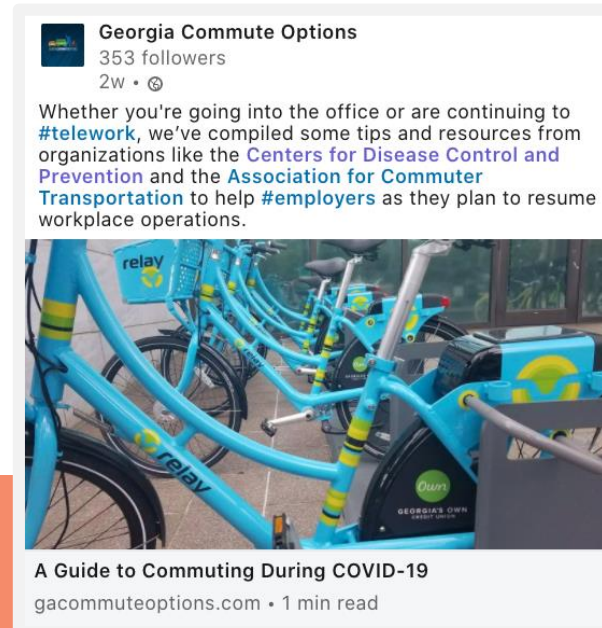
Pursue an Understanding

"I get **up at 4am** (6am start) take the bus to the train station and take a second bus. I then have to get off at the **Food Depot (2.25 miles away)** & then walk or sometimes I have to call an Uber the whole way which cost me **\$20 one way.**"



Engage on Social Media

7,366 FOLLOWERS ACROSS PLATFORMS





POSTED ON: July 10, 2019

MEET TAYLOR

Growing up in Alpharetta, Taylor Spung is all too familiar with Atlanta traffic.

After graduating from Georgia Southern University, Taylor moved back to Atlanta to start her life as a savvy and successful public relations



POSTED ON: December 2, 2019

December 3 is the [International Day of Persons with Disabilities](#). This year's theme from the United Nations is "Promoting the participation of persons with disabilities and their leadership." Metro Atlanta's social and economic growth and well-being depends on the participation and leadership of people of all abilities. Access is a key component to opening up those opportunities and that's why it's important to ensure that transit (and our transportation network as a whole) works for everyone! Metro Atlanta transit authorities provide accessibility services to make sure that, no matter your needs, you can get where you need to go so that our city continues to be a diverse hub of service and innovation.

SO WHAT EXACTLY ARE ACCESSIBILITY SERVICES?



Build off Success

- Use surveys and discussions with executives and commuters to determine opportunities for GCO moving forward
- Shared commute needs moving forward
- Support for continued telework
 - Employer
 - Employee

SPOTLIGHT: TECHNOLOGY & CYBERSECURITY

NEW NORMAL

Teleworking is here to stay and companies are adapting

BY DOUG DELOACH
Contributing Writer

As a result of the Covid-19 pandemic, millions of Americans are now working remotely. Consequently, employers are instituting new operational procedures, different technology applications, and more cybersecurity measures to maintain business momentum and ensure privacy of company and client data.

"We are proud of how quickly and well everyone adapted to the situation, but there's no question that the changes have been significant," said **Steve Latham**, founder and CEO of **Banyan Technologies**.

The virtual office has some benefits, he said.

"We have seen a higher level of collaboration, simply because individuals are a less susceptible to 'drive-by' interactions common in a traditional office environment," Latham added. "Also, any time that was previously used for a commute to the office has been replaced by online meetings."

Banyan relies mostly on **Microsoft Teams**, which Latham described as "more scalable, reliable and aligned with the needs of our customers." For routine tasks and collaborating with customers, Banyan's remote workforce uses **Microsoft** products including **Azure**, **SharePoint**, **Office365** and **Teams**. For internal communication, Banyan uses **Slack**, which combines email, document sharing, live chat, calls and videoconferencing.

"We have Slack channels dedicated to everything from lunch plans to step counters to technical alerts and even Super Bowl squares," Latham said.

Banyan holds weekly virtual staff meetings and also gathers online to mark birthdays, new hires and send-offs. A recent employee send-off "went on for quite some time with lots of really moving speeches," said Latham. "The only thing missing was the food."

The popularity of the meeting/conferencing application **Zoom** from **Zoom Video Communications** has exploded during the pandemic. In June, Zoom announced first quarter total revenue of \$328.2 million, an uptick of 169% year-over-year.

Throughout the pandemic, lawyers have migrated to using Zoom depositions – with appropriate security, such as passcodes – for depositions and even some court hearings, said **Rebecca Strickland**, partner at **Swift Currie**.

Prior to the pandemic, Swift Currie offered limited teleworking capability. When the entire staff began working remotely, the firm's technology team focused on load balancing to ensure efficient operations. Swift Currie also moved to implement a long-planned technology upgrade, which

included stronger network security controls, Strickland said.

Businesses now face a more complex challenge than when they initially shut down due to the pandemic, explained **Mitzi Hill**, chair of the data security and privacy department at **Taylor English**. As Covid-19 continues to spread, companies must adjust to a new work landscape that includes more remote working, and the technology and processes that arise with it, as well as HR issues including changing office layouts.

"From a logistical and security standpoint, those early experiences will prove easier to manage than the scenario that is to come," she added.

To assess the virtual work experience, the **Atlanta Regional Commission (ARC)** and **Georgia Commute Options (GCO)** in March developed a teleworking/flex schedule guide for employers, according to **Roz Tucker**, managing director of the ARC's Mobility Services Group.

The guide can be downloaded from the GCO website. It includes guidelines for setting up teleworking, including types of technology needed, as well as "dos and don'ts" for teleworkers and managers. The ARC also worked with partners including **ASAP**, **Perimeter Connects** and **Livable Buckhead** to conduct webinars on topics such as tech for remote management and teleworking for small businesses.

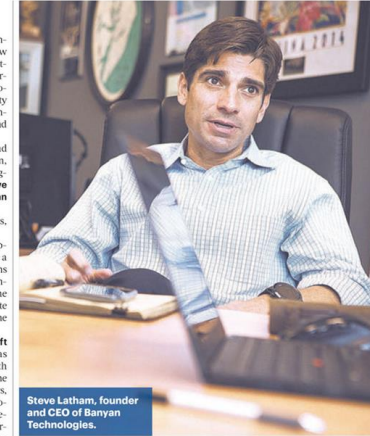
After Gov. **Brian Kemp** issued the state's shelter-in-place order April 2, GCO conducted interviews with executives and HR professionals representing 13 of the largest employers within metro Atlanta, to understand their use of remote work programs, according to Tucker. The companies included: **Coca-Cola Company**, **Cox Enterprises**, **Georgia Power**, **Mercedes-Benz USA** and **State Farm**.

Eight of the companies did not "widely promote" remote working before the Covid-19 pandemic. Two companies allowed remote work only for high-level executives and IT departments. Three companies allowed all or most employees to telework.

Six of the eight companies who did not have remote work policies are now considering regular remote work in their long-term plans, according to the survey.

GCO also created an online survey sent to executives, managers and other employees, which garnered some 2,500 responses.

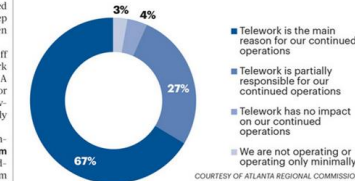
The key takeaway? Teleworking is here to stay, and employers are ramping up technology tools and processes to keep it efficient.



Steve Latham, founder and CEO of Banyan Technologies.

SPECIAL/CHRIS ROSS

IMPACT OF WORK FROM HOME POLICIES ON CONTINUED OPERATIONS



COURTESY OF ATLANTA REGIONAL COMMISSION

GCO REMOTE WORK SURVEY RESULTS AT A GLANCE

Online survey conducted by **Georgia Commute Options (GCO)**, a transportation consultant company that works with **Atlanta Regional Commission**

► Some 2,900 responses to survey of executives, managers and non-managerial employees

► 44% of respondents had never worked remotely before the pandemic. 24% worked remotely 1-2 days per week.

► Executives estimated that an average of 80% of their workforce is now teleworking.

► While those surveyed cited several benefits to teleworking (including saving money and time by not commuting), more than 40% lack access to "desired or needed technology equipment" such as additional monitors, printers, and 33% responded that their home office does not meet "the same quality standards" as the office.

► More than 93% of respondents have access to video conferencing/meeting software, and 74% have access to instant messaging.

What's Next for GCO EJ-Focused Work

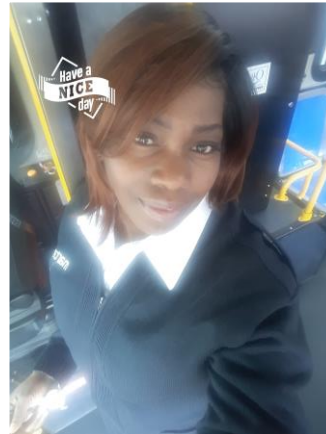
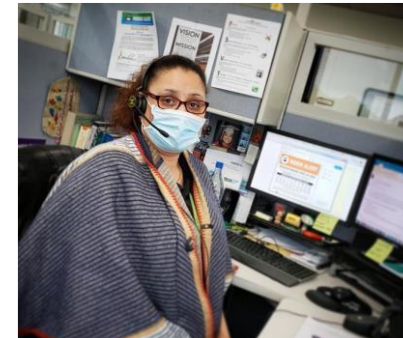
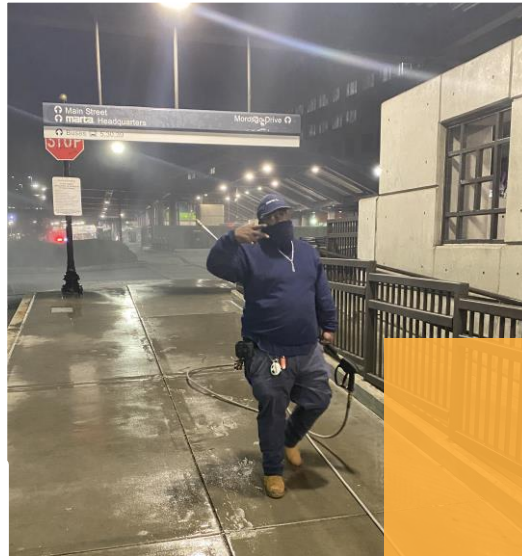
- Tailor efforts to best serve underrepresented and hard-to-reach populations
- Conduct focused outreach to target the region's low-wage workers beyond current employer-based strategies
- Empower low wage workers earlier
- Participate in large job fairs
- Engage partners to support our equity goals



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Thank you!