



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: **Transportation Management Organization (TMO) – Change in Executive Director Position**

Recommendation:
Approve Honorary Resolution

Previous Directives:
None

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

Approved by:

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

Presenter: Jon Wertjes

Reviews:

Permanent Review Committee (PRC):	Not Applicable
Civil Rights Affirmative Action Plan:	Not Applicable
Policy Review Group (PRG):	Not Applicable

Financial Impact
No financial impact

Background/Supporting Information

Background

The Downtown TMO (Transportation Management Organization) was established in 1991 to promote the effective, efficient, transportation system into and through Downtown Minneapolis. The TMO mission statement is as follows:

The Downtown TMO exists to promote congestion mitigation strategies and advocate for environmentally sound transportation policies to assure the continuous and orderly growth and prosperity of downtown Minneapolis and the region.

The TMO is lead by its Executive Committee that manages the direction and operation of the TMO and to advise the City Council and Mayor. An Executive Director was hired to be responsible for the TMO programs and daily operations.

Downtown Minneapolis TMO under Teresa Wernecke leadership

Starting in September 1992, Teresa Wernecke was hired as first full time Executive Director. Ms. Wernecke plans to retire with her last day on June 30. As the Executive Director Ms. Wernecke led the TMO efforts that:

- Developed the Commuter Connection, the transportation resource store, which was started in June 1992 as a visible service to the downtown workforce that now serves approximately 40,000 customer visits a year. Commuter Connection provides transit, bicycling/walking, carpool information to the public. It is the only resource store in the Twin Cities and one of the few in the nation.
- Began and expanded the Employer Outreach programs creating the TMO staff as the primary marketing and information source for local, regional and national programs within the downtown area assisting over 1,000 employers through Downtown Commuting Guide, Transit Benefit Guide for Twin Cities region, Commuter surveys and Transportation Management Plans efforts, business and employee relocation efforts for commuting to downtown, and serving as the Hennepin County's Welfare-to-Work Transportation Coordinator for a couple of years.
- Created, developed and expanded Travel Demand Management programs and services to meet changing needs and opportunities for our downtown.

During Ms. Wernecke's tenure, the TMO significantly supported the City by:

- Educating many individuals and groups regarding downtown transportation through:
 - Executive Committee monthly meetings, Transportation Summits, and a variety of forums, Association meetings, and special brown bag lunch/learn events for downtown workforce and its business leaders; and
 - Commuting and transit information that supports business recruitment and retention efforts such as Ameriprise downtown headquarters and many others to make decisions to stay in downtown, expand presence here or start new.
- Creating communications and messaging such as the:
 - Congestion Education Campaign that informed and educated business professionals all around the Twin Cities about the impacts of congestion; and
 - that helped the downtown with major events such as the two transit strikes (1995, 2004), 35W Bridge collapse in 2007, Republican National convention in 2008, and the Target Field opening in 2010; and
- Partnering with the Downtown community providing engagement opportunities which in turn deepens commitment and understanding to the City and region.
 - Office Absorption Program to attract employers to move to downtown in the early 1990s with commuter fairs, providing individualized trip plans including carpool matches, and introducing transit and ridesharing programs.
 - Travel Demand Management Plans (TDMPs) initially by advising City staff and consulting firms on key elements; reviewed and critiqued TDM Plans submitted; and now since 2004 help developers and tenants to fulfill on their TDMP obligations and prepare periodic reports to the City.
 - TMO initially launched and funded the Lane Closure Mapping program creating an interactive public website showing timely information to building managements regarding downtown street and lane closures. lane closures in

downtown. This system has since been expanded citywide and allows for quicker City permitting.

- Participating in over 30 permanent and/or ad hoc committees at all levels including state, regional, county and City levels to pilot transportation strategies, Ms Wernecke was involved in such efforts as:
 - Minnesota Guidestar's Travlink in the early 1990s,
 - Urban Partnership Agreement e-workplace,
 - the recent City of Minneapolis' State Health Improvement Program (SHIP) Active Commuting programs, and
 - Served on City's Citizens Environmental Advisory Committee and its predecessor, Minneapolis Environmental Commission, since 1994.

In recognition of such efforts by the TMO lead by Ms. Wernecke, Downtown Minneapolis was recognized as a "Best Workplaces for Commuters -- District" by the US Environmental Protection Agency and Department of Transportation in 2005.

The City of Minneapolis expresses its deepest thanks to her exemplary efforts and public service and we wish her the best in her retirement.

New Executive Director

The new TMO Executive Director, Mr. Dan MacLaughlin, has been with the Downtown TMO since 2006 where he has served as the Outreach Manager, prior to this he served in the Peace Corps. We welcome Mr. MacLaughlin and look forward to the ongoing success for the Downtown TMO.

Cc: TMO Executive Committee