Charlottesville-Albemarle MPO

Transportation Demand Management Study

Final Scope of Work

CA-MPO Citizens Transportation Advisory Committee

September 24, 2025

Thomas Jefferson Planning District Commission

Charlottesville/Albemarle MPO

Purpose

- Activity included in the FY26 UPWP
- Through the development of the 2050 LRTP, 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

Task 1: Existing Conditions

- Establish baseline Vehicle Miles Traveled (VMT) that will be used as the foundation for creating VMT reduction goals
- 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
  - Understand travel within and coming in/out of the MPO area
  - Identify trips by mode
  - Identify average trip lengths

Task 2: Origin-Destination Analysis

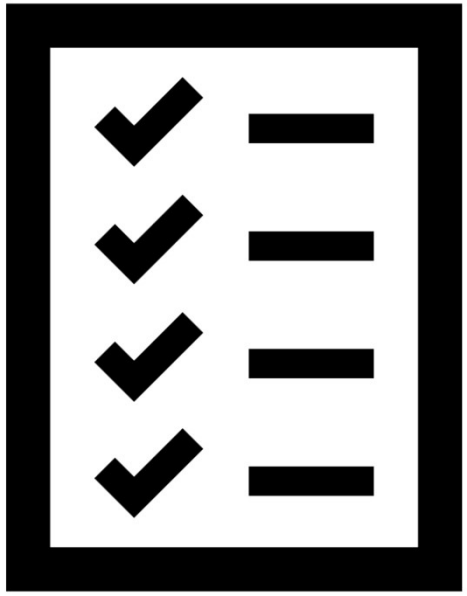
- Primary data sources
  - StreetLight
  - Strava Metro
  - VDOT
- Validation and additional insights gained through targeted outreach
  - Local cycling and running clubs
  - Member jurisdiction staff
  - Other local sources: UVA Parking and Transportation, MicroCAT, VEO dockless mobility program

Task 3: Mode Shift Potential & Strategies

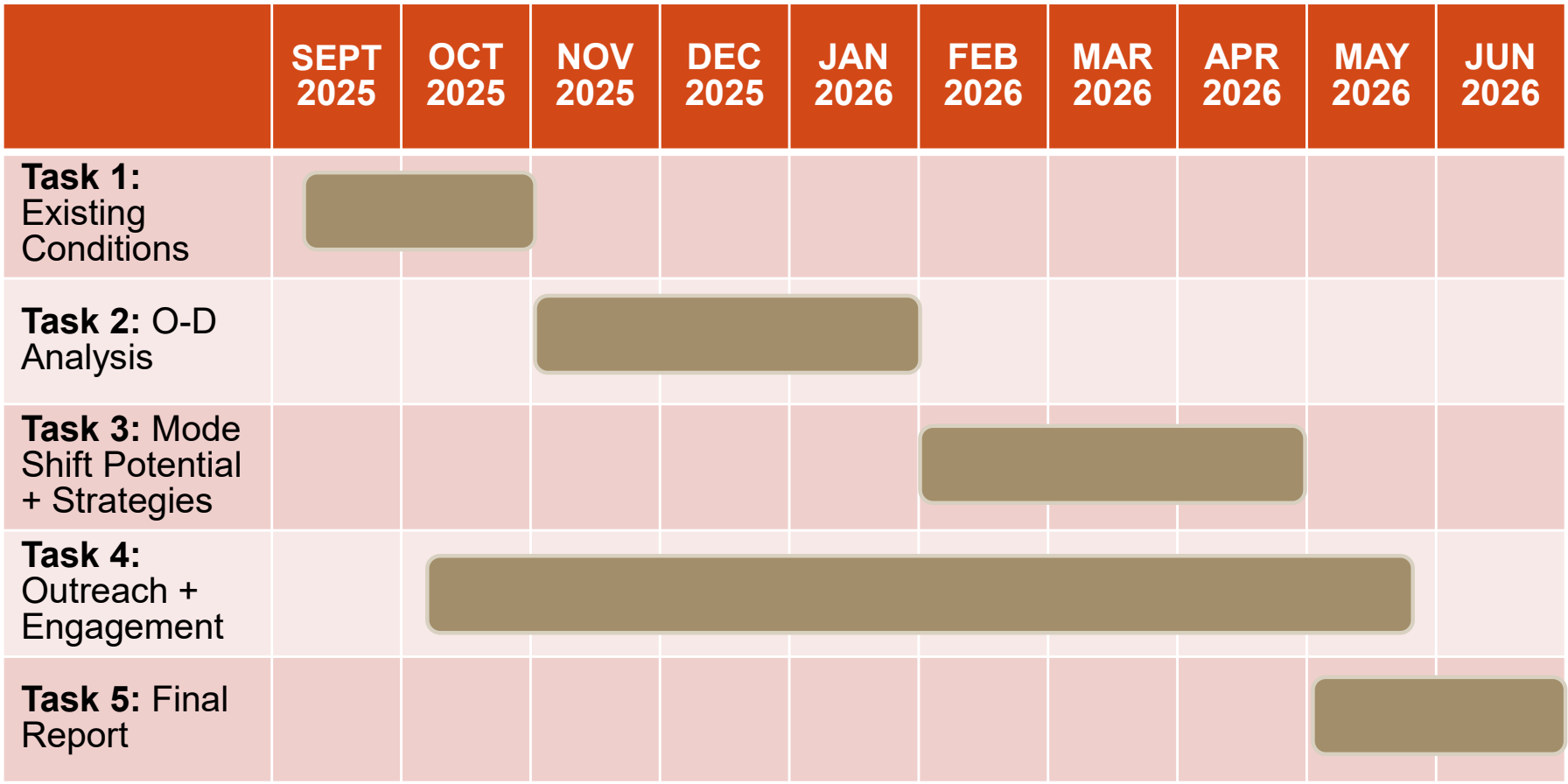
- Assess potential for shifting trips from auto to non-auto modes
  - Consider trip characteristics such as trip length, trip distance, existing/planned infrastructure,
- Identify recommended improvements and strategies to encourage mode shift, feasibility of implementation
  - Recommendations may be policy-related, such as employer parking programs, land use considerations, and parking policies

Task 4: Outreach and Engagement

- Two primary opportunities for public engagement during the study
  - Validation of existing conditions observations and gathering additional insights
  - A survey obtaining input on proposed strategies and prioritization
- Targeted outreach to include bicycling and running clubs, Charlottesville City Schools, Albemarle County Public Schools, and housing-focused groups



Project Schedule



Questions?

Taylor Jenkins

(434) 424-0652

tjenkins@tjpdc.org