



Charlottesville-Albemarle MPO Transportation Demand Management Study Scope of Work

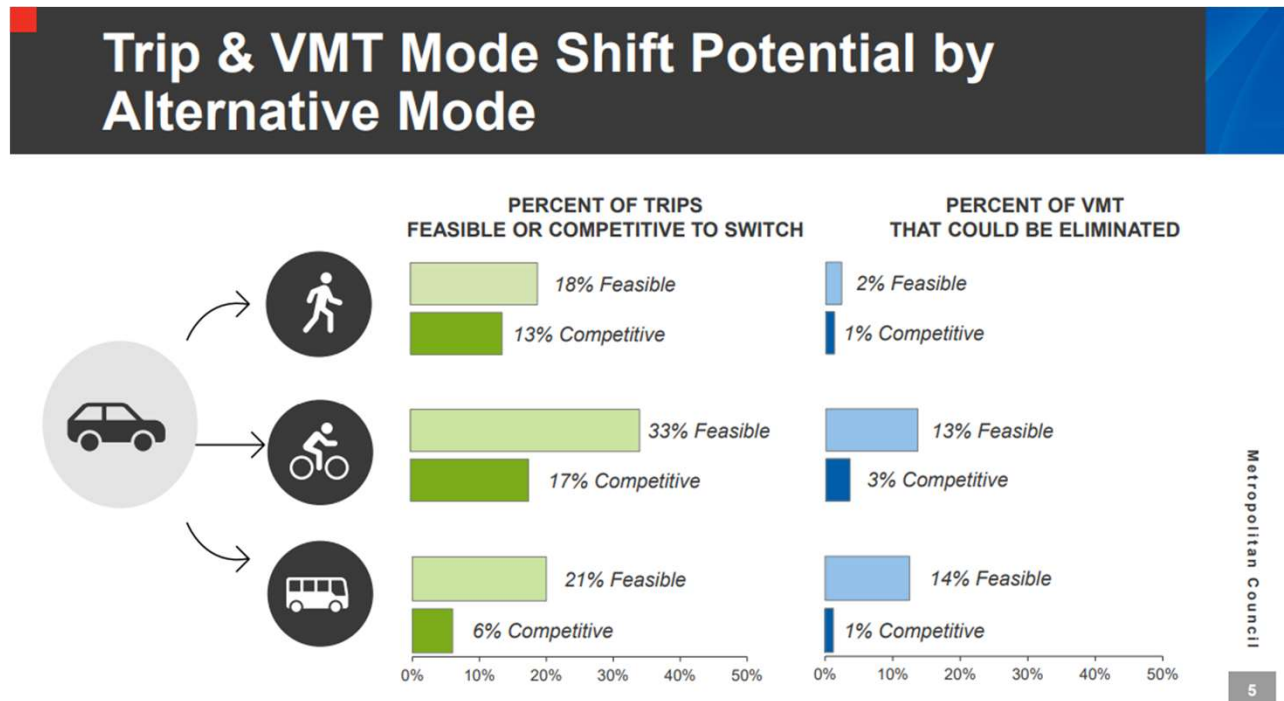
**MPO Policy Board
June 25, 2025**

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

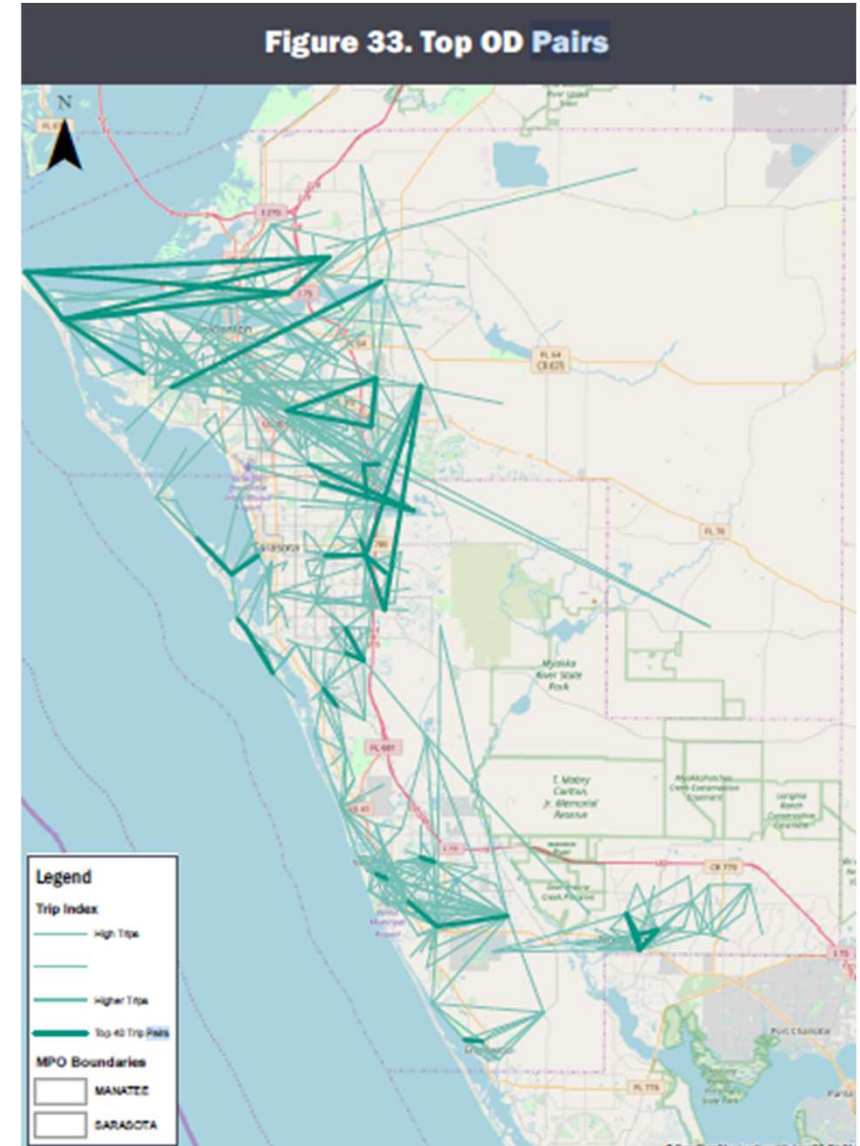
Similar Study Examples

- ❑ [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



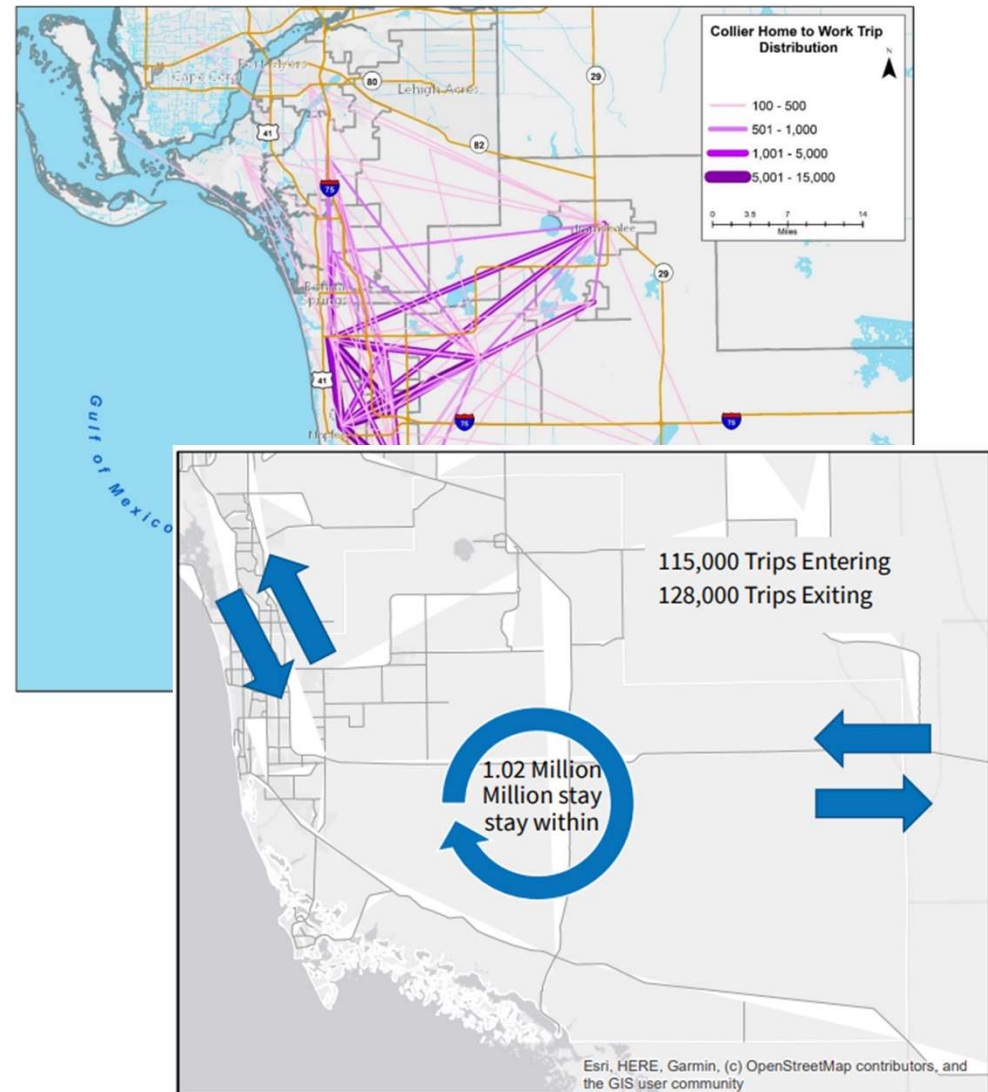
Similar Study Examples

- ❑ 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

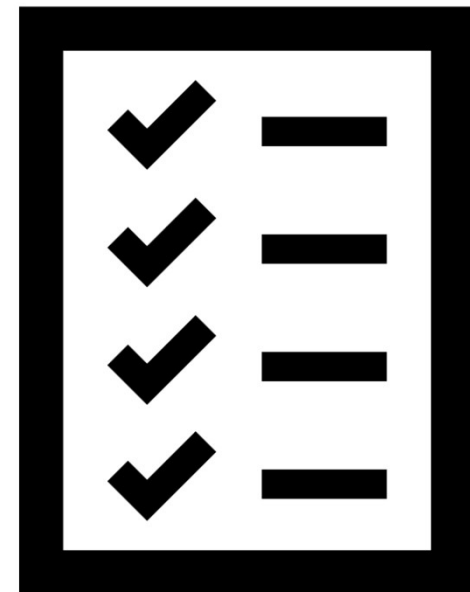
- ❑ Identify trip generators and destinations
- ❑ Conduct origin-destination analysis using StreetLight Data
 - ❑ Understand travel within and coming in/out of the MPO area
 - ❑ Identify trips by mode
 - ❑ Identify average trip lengths

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

- ❑ Are there other ways that this study can align with MPO needs?
- ❑ Are there other data sources that we should consider?
- ❑ Next Steps
 - ❑ Staff will incorporate MPO Technical Committee and Policy Board feedback