



**COMMUTER  
CONNECTION**  
A PROGRAM OF THE DOWNTOWN MINNEAPOLIS TMO



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# Who We Are

Downtown Minneapolis TMO was created by the City Council in 1991 as a public-private partnership of the City of Minneapolis and downtown business community.

We provide a full range of services to support travel demand management strategies, increase employer/employee participation in transportation solutions, and advance public policies and practices regarding transportation issues and solutions.





# Downtown Minneapolis

**Employment: 139,500**

## Commuter Characteristics

26% within 5 miles 

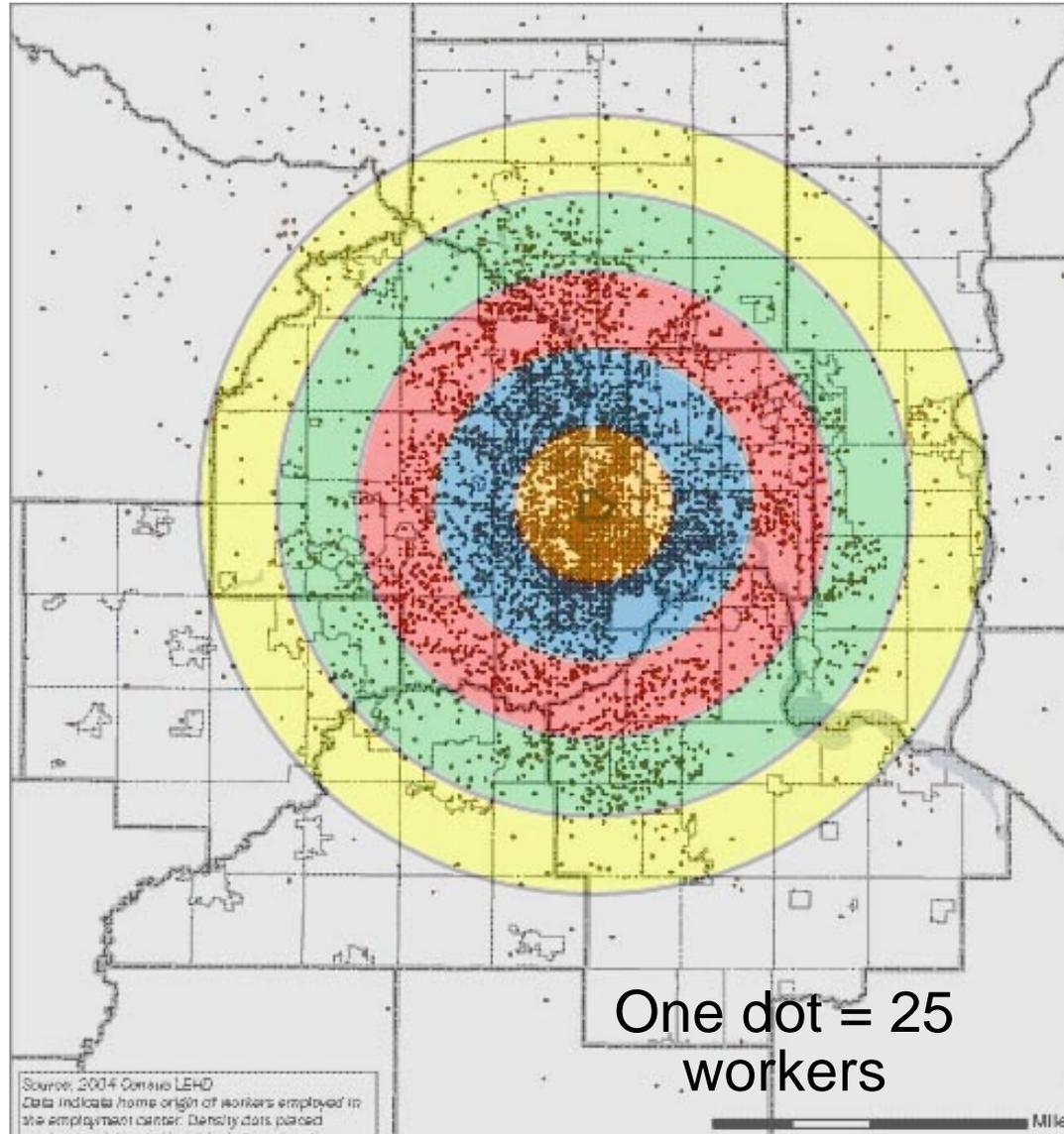
29% 5-10 miles 

23% 10-15 miles 

12% 15-20 miles 

3% 20-25 miles 

7% 25+ miles 





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# Our Mission

Inspire and empower commuters to *get the most out of their downtown commute*





# What We Do

- develops deep **relationships** with transportation partners allowing them to connect to more commuters.
- conducts extensive **outreach** to downtown Minneapolis businesses and property owners, aiding their efforts to lower costs, offer employees valuable benefits, and meet regulatory guidelines.
- provides ongoing **education** to workers about how to improve their commute and access the benefits of transportation alternatives.

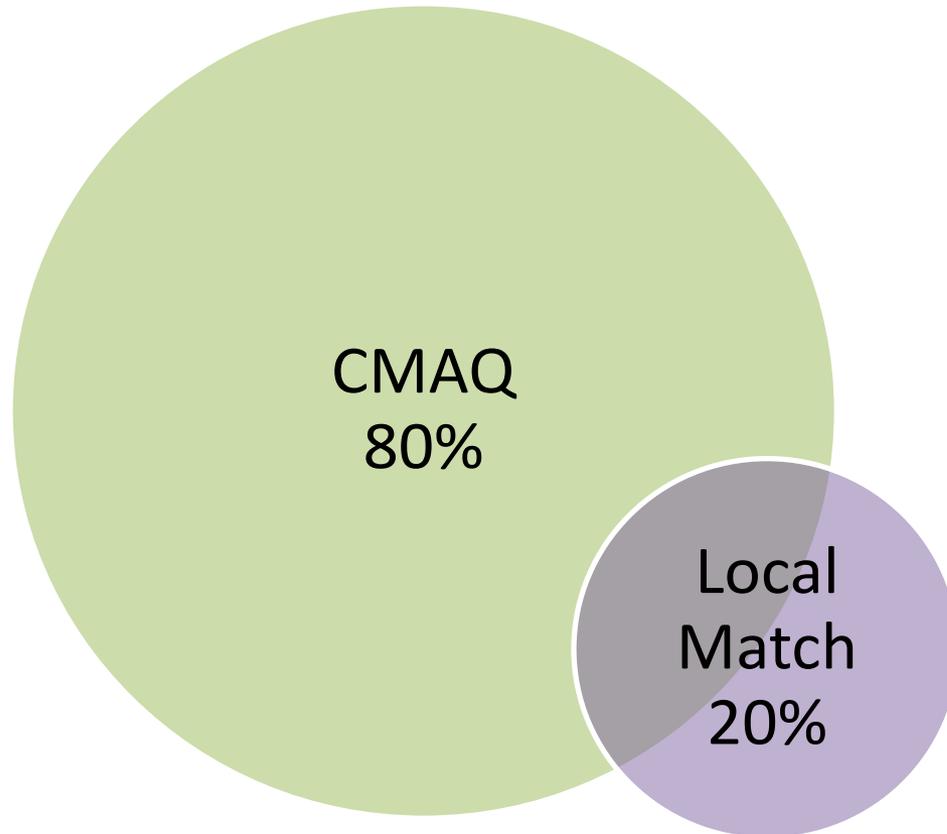




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# Funding





# Commuter Connection

Walk In Transportation Resource Center



- Information
  - Skyway Information
  - Bus Schedules
  - Bicycling Information/Maps
- Education
  - Interactive Displays
  - Demonstration Bus Bike Rack
  - Commuter Education Classes





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# Commuter Connection

Walk In Transportation Resource Center



- Sales

- GoTo Cards
- Metro Mobility
- Twin Cities Bike Map

- Services

- Carpool Registration/Renewal
- Personalized Trip Planning
- Personalized Bike Route Planning





# Employer/Employee Outreach

- Lead Marketing, Education and Communication Efforts to Employers and Employees

- Transit Fare Programs

- Metropass
- GoTo College Pass

- Electronic Communications

- [www.commuter-connection.org](http://www.commuter-connection.org)
- E-Newsletter
- New Employee Kit





# Employer/Employee Outreach

- Lead Marketing, Education and Communication Efforts to Employers and Employees

- Education

- Brown Bag Lunch Programs
- Commuter Fairs
- Bicycle Education

- Annual Programs

- Commuter Challenge
- Bike Walk Week
- Commuter Choice Awards





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# Educate Business Community

- Lunch & Learns
- Transportation Summits
- Monthly Executive Board Meetings
- Newsletter & Emails



Lunch  
& Learn





## Education

Increase education contacts with commuters by 15% (an additional 5,000 individuals).

## Bicycling

Engage over 20 companies in the ZAP Twin Cities program and enroll over 500 bikers.

By 2015, inspire and empower 10,000 new commuters to use transportation alternatives and reduce drive alone trips by 4,800,000.

Enroll 75 new companies in Metropass and increase ridership by 25% (+5,670 users).

## Transit

Increase the number of carpool users traveling into downtown by 30% (an additional 2,325 users).

## Rideshare





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