

Memorandum

To: Charlottesville-Albemarle Metropolitan Planning Organization's (CA-MPO) Committees
From: Taylor Jenkins, Transportation Director, TJPDC/CA-MPO
Date: August 5, 2025
Reference: Transportation Demand Management Study – Final Scope of Work

Purpose:

CA-MPO staff are seeking approval of the final scope of work for the FY26 Transportation Demand Management (TDM) Study.

Background:

Through the development of the 2050 long range transportation plan (LRTP), the CA-MPO identified the need for a comprehensive travel demand management (TDM) study to identify long-term initiatives that would reduce vehicle miles traveled (VMT) within the MPO region, support sustainable transportation options, and improve mobility. This study will provide an understanding of travel patterns and support the identification of longer-term multimodal improvements and strategies needed to support mode-shift for those traveling throughout the MPO region.

Updates to the Scope of Work:

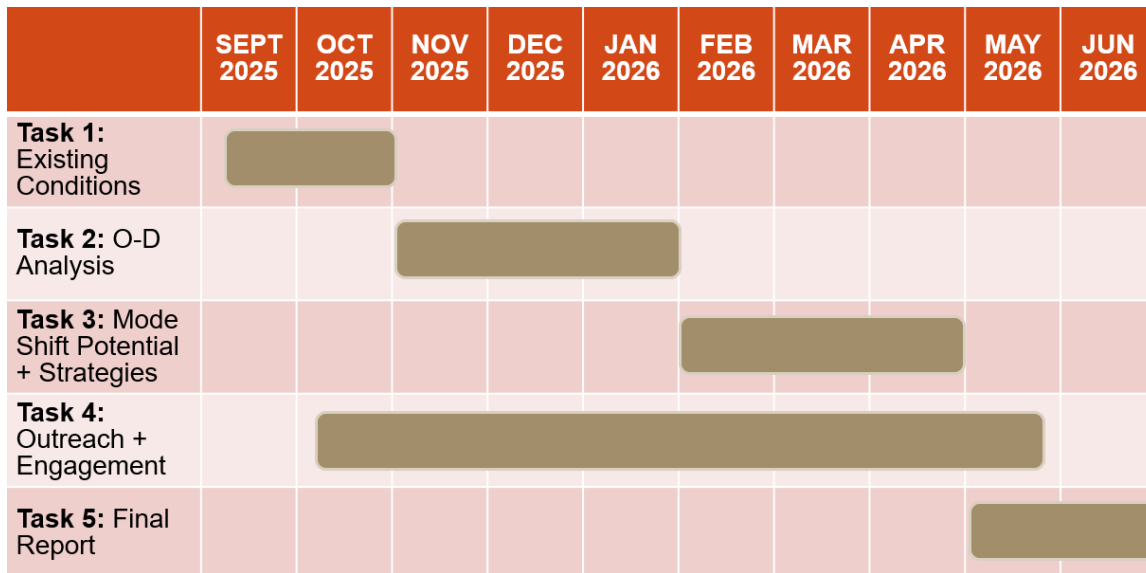
CA-MPO staff received valuable feedback from the Technical Committee, Policy Board, and Citizens Transportation Advisory Committee (CTAC) on the draft scope of work. The most significant updates include:

- Broadening **Task 1** to become *Existing Conditions*, which will include establishing a baseline for current VMT.
- Updating **Task 2** to capture additional suggested data sources, including Strava Metro and reaching out to partners for relevant data that could inform the study (UVA Parking and Transportation, MicroCAT, VEO dockless mobility data, etc.)
- Clarifying in **Task 3** that potential strategies could be policy-related, such as employer commuting programs, land use considerations, and parking policies
- Adding additional opportunities to collect public feedback in **Task 4** from targeted groups, such as bicycling and running clubs, school systems, and housing-focused groups

Study Schedule:

Following CA-MPO Policy Board approval, staff will begin the study with an estimated conclusion in June 2026. Estimated completion dates for each task are captured in the full scope of work, and a proposed overall schedule is illustrated in **Figure 1**.

Figure 1. TDM Study Schedule



Recommendations:

CA-MPO Technical Committee: Staff recommend a motion to recommend the CA-MPO Policy Board approve the final scope for the Travel Demand Management Study.

CA-MPO Policy Board: Staff recommend a motion to approve the final scope for the Travel Demand Management Study.

CA-MPO Citizens Transportation Advisory Committee: Staff recommend a motion to recommend the CA-MPO Policy Board approve the final scope for the Travel Demand Management Study.

If there are any questions or comments, please contact Taylor Jenkins at tjenkins@tjpd.org.