

Charlottesville-Albemarle MPO Transportation Demand Management Study Final Scope of Work

**MPO Technical Committee
August 5, 2025**

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

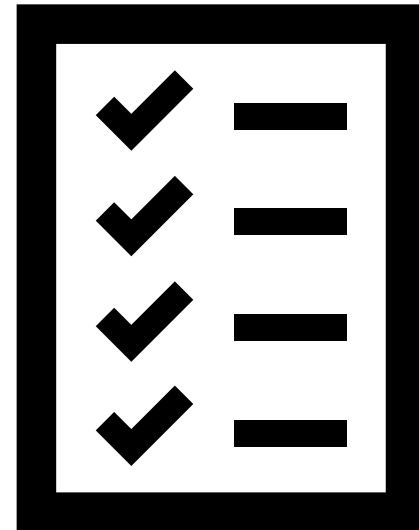
- ❑ Primary data sources
 - ❑ StreetLight
 - ❑ Strava Metro
 - ❑ VDOT
- ❑ Validation and additional insights gained through targeted outreach
 - ❑ Local cycling and running clubs
 - ❑ Member jurisdiction staff
 - ❑ Other local sources: UVA Parking and Transportation, MicroCAT, VEO dockless mobility program

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

	SEPT 2025	OCT 2025	NOV 2025	DEC 2025	JAN 2026	FEB 2026	MAR 2026	APR 2026	MAY 2026	JUN 2026
Task 1: Existing Conditions										
Task 2: O-D Analysis										
Task 3: Mode Shift Potential + Strategies										
Task 4: Outreach + Engagement										
Task 5: Final Report										

Questions and Next Steps

- ❑ Next Steps
 - ❑ Requesting MPO Technical Committee recommendation for the MPO Policy Board
- ❑ Questions?