

Transportation Demand Management Study Scope of Work

Purpose

Through the development of the 2050 Long Range Transportation Plan, the Charlottesville-Albemarle MPO (CA-MPO) identified the need to complete a comprehensive travel demand management (TDM) study to identify long-term initiatives to reduce vehicle miles traveled (VMT) within the MPO area, support sustainable transportation options, and improve mobility. The study seeks to achieve the following goals:

- Understand existing travel patterns and opportunities to reduce VMT and increase trips made by walking, biking, and using transit
- Enhance connections between transit, active transportation networks, and park-and-ride facilities

Task 1: Previous Plan Review

CA-MPO staff will conduct a review of relevant planning documents from each jurisdiction, including but not limited to:

- Comprehensive Plans
- Bicycle and Pedestrian Plans
- Transit Development Plans
- Parking Studies

Reviewing previously completed plans will help identify planned improvements, land use planning context, and opportunities for alignment with study recommendations.

Task 1 Deliverable:

- Previous Plan Review memo summarizing existing studies and applicable findings

Task 2: Origin-Destination Analysis

CA-MPO staff will begin this task by identifying major trip generators and destinations, including but not limited to:

- Large employers and employment centers
- Medical facilities
- Educational facilities
- Recreational destinations
- Commercial retail destinations

Using data sources such as StreetLight, Census OnTheMap, and OpenStreetMap, CA-MPO staff will conduct an origin-destination analysis to understand travel coming in and out of the MPO area and traveling within the MPO area. Trips will be identified by existing mode (i.e., auto, transit, bike) and trip length.

Task 2 Deliverable:

- Origin-Destination Analysis Technical Memo

Task 3: Mode Shift Potential and Strategies

Using results from the origin-destination analysis, CA-MPO staff will assess the potential for shifting trips from auto to non-auto trips. This task will consider characteristics such as trip length, existing infrastructure (i.e., bike lanes, sidewalk, transit services), and network connectivity to identify the feasibility of mode shift and gaps in infrastructure where opportunities where future investments would be most impactful.

As part of this task, CA-MPO staff will also inventory public parking facilities within the MPO area to identify existing parking capacity, utilization rates (where available), and connectivity to transit. Parking facilities will include public surface parking, parking decks, and park-and-ride lots.

Task 3 Deliverables:

- Identification of mode shift potential
- Draft recommended improvements for infrastructure and strategies to encourage mode shift

Task 4: Public Engagement

To ensure proposed strategies align with community priorities, a short survey will be conducted to obtain public input on recommended improvements and strategies and identify opportunities that are highest priority. Input will be used to refine recommendations.

Task 4 Deliverables:

- Summary of public input
- Refined recommendations and strategies

Task 5: Final Report

CA-MPO staff will prepare the final report. Findings and recommendations from this study will help inform future investments for infrastructure and services that can encourage shifts in travel behavior and address gaps in the regional transportation network.

Task 5 Deliverable:

- Final Report