

Travel Demand Management in a Post-COVID World

Join the Boston Region Metropolitan Planning Organization and the Metropolitan Area Planning Council for a forum on Travel Demand Management (TDM). TDM is designed to reduce drive-alone trips and shift people to walking, biking, and taking transit. How do you implement TDM policies? How can they work in Massachusetts in both urban and suburban locations? How does the need for TDM change in a world where more people are working from home? The panelists will discuss these questions and the future of TDM.

Thursday, February 18, 2021
2:00 PM–4:00 PM



Register: https://us02web.zoom.us/meeting/register/tZAvfu6hqDkqEtBOVHid_uDr4b2TdqYW86H9



PANELISTS



Katie O'Sullivan
Senior Transportation &
Smart Mobility Specialist
ICF



Stephanie Groll
Parking and Transportation Demand
Management Planning Officer
City of Cambridge



Allison Simmons
Principal and Co-Founder of
NorthEase Consulting Group





VIRTUAL

MEETING

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You are invited to participate in our transportation planning process, regardless of your race, color, national origin (including limited English proficiency), religion, creed, gender, ancestry, ethnicity, disability, age, sex, sexual orientation, gender identity or expression, veteran's status, or background.

简体中文 (Simplified Chinese)

如果需要使用其它语言了解信息，请联系波士顿大都会规划组织 (Boston Region MPO) 《民权法案》第六章专员，电话 857.702.3700。

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Kreyòl Ayisyen (Haitian Creole)

Si yon moun vle genyen enfòmasyon sa yo nan yon lòt lang, tanpri kontakte Espesyalis Boston Region MPO Title VI la nan nimewo 857.702.3700.

Español (Spanish)

Si necesita esta información en otro idioma, por favor contacte la Boston Region MPO al 857.702.3700.

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Caso estas informações sejam necessárias em outro idioma, por favor, contate o MPO da Região de Boston pelo telefone 857.702.3700.

Read the full notice of your rights and protections at www.bostonmpo.org/mpo_non_discrimination.

February 18, 2021

AGENDA

1. Welcome
2. Panel
3. Q&A

Welcome

Boston Region Metropolitan Planning Organization (MPO)



Metropolitan Area Planning Council (MAPC)



Technical difficulties? Call Róisín Foley at 857.702.3704 or email rfoley@ctps.org.

AGENDA

- 1. Welcome
- 2. Panel
- 3. Q&A

What is an MPO?

A federally required planning entity that engages governments (elected officials and various transportation agencies), residents, and other stakeholders in a **collaborative and transparent public process** to:

CREATE FRAMEWORK



Long-Range Transportation Plan

20-year vision and goals for the transportation system and prioritizing projects and programs to meet the vision

INVEST



Transportation Improvement Program

Rolling, five-year capital investment plan, including the shorter-term investments that help realize the long-term vision

STUDY & ANALYZE



Unified Planning Work Program

Annual work program for how federal planning funds are allocated to studies and technical analyses to benefit the region

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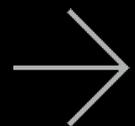
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TDM: Building Resilience in the Face of Uncertainty

TDM in a Post-COVID World



Katie O'Sullivan, AICP, PMP
Senior Transportation & Smart Mobility Specialist

02/18/2021



Perennial TDM Considerations

→ The Evolving Transportation Landscape

- TDM is encompassing more of the “supply” side of transportation
- Planning goals and stakeholder involvement
- More trip types - Commute trips are a small portion (18%) of total trips
- National Household Travel Survey shows that between 2009 and 2017:
 - Vehicle trips and vehicle miles per driver have decreased
 - Commute vehicle occupancy and transit mode share has increased





National Peer Research on Regional TDM Programs

Purpose: Compare overall TDM program costs, services and performance measures across regions.

Methods: Peer selection, public document scan for funding levels, and phone interviews.

COVID footnote: Regional TDM programs are changing significantly. This research helps to clarify the baseline we are pivoting from.



→ Findings

There is **no “one size fits all”** or program template.

Trip reduction policies had significant effect on TDM implementation in mid-sized areas

Free outreach & tech assistance to employers did not translate into implementation without **leadership buy-in** or **regulatory requirements**

Annual program costs ranged from \$225K - \$4.4M. Per capita budgets ranged from \$0.17 - \$4.27, with \$0.96 per person as the average across all regions.

Pittsburgh, PA

The Southwestern Pennsylvania Commission (SPC) developed a Regional TDM Strategic Action Plan in 2019, an outcome of which was to form a TDM Committee to lead implementation. SPC operates the regional CommuteInfo program to conduct outreach in coordination with district-based TMAs.

Northern NJ

The North Jersey Transportation Planning Association (NJTPA) is developing a regional TDM & Mobility Plan. The NJTPA funds (STBG) and manages the state's eight TMAs and their work through the UPWP. The TMAs coordinate through a statewide TMA Council.

Atlanta, GA

The Atlanta Regional Commission (ARC) recently established a TDM Coordinating Committee, which evolved from a self-organized employer services committee focused on the Georgia Commute Options program. The MPO's regional TDM plan (adopted in 2013) calls out a TDM Advisory Committee to provide input to funding agencies on implementation of TDM strategies.

Sacramento, CA

The Sacramento Area Council of Governments (SACOG) convenes a TDM Tasks Force that advises the MPO Board. SACOG has focused on expanding participation beyond TMAs to other stakeholders through panels and networking events. TMA funding has recently doubled but has shifted to 100% competitive – there are no TMA set-asides.

Puget Sound, WA

The Puget Sound Regional Council (PSRC) TDM Advisory Committee holds non-voting seats on two of the MPO's staff committees, which interface with the MPO Board. The TDM Committee is identified as a key implementer in the region's TDM Action Plan (an appendix of the long-range plan) with respect to performance measures and best practices.

Upstate NY

Regional TMAs in Buffalo and Ithaca are based at local nonprofits and work with local employment districts and the statewide TDM program to deliver incentives, marketing, outreach, and technology.

→ Regional TDM Planning and Coordination

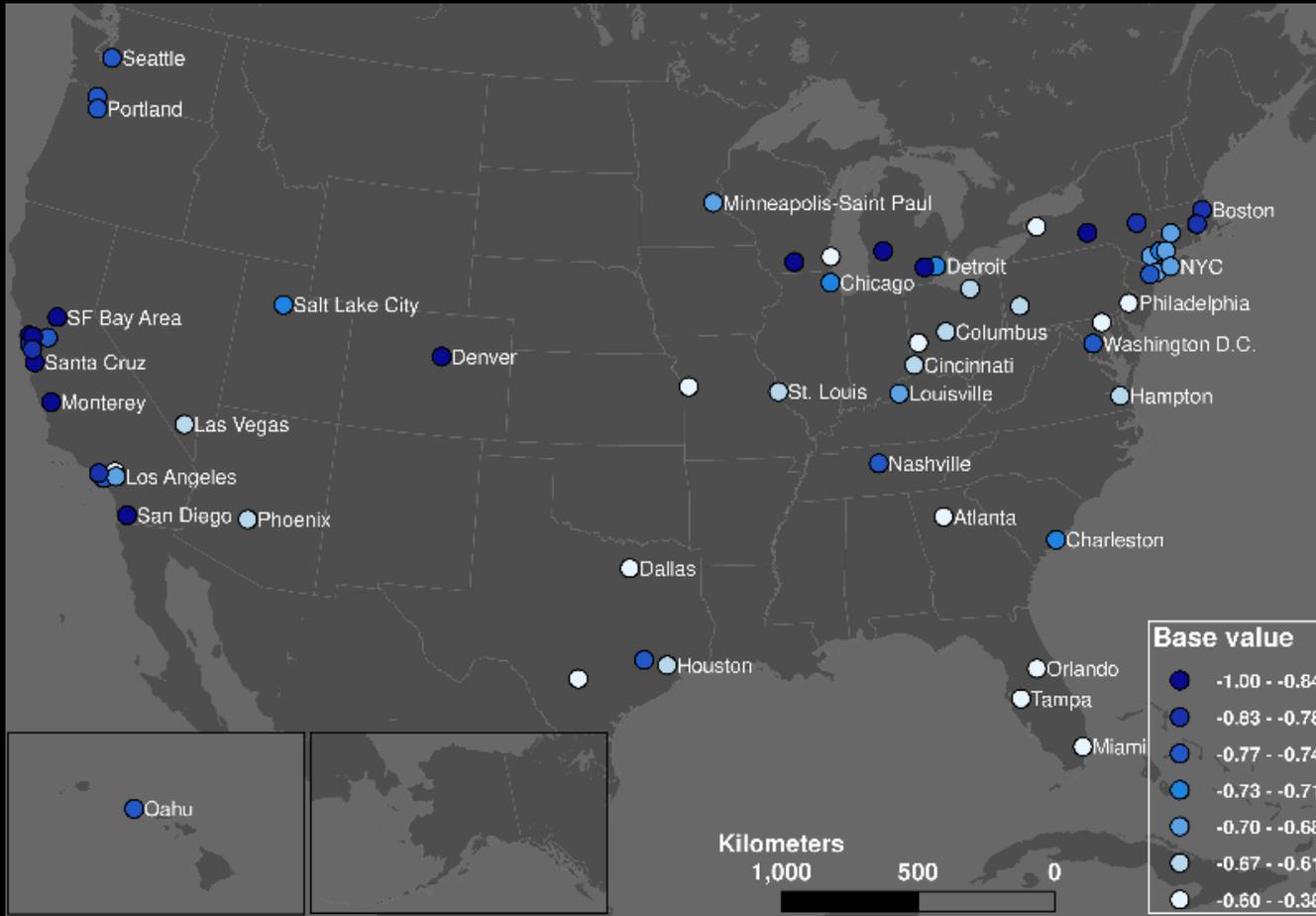
➔ Balancing Needs Across the Region

- TDM initiatives and opportunities being concentrated in the urban core.
- Some stakeholders in suburban and rural areas may feel that TDM and smart growth may not be applicable to their settings, and therefore may have concerns about the funding implications of prioritizing TDM.
- Competition for development and tax revenue between towns and central city or cities.
- Performance measures can reflect value provided by multiple TDM partners.





Existing Research: COVID-19 Impacts
on Travel Behavior



-73%

Is the average reduction in ridership across 113 transit systems. High-tech and university cities experienced larger declines in transit demand compared to cities in the Midwest and deep south.

factors

Communities that maintained higher levels of transit minimal demand during COVID-19 tended to have higher proportions of:

- Essential workers,
- Vulnerable populations (African American, Hispanic, Female, and people over 45 years old),
- More coronavirus Google searches.

Impacts of COVID-19 on Public Transit

→ Demand

Liu, Luyu, Harvey J. Miller, and Jonathan Scheff. "The impacts of COVID-19 pandemic on public transit demand in the United States." Plos one 15, no. 11 (2020): e0242476.

The University of Illinois at Chicago conducted a survey of over 1,000 respondents in the Chicago region from late April to late May 2020 to understand participants' attitudes and behavior before and during the COVID-19 pandemic, as well as their expected behavior after the pandemic.

77%

Perceived transit as "high risk" or "very high risk." Transit was the mode perceived as highest-risk, followed by pooled ride-hailing.

87%

Perceived personal vehicles as "low risk" or "very low risk." Personal vehicle was the mode perceived as lowest-risk followed by walking and biking.

44%

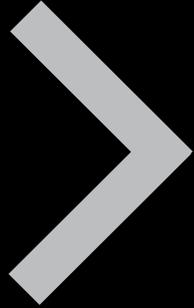
The rate of teleworking five days per week increased from 14% before the pandemic to 44% after. The percentage who had never experienced working from home decreased from 67% before the pandemic to 34% after the pandemic. About 6% were health care personnel and the rest worked in retail or other service/essential jobs.

59%

Of new teleworkers (5 days per week) as a result of the pandemic said that their productivity was similar or higher than what it was before the pandemic.

→ Impacts of COVID-19 on Travel Attitudes & Behaviors

University of Illinois at Chicago (UIC) Translab: COVID-19.
<https://translab.lab.uic.edu/covid-19/>



Retail & recreation

-29%

compared to baseline



Grocery & pharmacy

-11%

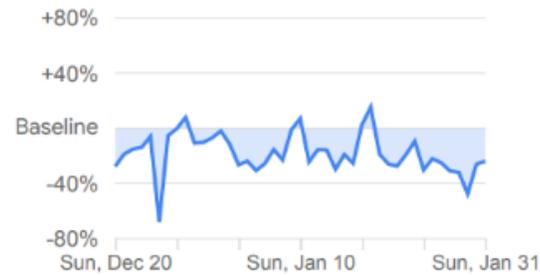
compared to baseline



Parks

-24%

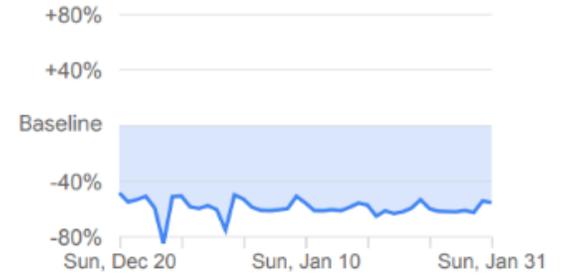
compared to baseline



Transit stations

-55%

compared to baseline



Workplaces

-17%

compared to baseline



Residential

+8%

compared to baseline



→ **Data Sources**

[About](#) | [Tutorial](#) | [Methods](#) | [Findings](#) | [Press](#) | [Contact](#)

States
Counties

From to

Select metrics: Mobility and Social Distancing COVID and Health Economic Impact Vulnerable Population

County ▲	Social distancing index	% staying home	Imported COVID cases	% change in consumption	COVID death rate
Suffolk County, Massachusetts	50	40%	1,146,337	-7.7%	13.45%

Social distancing index over time

% staying home over time

Zoom to Show

Showing data for January 31, 2021

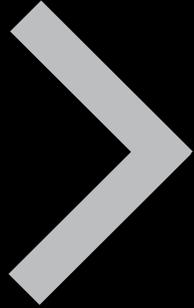
Suffolk County, Massachusetts

Non-work trips/person over time

Non-work trips/person

0	2.47	2.72	2.96	3.27+
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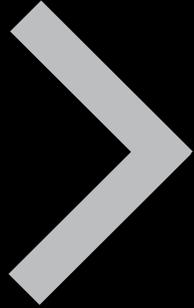
February 1, 2020



→ Data Sources



Deep Dive:
New York State's
511NY Rideshare Program
COVID-19 Response



Quarantine Phase	Phased Reopening	Pre-Recovery Phase	Recovery Phase
2 - 3 months	3 – 6 months	6 – 12 months	Several years
<ul style="list-style-type: none"> • Develop a strong virtual outreach strategy • Monitor transportation & employment data • Develop NY Forward communication messaging • Respond to the evolving telework landscape • Establish new employer partners that can function as accelerators 	<ul style="list-style-type: none"> • Implement diverse virtual event platforms • Implement digital NY Forward messaging • Prepare for virtual fall semester • Pursue partnerships in mobility industry • Plan for major statewide events • Monitor transportation & employment data • Respond to the evolving telework landscape • Establish new employer partners that can function as accelerators 	<ul style="list-style-type: none"> • Innovate in-person events • Implement diverse virtual event platforms • Implement digital NY Forward messaging • Prepare for virtual fall semester • Pursue partnerships in mobility industry • Plan for major statewide events • Monitor transportation & employment data • Respond to the evolving telework landscape • Establish new employer partners that can function as accelerators 	<ul style="list-style-type: none"> • Develop long-term mix of virtual and in-person collaboration tools • Innovate in-person events • Implement diverse virtual event platforms • Implement digital NY Forward messaging • Prepare for virtual fall semester • Pursue partnerships in mobility industry • Plan for major statewide events • Monitor transportation & employment data • Respond to the evolving telework landscape • Establish new employer partners that can function as accelerators



→ Phases to Recovery



Vendor Partnerships

511NY Rideshare worked with the City of New Rochelle and Circuit to establish a free electric shuttle for travel nurses for their daily commute to Montefiore Hospital. 511NY Rideshare secured donations of masks, gloves, and cleaning supplies for the drivers. 511NY Rideshare also facilitated an agreement between Northwell Health and Via to provide employees with on-demand rides.



Mobility Kiosk

The kiosk is a free tool to help passerby explore their transportation options. Users can plan a trip, learn about 511NY Rideshare resources, sign up for the program, and contact the member support team with questions. The kiosk as an anti-microbial screen and built in hand sanitizing station.



Virtual Reality Events

Virtual reality platform simulates an in-person event, allowing users to move about a virtual room and engage with different content and play games.

→ TDM and COVID-19 Response

Traveler Information

Hosted and updated a New York on Pause and New York Forward pages on the 511NY Rideshare site, providing updated transit agency service changes, road closures, telework tips, and other COVID-related transportation changes.

The screenshot shows the 511NY Rideshare website with a blue header containing navigation links: HOME, REGIONAL RESOURCES, COMMUTE OPTIONS, MAPS & TOOLS, COMMUNITY, CLEAN AIR, NEWS, and ABOUT US. The main content area is titled "Telework & Transit Assistance - New York Forward". It includes introductory text about reopening phases, a link to ACT guidance, and contact information for the 511NY Rideshare team. Below this are two columns of content: "Travel and Transit Updates" (updated November 30) with sections for NYC-Metro Resources, New York City, NY Waterway, and Liberty Landing Ferry; and "Setting Up and Maintaining Telework" with a link to the telework page and a list of tips for employers/managers.



Health & Safety Webinars

Provides commuters who are required to report to their work site, with information and guidelines from the Centers for Disease Control and Prevention.

→ TDM and COVID-19 Response



Focus on Bicycle Safety & Outreach.

To support NYC's Biking Boom, 511NY Rideshare has partnered with Bike NY and NYCDOT to conduct over 20 virtual events on bicycle resources and safety while distributing 3,500 free helmets.

NYCDOT average weekday bike counts rose 21% in 2020 compared to 2019.



Next Evolution of TDM



Site
Site plans,
Traffic
impact
analysis

Municipalities
Comprehensive plans,
District/thematic plans,
ADA transition plan,
Zoning,
Other development reqs,
Operations budget
(programs),
Capital improvement
program

Transit Agencies
Service plans,
Strategic plans,
Transit asset
management
plan,
Public
transportation
agency
safety plan ,
Title VI reports

**Regional Planning
Organizations**
Metropolitan transportation
plan,
Transportation
Improvement program,
Congestion management
process,
Coordinated
human services
transportation plan,
Public participation plan,
Corridor studies,
Performance
Management, Environmental
justice analysis

**Statewide
Transportation
Planning**
Statewide long-range
transportation plan,
Statewide
transportation,
improvement program,
Asset
management plan,
Freight plan,
Modal plans,
Performance
management

➔ **TDM Coordination Across Scales**



Complex & Connected Unknowns

- Autonomous and connected vehicle technologies
- Climate change and extreme weather
- Demographic shifts towards older and single-person households
- Land use & real estate market shifts
- Funding availability relative to maintenance needs of the aging national highway system
- Emergencies (including pandemics)





➔ Resilience in Options

- A transportation system with a variety of options (roads, rail, trails, services) provides redundancy and resilience.
- Current focus on transportation adaptation to climate change is on infrastructure.
- Influence of emergency or extreme conditions on travel behavior:
 - Mode choice
 - Travel distance
 - Accident risk
 - System capacity
 - Trip postponement



→ Adapting to Change

- Programs are adapting services to emphasize safety, flexibility, and resilience.
 - Daily parking rate structures
 - Partnering & sharing resources
 - Working with developers on TDM plans to improve access
- Future of funding is uncertain at all levels.
- ACT's MORE Through TDM Legislation
- Employer engagement and buy-in has always been a challenge – now there are new challenges.
- Virtual Outreach



Contact info:

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716-472-5452

National TDM Resources:

- Association for Commuter Transportation: actweb.org
- University of South Florida TDM Listserv: listserv.usf.edu/scripts/wa.exe?A0=transp-tdm
- TRB TDM Information Resource Center: trb.org/ABE50/ABE50.aspx

→ Thank you!

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Travel Demand Management in a Post-COVID World

City of Cambridge

Boston MPO and MAPC Forum, 2/18/21



CAMBRIDGE
CDD@344

COMMUNITY DEVELOPMENT DEPARTMENT
344 Broadway

City of Cambridge Goals—Mobility / Climate&Energy

Equity and Accessibility: Ensure a diverse set of travel options that meet the access and mobility needs of people of all ages, abilities, and incomes.

Reliability and Efficiency: Ensure people and goods can reliably move within Cambridge and around the region, and encourage space-efficient transportation choices like walking, biking, transit, and carpooling.

Safe and Active Transportation: Eliminate traffic fatalities and serious injuries while encouraging active living and improving comfort for people of all ages and abilities.

Connectedness and User-Friendliness: Create an easy-to-understand, integrated, continuous, and comfortable transportation network for all people.

Community Character and Vitality: Ensure that the city's transportation system supports shared community spaces and enhances neighborhood streets.

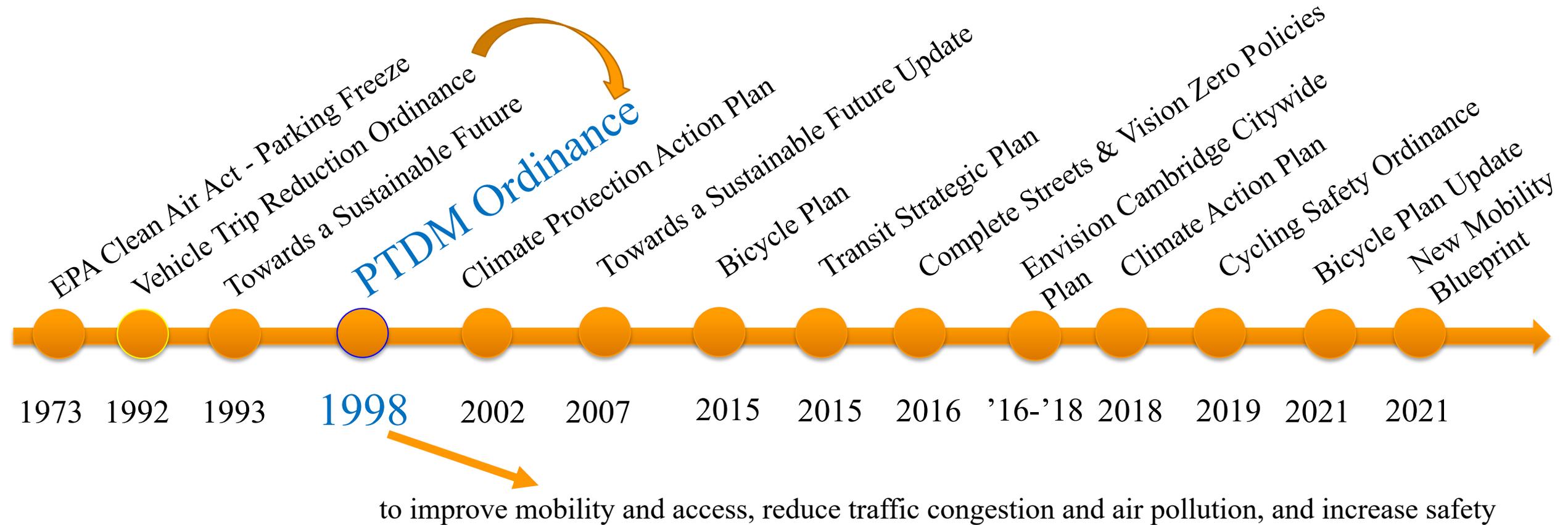
Climate Mitigation and Resilience: Achieve a carbon-neutral transportation system and adapt to climate change.

Climate Action: Achieve carbon neutrality by 2050.

Climate Change Preparedness: Protect the lives and livelihoods of the Cambridge community from the impacts of climate change.

Environmental Justice: Ensure that all Cambridge residents are protected from environmental impacts and benefits equally from environmental resources.

Cambridge Transportation Policies and Plans



How the PTDM Ordinance Works

- Triggered by
 - Creation of new non-residential parking or
 - Change of use of parking spaces (employees, customers, etc.)
- Size of parking facility
 - 1 to 4 parking spaces = does not trigger PTDM or
 - 5 to 19 parking spaces = Small Project or
 - 20+ parking spaces = Large Project
- Special permit, building permit, variance, etc. only granted with approved PTDM plan
- Enforcement

Large Project PTDM Plan (20+ parking spaces)

- Single-Occupancy Vehicle (SOV) mode-share commitment
 - 10% below 1990 Census data or
 - SOV goal established in planning study or
 - Baseline survey, then reduce by 10% within 5 years
- Comprehensive set of TDM measures
- Annual monitoring and reporting
 1. Mode-share survey and
 2. Status of TDM measures and
 3. Driveway and parking occupancy counts (every 2 yrs)

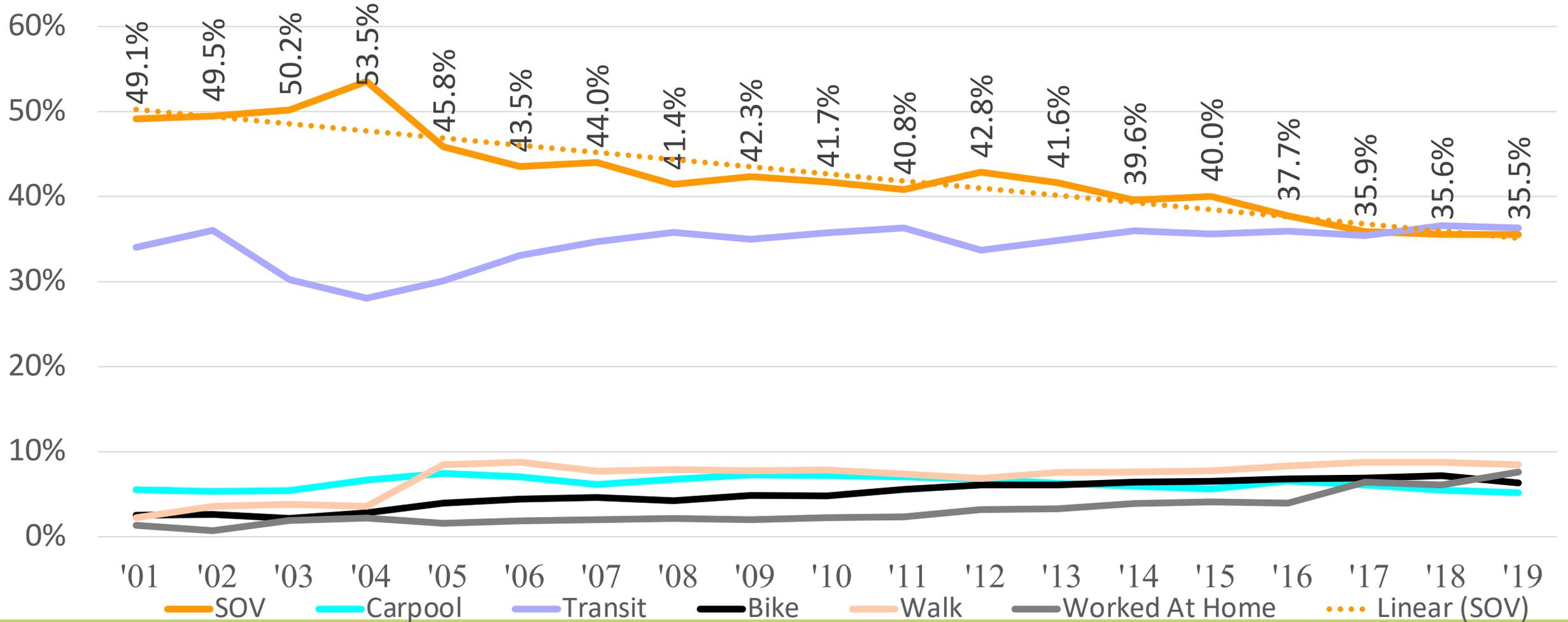
2019 Monitoring

- 60 Approved large PTDM and non-residential Special Permit projects
 - 52 Reports received
-
- 26,000 parking spaces
 - 15.5 million sq ft of commercial development
 - 17.4 million sq ft of institutional development
 - 48,000 employees (33% of Cambridge employees)
 - 11,000 graduate and primary school students
 - Hospital, retail, restaurant, office, R&D, library, educational
 - 16 Small projects (not monitored)

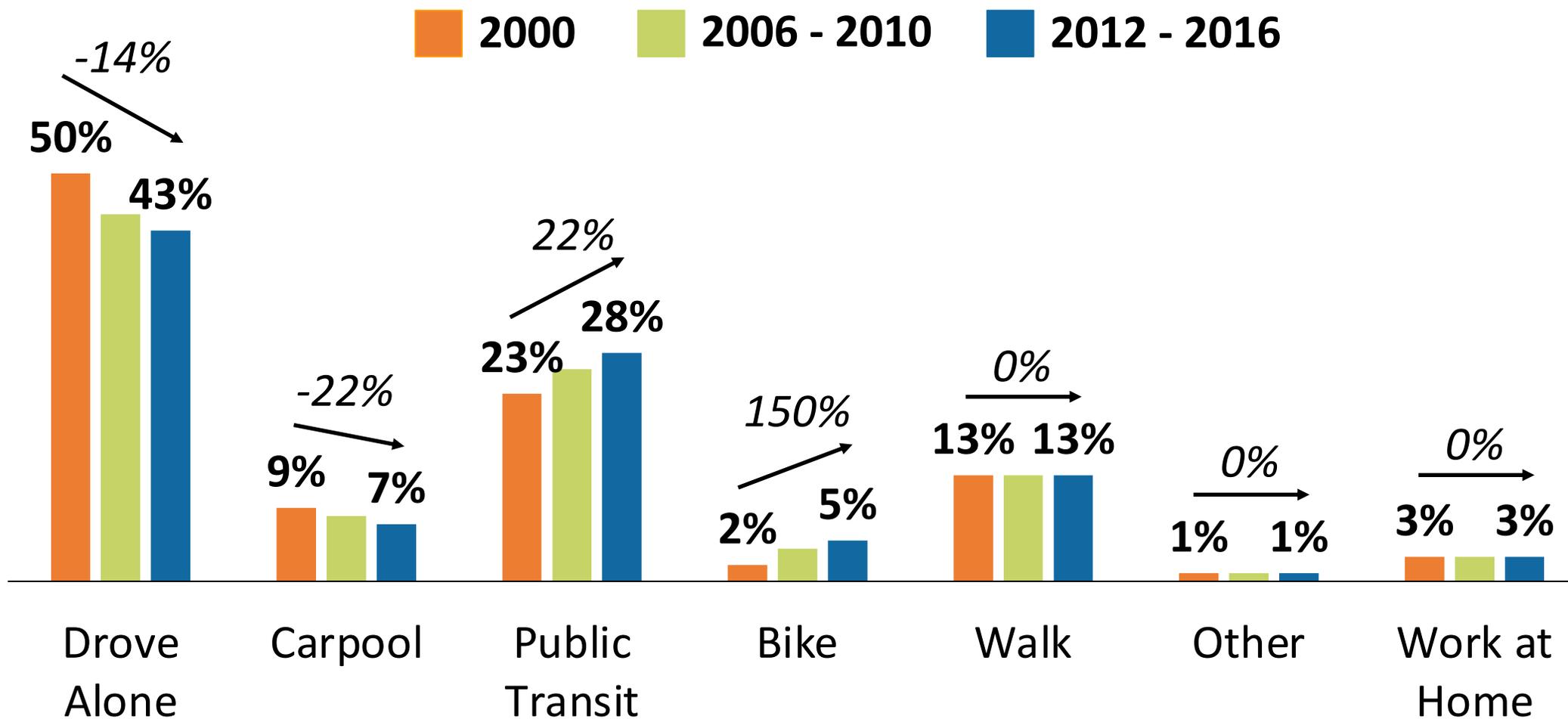


PTDM / Special Permit Results Over Time

Average—All employee types (Office, R&D, retail, restaurant, etc.)



Citywide Workforce Mode Split Over Time



How does Covid-19 change our TDM approach?



Pre-Covid Menu of TDM Measures

		Highly Effective Measures	Good Supporting Measures		
Employee Programs		Market-rate parking charge, with carpool discount	Pre-tax transit purchase	On-Site Features	
		Daily parking rate, no monthly pass available	Transportation Management Association <ul style="list-style-type: none"> • Emergency Ride Home Program • Carpool/vanpool ride-matching 		
		Parking cash-out or something-for-everyone benefit	Bike buddy matching and bike repair service		
		Transit subsidy (preferably 100%)	Transportation Coordinator		
		Vanpool subsidy or park-and-ride reimbursement	New employee transportation information packet		
		Employees paid for days they carpool, walk, or bike	Annual transportation event		
		Work at home or flexible work hours	Transportation information (real-time screen or bulletin board)		
		Bluebikes membership	Shower/lockers		
		Free EZRide or Alewife TMA shuttle	Parking for carpools, carsharing vehicles		
		Bluebikes station location site and/or funding	Electric vehicle charging station (Level 2 or higher)		

SEEING RED

We endure some of the nation's worst rush-hour traffic. Our aging transit system is maddeningly unreliable. It is a crisis — a very slow moving crisis — that puts our region's economic prosperity at risk. Who is to blame? Can anything be done? The Globe Spotlight Team investigates.

Get story alerts

Weigh in

Event

Newsletter

PART 1: POLITICAL GRIDLOCK

As commutes become intolerable, political leaders cling to an old car-first mentality

PART 2: THE EMPLOYER PROBLEM

Top companies bemoan traffic, yet many effectively entice employees to make it worse

PART 3: TECH AND CONSEQUENCES

Companies like Uber, Lyft, and Amazon intensify gridlock, with little government pushback

TEN TAKEAWAYS

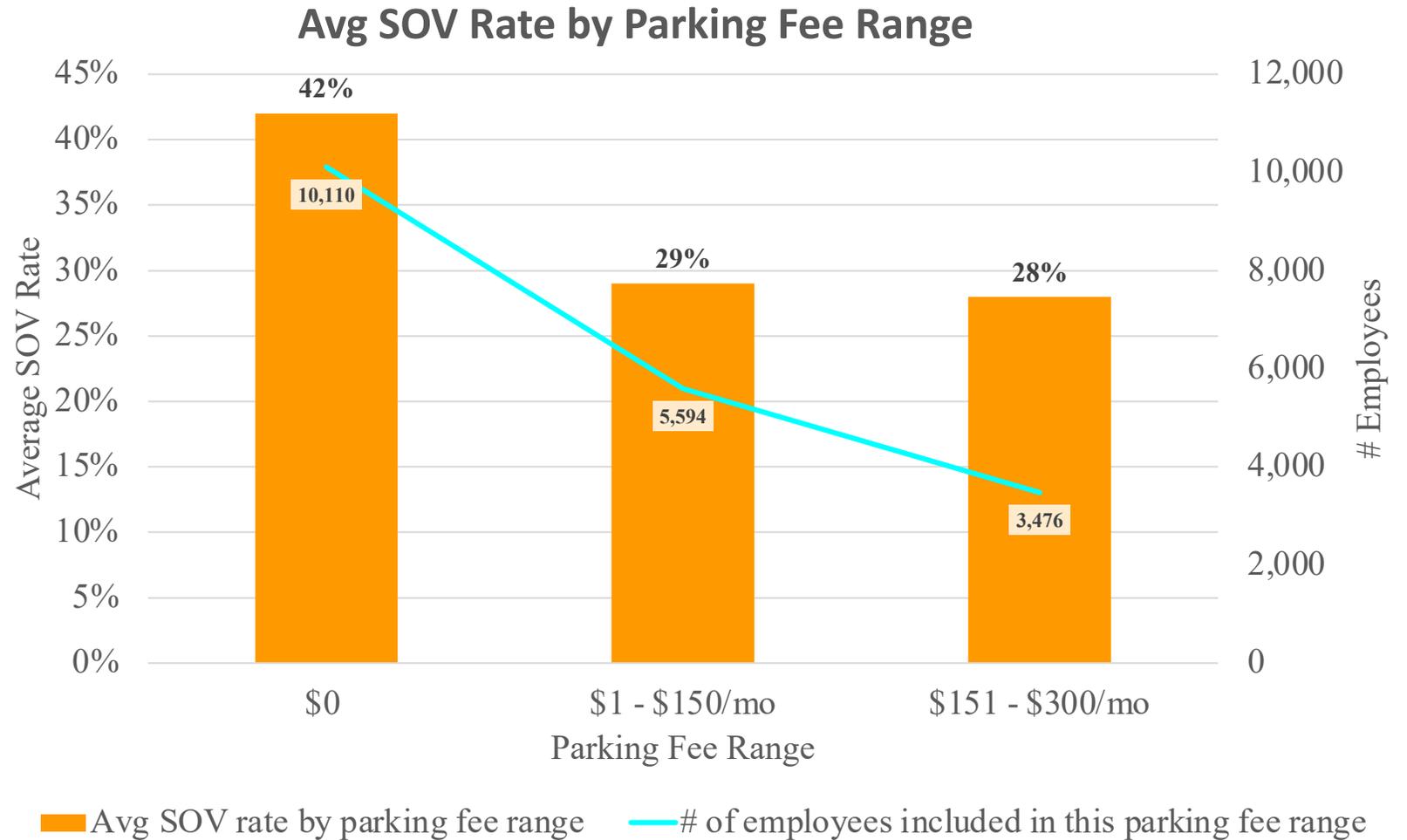
ANATOMY OF A TRAFFIC JAM

BIG NUMBERS FROM BOSTON'S TRAFFIC CRISIS



Relationship of Parking Fees to SOV Rate

2019 SOV Range	Avg Parking Fee
50 to 69%	\$ 5
40 to 49%	\$ 10
30 to 39%	\$ 76
0 to 29%	\$ 124



Post-Covid TDM Tweaks

- Communicate what T is doing to ensure safety (real-time crowding info, etc. – www.mbta.com/covid19)
- Do zipcode analysis to match employees in carpools/vanpools (bubble ride w/ people who mask, open window, sanitize)
- Recognize remote work as means to reduce trips
- Support e-bikes with extra charging outlets, route-planning

Post-Covid TDM Reinventions

- Offer maximum flexibility
 - Daily parking and transit use rather than monthly passes
- Use apps to help people make transportation decisions
- Apply behavioral science to TDM

Creating a Sustainable Commuting Habit

Habits are mental associations we form when we repeat an action over and over in a given context and then get a reward.

Hidden Brain: "[A Creature of Habit](#)"

- Pair with reward
- Reduce or add friction
- Remove daily decisions
- Plan in advance
- String habits together

Behavioral science and TDM

Habit discontinuity and fresh start effect

(See more research by planner Jessica Roberts, Joseph Sherlock at [Center for Advanced Hindsight](#), and Ashley Whillans at Harvard Business School)

Challenges

- Difficult to plan for uncertain future
- Transit is struggling
- Businesses are struggling
- Workplace models are changing, which affects commercial real- estate market

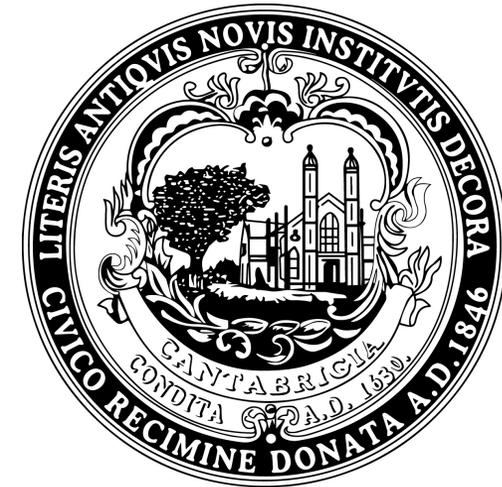
Questions?

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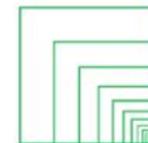
Allison Simmons
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Transportation Management Associations as a Vehicle for TDM Service Delivery

TDM in a Post Covid World
CTPS- February 18, 2021



NORTHEAST
CONSULTING GROUP

Who We Are



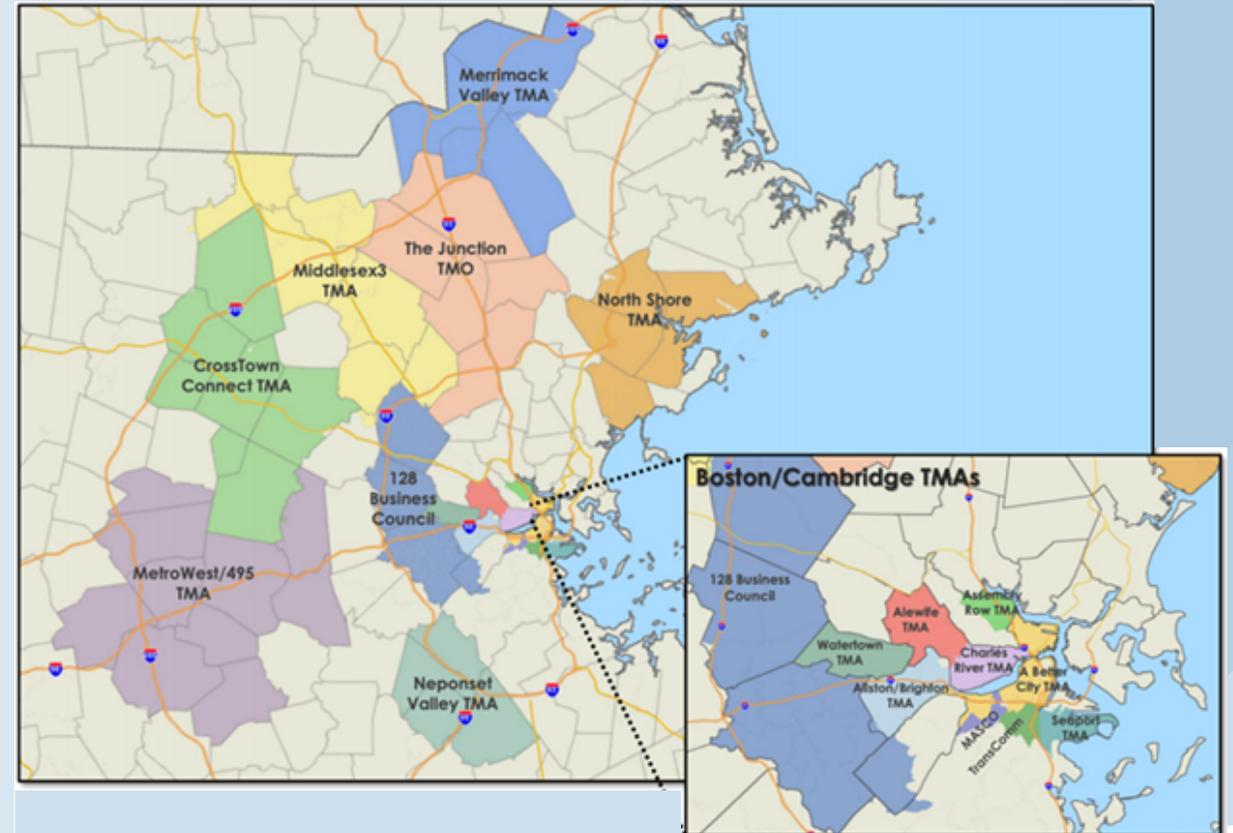
- NorthEase Consulting Group is a woman-owned and operated Transportation Demand Management (TDM) consulting firm
- 20 years of experience -Certified TDM professionals
- Specializing in TMA development and management; Municipal TDM planning; and Corporate/Institutional TDM program development and support.

TMA's In Massachusetts

17 TMAs in MA

400+ businesses,
medical facilities, higher
learning institutions, property
developers

52 municipalities



TMA's bring together communities, businesses and institutions to:



Improve Economic
Development
Opportunities



Solve Local and
Regional
Transportation
Problems



Support Community
Land Use Decisions



Alleviate
Environmental
Concerns

Key Changes



Residential
Development

Municipal Engagement

COVID- 19

A large shift in number of residential developments



30,000+

Housing units added in Boston between 2014-2019

Halfway to the goal of 60,000 new units set by 2030

Key Changes



Residential
Development

Municipal Engagement

COVID- 19

More cities and towns adopting TDM ordinances and funding TMAs.

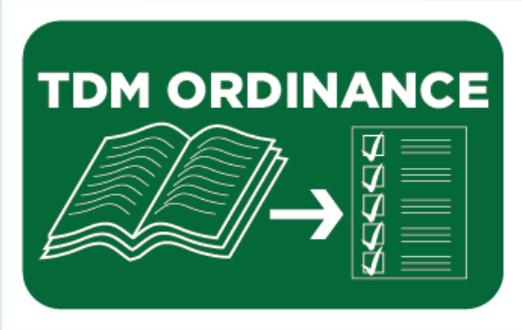
Everett- Lower Mystic TMA



City of
Everett
Massachusetts

- Establish policies that incorporate long term TDM programming into future planning efforts. (Stantec/NorthEase).
- Develop a TMA including: services, membership categories and dues structure, governance, etc.
- Meet with private sector partners and civic groups to assess transportation needs and concerns specific to the area and develop strategies and services to address these needs.

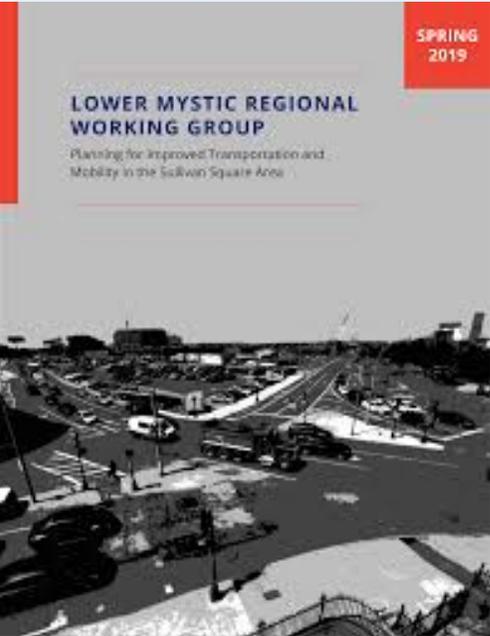
Example: City of Everett



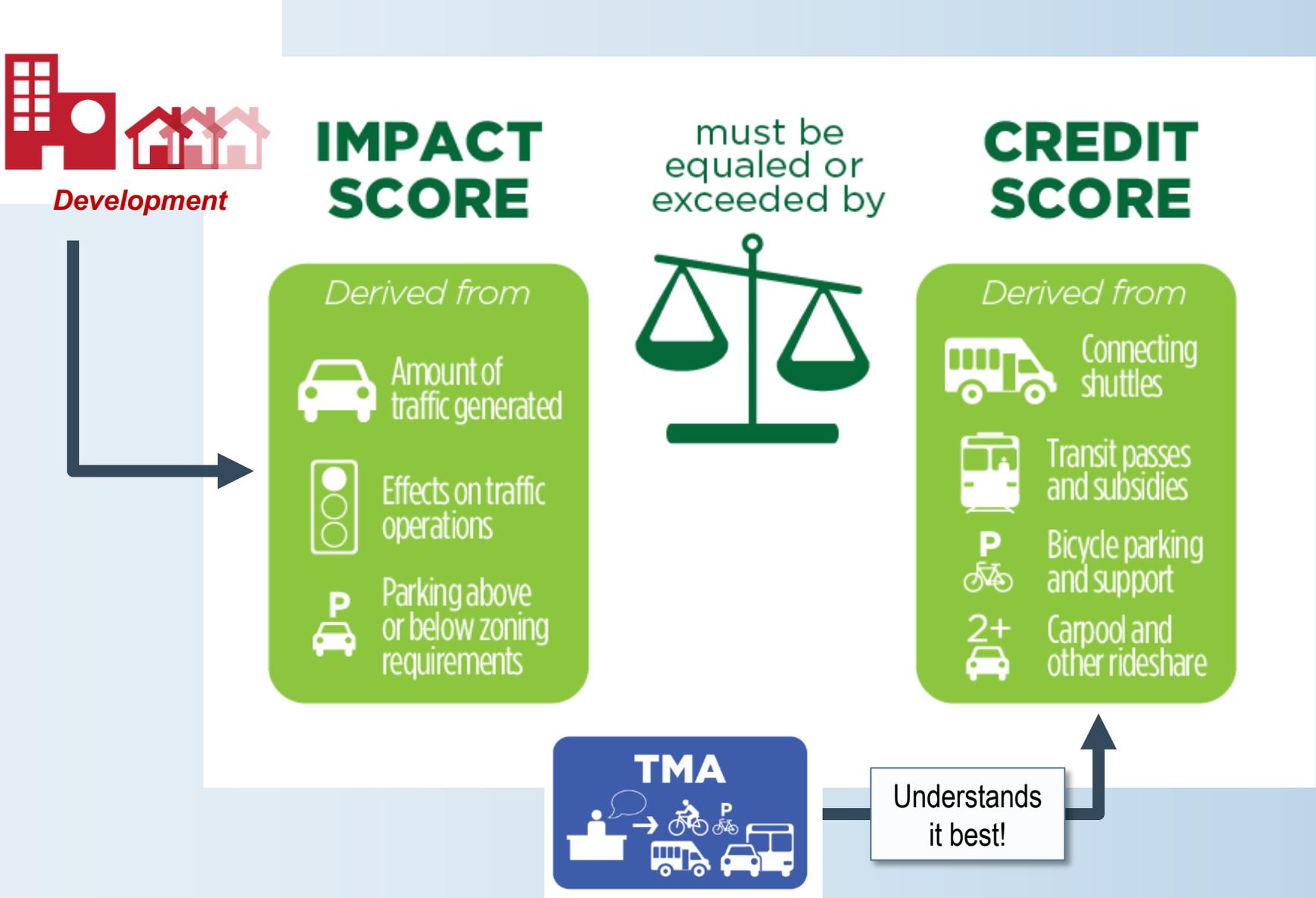
Development should make meaningful contributions to the City, but it needs a formal, developer-friendly system



The TMA provides extra bandwidth and expertise to help developers with TDM compliance, and can also coordinate solutions, such as shuttle buses



Example: City of Everett



Key Changes

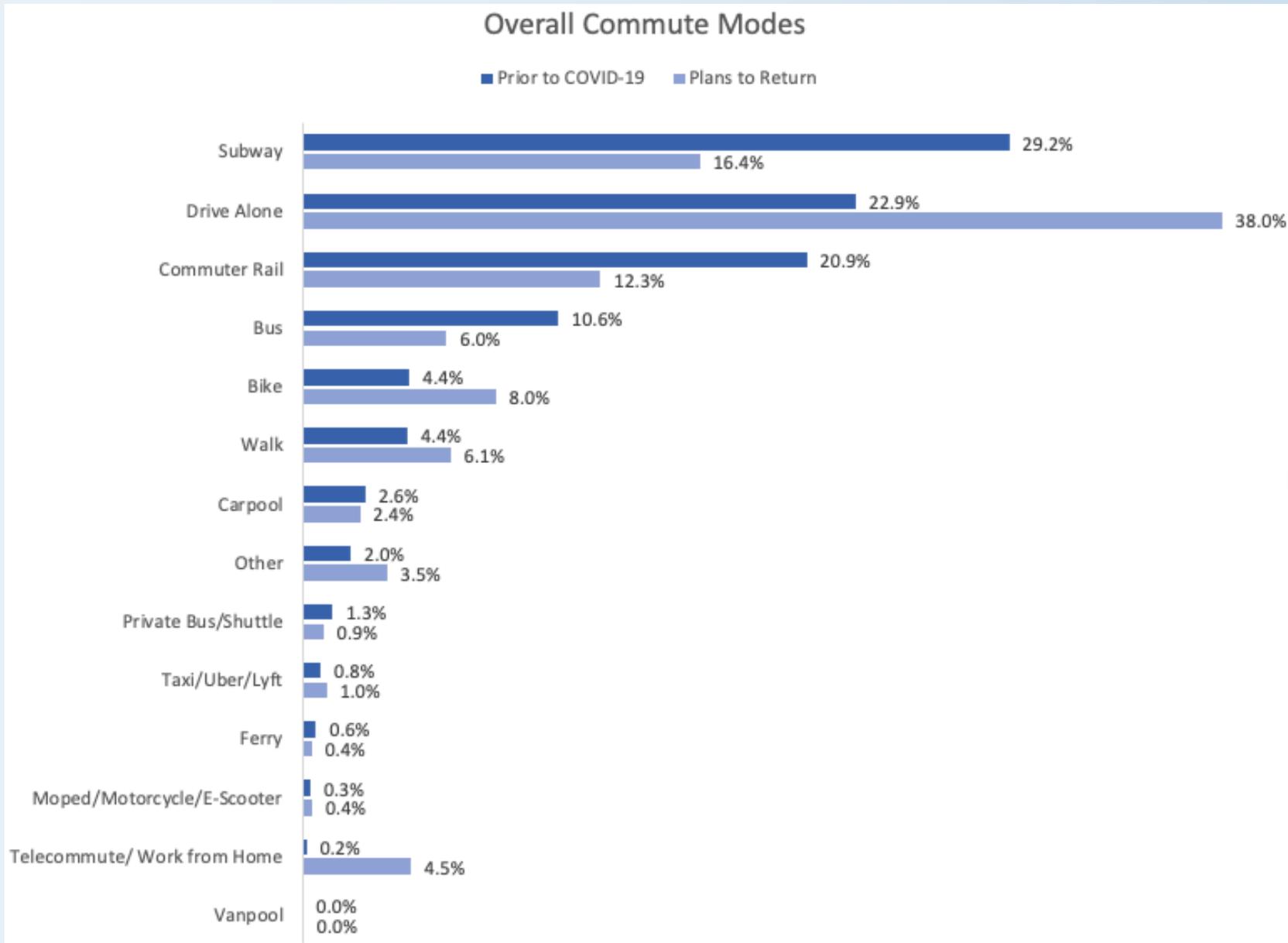


Residential
Development

Municipal Engagement

COVID- 19

How to manage demand with the fundamental changes to
work and travel?



Conducted in Aug/Sept 2020

Over 4,000 responses

Meds, Eds and other large companies including:

- Mass General Hospital
- Sonos
- Boston Medical Ctr.
- AEW
- Boston University
- Seyfarth, Shaw
- Nutter, McClennen & Fish
- Tufts

Flexibility is the Future

- Multimodal
- Technology- micro transit, apps, dynamic rideshare options
- Flexible fares and integrated payment systems (Mobility as a Service)
- TDM Infrastructure and Policy (HOV Lanes, congestion pricing, BRT, bikeshare, shared street)



TDM for All

- All trips
- All modes
- All workers
- All incomes



Assembly Connect – MBTA Retail Pass Pilot

**ASSEMBLY CONNECT
MBTA RETAIL
PASS PROGRAM**

**ARE YOU A RETAIL
EMPLOYEE AT ASSEMBLY?**

**IF SO, YOU'RE ELIGIBLE
FOR A FREE MBTA PASS!**

**REGISTER ON
TRIPCONNECT
&
CLAIM
THE REWARD**

DEADLINE FOR JANUARY PASS: DEC 23RD

Employees of Assembly Row/Assembly Marketplace retailers are eligible to receive a free and discounted MBTA Link pass for six months.

- ▶ Launched program in January 2021
- ▶ 80 retailers eligible
- ▶ Employees cover 20 different retailers
- ▶ Over 50 individuals in the program



Thanks!

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CREDITS: This presentation template



NORTHEASE
CONSULTING GROUP

AGENDA

- 1. Welcome
- 2. Panel
- 3. Q&A

Question & Answer

Travel Demand Management in a Post-COVID World

Join the Boston Region Metropolitan Planning Organization and the Metropolitan Area Planning Council for a forum on Travel Demand Management (TDM). TDM is designed to reduce drive-alone trips and shift people to walking, biking, and taking transit. How do you implement TDM policies? How can they work in Massachusetts in both urban and suburban locations? How does the need for TDM change in a world where more people are working from home? The panelists will discuss these questions and the future of TDM.

Thursday, February 18, 2021
2:00 PM–4:00 PM



PANELISTS



Katie O'Sullivan
Senior Transportation &
Smart Mobility Specialist
ICF



Stephanie Groll
Parking and Transportation Demand
Management Planning Officer
City of Cambridge



Allison Simmons
Principal and Co-Founder of
NorthEase Consulting Group

Technical difficulties? Call Róisín Foley at 857.702.3704 or email rfoley@ctps.org.

Register: https://us02web.zoom.us/meeting/register/tZAvfu6hqDkqEtBOVHid_udr4b2TdqYW86H9



February 18, 2021

AGENDA

1. Welcome
2. Panel
3. Q&A

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