Charlottesville-Albemarle MPO

Transportation Demand Management Study

Scope of Work

CTAC Meeting

July 16, 2025

Thomas Jefferson Planning District Commission

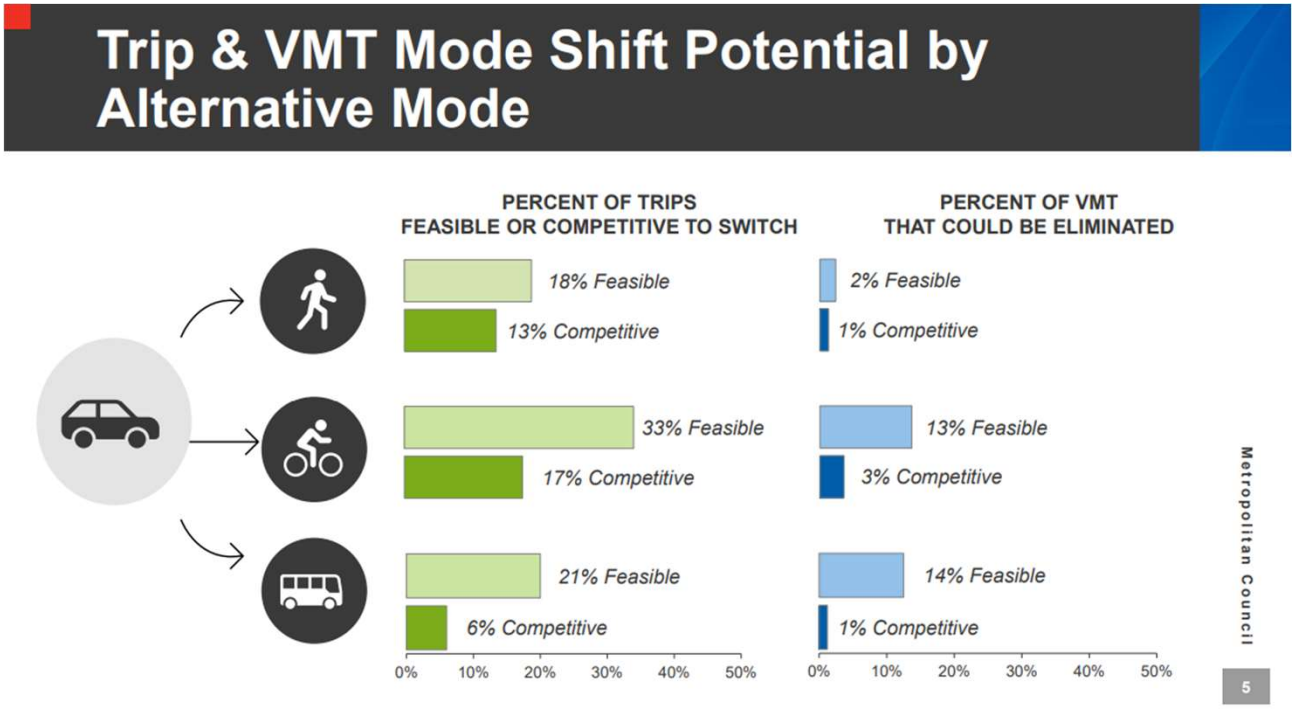
Charlottesville/Albemarle MPO

Background

- Originally identified in FY25 UPWP and currently scheduled for FY26
- Through the development of the 2050 Long Range Transportation Plan, CA-MPO staff identified the need to complete a comprehensive Transportation Demand Management (TDM) study
  - Identify strategies to reduce vehicle miles traveled
  - Increase trips made by walking, biking, and using transit
  - Enhance connections between transit, bike/ped networks, and park-and-ride facilities
- Will be completed by CA-MPO Staff

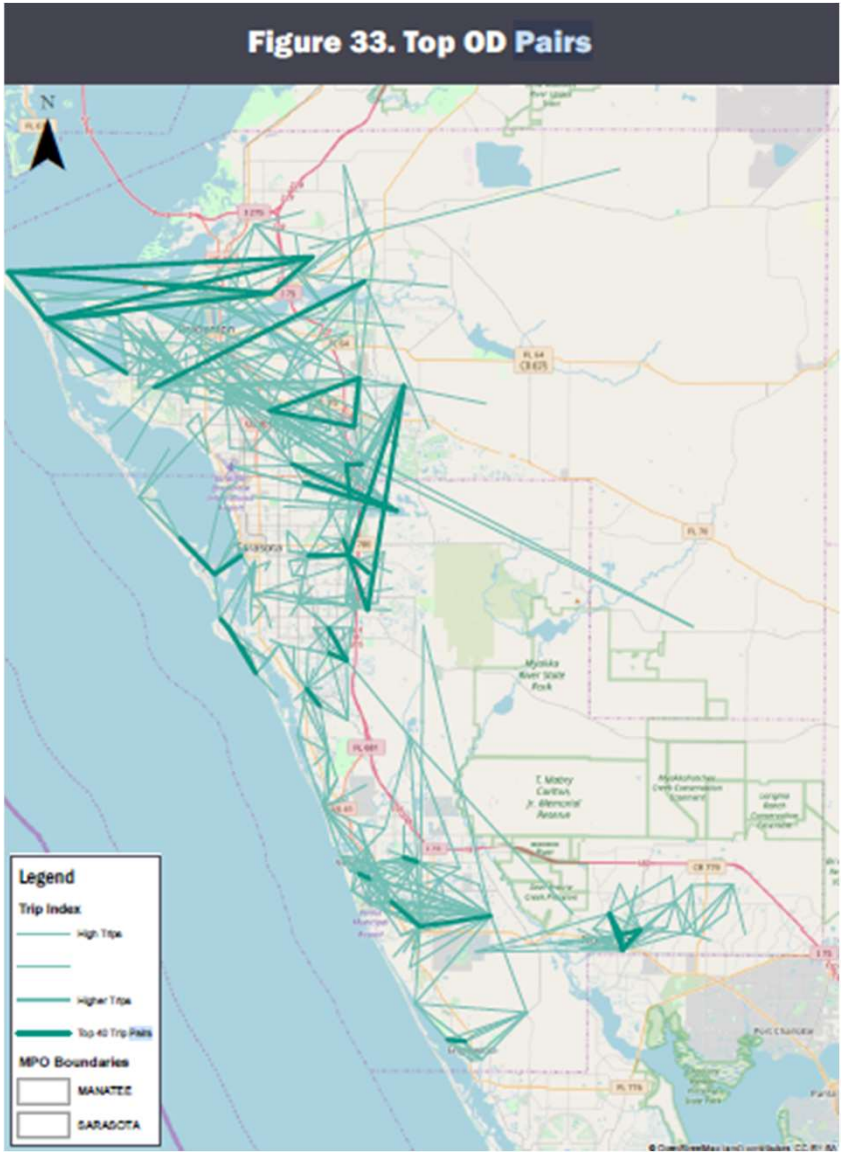
Similar Study Examples

- **Mode Shift: A VMT Reduction Strategy** by Metropolitan Council (Minneapolis-St. Paul metro area)
  - Study Goal: Estimate the maximum possible shift to alternative modes, given existing land use and travel patterns



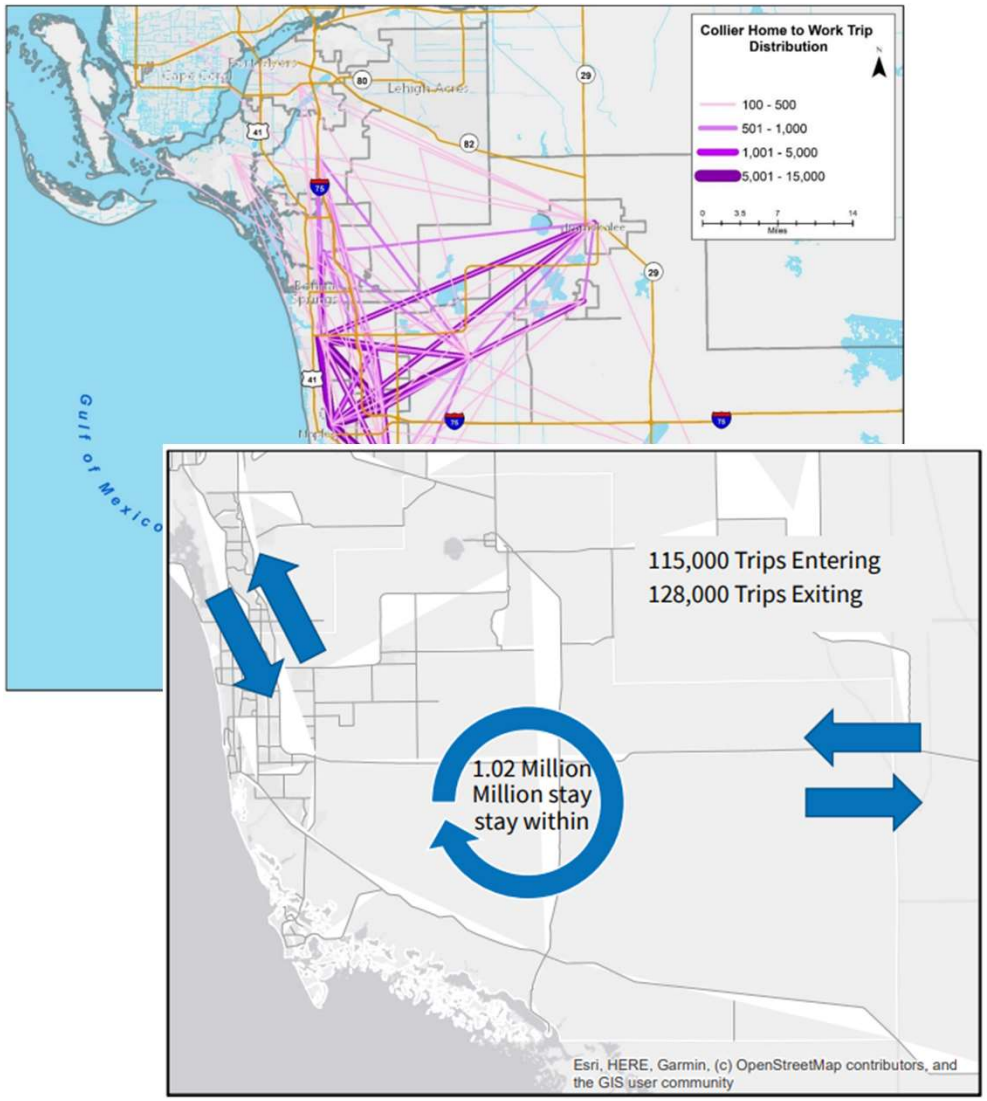
Similar Study Examples

- **Active Transportation Plan** by Sarasota/Manatee MPO (Sarasota, FL metro area)
  - Used StreetLight data to identify trip patterns and top origin-destination pairs



Similar Study Examples

- **Origin and Destination Report** by Collier MPO (FL)
  - Used Replica data to identify travel patterns within Collier County and between study sub-areas



Task 1: Previous Plan Review

- Review relevant planning documents from each jurisdiction, including but not limited to:
  - Comprehensive Plans
  - Bicycle and Pedestrian Plans
  - Transit Plans
  - Parking Studies

Task 2: Origin-Destination Analysis

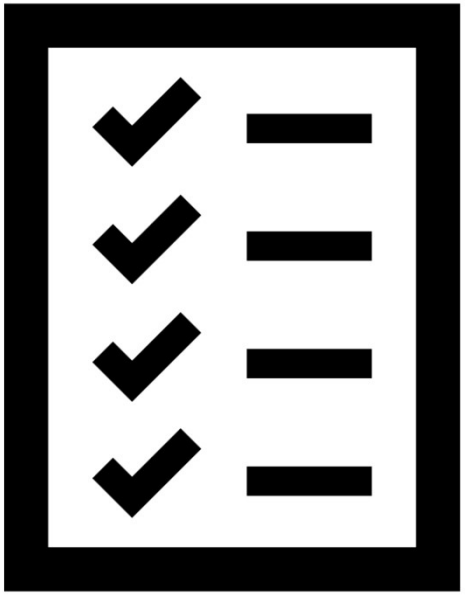
- Identify trip generators and destinations
- Conduct origin-destination analysis using StreetLight Data
  - Understand travel within and coming in/out of the MPO area
  - Identify trips by mode
  - Identify average trip lengths

Task 3: Mode Shift Potential & Strategies

- Assess potential for shifting trips from auto to non-auto modes
  - Consider trip characteristics identified in previous task
  - Consider existing and planned infrastructure (bike lanes, sidewalk)
  - Consider existing and planned park-and-ride facilities
- Identify recommended improvements and strategies to encourage mode shift and close gaps in infrastructure

Task 4: Public Engagement

- Conduct a survey to ensure proposed strategies align with community priorities
- Use public input to refine recommendations and support prioritization



Questions and Next Steps

- What recommendations does CTAC have for public engagement?
- Next Steps
  - Staff will incorporate MPO Technical Committee, Policy Board, and CTAC feedback
  - CA-MPO Policy Board anticipated vote at the August 27th meeting