

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: Existing Conditions

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. Staff will also establish a vehicle miles traveled (VMT) baseline in this task that will be used as the foundation for creating VMT reduction goals.

Task 1 Deliverables:

- Previous Plan Review memo summarizing existing studies and applicable findings
- Baseline VMT for the CA-MPO region

Estimated Completion Date: October 2025

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, INRIX, and Strava Metro, 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. CA-MPO staff will

work to validate findings through outreach, including connecting with local cycling and running clubs, the University of Virginia (UVA) Parking and Transportation, and member jurisdiction staff.

Other potential sources of information to inform the origin-destination analysis include insights from UVA's Wahoo Commutes program, the VEO dockless mobility program, and MicroCAT services.

Task 2 Deliverable:

- Origin-Destination Analysis Technical Memo

Estimated Completion Date: December 2025 / January 2026

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. Mode shift strategies will also include those that may be policy-related, such as employer commuting programs, land use considerations, and parking policies.

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 and strategies to encourage mode shift

Estimated Completion Date: April 2026

Task 4: Outreach and Engagement

Two primary opportunities for engagement will occur during the study:

- Validation of existing conditions observations and gathering additional insights
- A survey obtaining input on the prioritization of recommendations

Opportunities for more targeted outreach throughout the study include bicycling and running clubs, Charlottesville City Schools, Albemarle County Public Schools, and housing-focused groups (Charlottesville Redevelopment and Housing Authority, Public Housing Association of Residents, Piedmont Housing Alliance, etc.).

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

Estimated Completion Date: May 2026

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

Estimated Completion Date: June 2026