

## ***TDM Evaluation and Implementation Study***

***Minneapolis Transportation and Public Works Committee***

June 22, 2010

### ***Agenda***

- What is TDM?
- Purpose of Study
- Key Study Components
- Goals and Recommendations
- Adoption Schedule

### ***What is TDM?***

- “A wide range of strategies that makes the most efficient use of the transportation system by increasing person-carrying capacity”
- Promoting alternatives
  - Transit
  - Carpooling
  - Vanpooling
  - Flexible work schedules (non-peak)

### ***Purpose of Study***

- Clarify funding priorities
  - Short-term vs. 2013-2015 (TIP)
- Establish regional goals and benchmarks
- Inventory and evaluate current TDM efforts
- Recommend future strategies, including implementation

### ***Task 1: TDM Inventory***

- Current activities
  - Organization roles and relationships
  - Funding
  - Use of incentives
  - Monitoring
- Stakeholder interviews with the CMAQ-funded TDM partners

### ***Task 2: Evaluation***

- Evaluated other regional TDM programs
- Conducted a TDM Market Analysis
- Supplementary evaluation obtained from Advisory Committee on Twin Cities TDM program
- Strengths, Weaknesses, Opportunities, and Threats (*SWOT*)

### Task 3: Recommendations

- 8 Regional TDM Program Goals
- Several strategies support each goal
- Reviewed with Advisory Committee in two meetings:
  - February 2010: Goals confirmation meeting
  - April 2010: Recommendations workshop

### Goal 1: Traveler Focus

**Strategy 1.1:** Consolidate regional TDM tools and services under **Metro Transit**

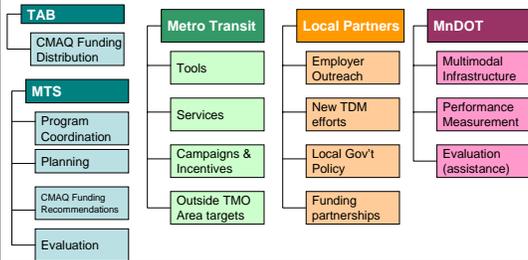
**Strategy 1.2:** One Stop Shop **traveler web site**

**Strategy 1.3:** Work together to promote TDM via the Web

**Strategy 1.4:** Coordinate updates to *Arrive MN*

### Goal 2: TDM Program Structure

#### Strategy 2.1 & 2.2: Roles and Responsibilities



### Goal 2: TDM Program Structure

#### Strategy 2.3: Van-GO! Marketing

- Metro Transit will promote along with other modes
- Will Increase ridership and boost visibility

### Goal 3: Target Markets

**Strategy 3.1:** Targeting Metro Transit employer outreach focus

- 10 employees/ac or greater, **and**
- 25,000 or more total employees in area
- Outside the TMO boundaries

**Strategy 3.2:** Focus in areas where **multimodal options** are available (transit, HOV, etc)

### Goal 3: Target Markets

**Strategy 3.3:** Screening criteria for TMO CMAQ funding eligibility

- Transportation challenges
- Regional characteristics
- Stakeholder commitment
- Financial sustainability

**Goal 4: Strategy Recommendations**

**Strategy 4.1: Refine current regional and local strategies:**

- Flexible transit pass products
- Enhanced social media tools
- Individualized marketing
- Telework
- Carsharing
- Construction mitigation

**Goal 4: Strategy Recommendations**

**Strategy 4.2: Pilot new regional and local strategies:**

- Ongoing incentive campaigns
- Employer grants
- Pre-tax benefit assistance
- Promote managed lanes, bikesharing, expanded carsharing, etc
- TDM for special events

**Goal 4: Strategy Recommendations**

**Strategy 4.2: Advanced Strategies**

- TDM messaging to variable message signs and add real-time messaging
- Implement parking cash-out / opt-out

**Goal 5: CMAQ Funding**

**Strategy 5.1: Categories of TDM funding**

3 categories suggested:

- Regional services
- Baseline local TMO funding
- Competitive projects

**TAB** provides funding recommendations

**Goal 5: CMAQ Funding**

**Strategy 5.2: Competitive Project Selection**

- Competitive projects awarded based on:
  - VMT reduced and cost effectiveness
  - Location
  - Presence of transportation alternatives
  - Evaluation methodology
  - Level of innovation
- **TAB** provides funding recommendations

**Goal 5: CMAQ Funding**

**Strategy 5.3: New TMO Funding Requests**

- A new TMO that applies for any source of CMAQ TDM funding will be screened against the criteria established in Strategy 3.3

### *Goal 5: CMAQ Funding*

**Strategy 5.4:** TMO service area expansion and funding requests

- Expanded boundary: Eligible for competitive grant funding
- If successful, expanded boundary becomes part of TMO operating funds
- If unsuccessful, Metro Transit continues to provide baseline services in area

### *Goal 5: CMAQ Funding*

**Strategy 5.5:** Funding cycle timeline

- TAB and MTS will develop a funding cycle for TDM CMAQ funds that recognizes the shorter implementation timeline for TDM activities, relative to larger construction projects.

### *Goal 5: CMAQ Funding*

**Strategy 5.6:** Contracting timeline

- MTS and Metro Transit will work to decrease the contracting process period for local TDM partners

### *Goal 6: Performance Measurement*

**Strategy 6.1:** Add TDM questions to existing regional surveys

**Strategy 6.2:** Report participation in local programs

**Strategy 6.3:** Comprehensive evaluation of all programs

### *Goal 7: New Funding*

**Strategy 7.1:** Advocate w/ results to decision makers

**Strategy 7.2:** Increase funding diversity

**Strategy 7.3:** Develop local TDM ordinances

### *Goal 8: Regional VMT Goal*

**Strategy 8.1:** Benchmark progress annually

- VMTR: Annual estimates of performance
- VMTT: regional VMT (all trips)
- Current benchmark:

$$\frac{65,958,658 \text{ VMT reduced (VMTR)}}{17,402,550,000 \text{ VMT total driven (VMTT)}} = 0.38\%$$

## *Next Steps*

- **May-July – Report Acceptance**
  - TAC F&P: June 17
  - TAC: July 7
  - TAB: July 21
  - Transportation Committee: July 26
  - Met Council: Aug 11
- **Future – Implementation of Report Recommendations**

*Thank You!!*

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