



Request for City Council Committee Action From the Department of Public Works

Date: June 22, 2010
To: Honorable Sandra Colvin Roy, Chair Transportation & Public Works Committee
Subject: **Metropolitan Council TDM Evaluation and Implementation Study**

Recommendation:
Receive and File

Prepared by: Jon Wertjes, P.E., PTOE, Director, Traffic & Parking Services, 673-2614

Approved by:

Steven A. Kotke, P.E., City Engineer, Director of Public Works

Presenter: Cole Hiniker, Transportation Planner, Metropolitan Council

Reviews

Permanent Review Committee (PRC)	Approval <input type="checkbox"/>	Not applicable <input checked="" type="checkbox"/>
Civil Rights Approval	Approval <input type="checkbox"/>	Not applicable <input checked="" type="checkbox"/>
Policy review Group (PRG)	Approval <input type="checkbox"/>	Not applicable <input checked="" type="checkbox"/>

Financial Impact

No financial impact

Background/Supporting Information

The Transportation Demand Management Evaluation and Implementation Study (TDM Study) was completed in May 2010 to outline a clear process for selecting, funding, and implementing transportation demand management (TDM) strategies and also structuring and evaluating the Twin Cities TDM program.

Transportation demand management (TDM) is a term used to describe a wide range of strategies that makes the most efficient use of the transportation system by increasing person-carrying capacity. TDM strategies can include promoting alternative modes like transit, increasing vehicle occupancy through ridesharing programs, biking and walking. In addition, TDM strategies can facilitate shifting trips from peak hour congested corridors to off-peak periods or eliminating trips altogether through strategies like telework.

The Metropolitan Council of the Twin Cities region has provided a series of these TDM strategies through their regional TDM program over the last several decades. With the help of promotion and marketing at the local level through transportation management organizations (TMOs), the regional TDM program has been a successful venture in promoting and implementing many TDM strategies. Today, the Twin Cities enjoys a mature regional TDM program with four healthy TMOs that work together to assist commuters in ways such as joining vanpools and carpools, biking to work, taking part in the annual Commuter Challenge, paying less for carpool parking permits, and finding out about discounted transit pass products through Metro Transit.

Cole Hiniker, Transportation Planner, Metropolitan Council, will present a brief overview and summary of this study.