

**Downtown Minneapolis
Transportation Management Organization
January – December 2003-2004 Work Plan**

12/27/02

Exhibit
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Goal 1: Provide a full range of services to support travel demand management strategies

Strategy 1: Commuter Connection (CC)

- Provide individualized trip planning services
- Provide "alternative" transportation information and materials
- Display brochures and materials from transportation agencies
- Sell bus passes and bike maps
- Register carpools and renewals on-site
- Take Metropass pictures
- Provide on-site carpool matching services
- Provide on-site GRH and Ride to Reward sign-up
- Display employer outreach materials

Strategy 2: Clearinghouse for transportation needs of downtown commuters

- Provide B-BOP information at Commuter Connection
- Maintain regional B-BOP website
- Update TMO website's focus on use by downtown commuters: provide links to "real time" traffic information and lane closure website

Strategy 3: Educate general public

- Serve as a resource center for LRT construction updates and other timely issues
- Promote TMO funded Lane Closure Website
- Assist B-BOP Coalition in broad public outreach

Strategy 4: Evaluate activities

- Survey CC customers once a year
- Monitor sales and non-sales activity in CC

Goal 2: Increase employer/employee participation in transportation solutions

Strategy 1: Promote TDM strategies

- Meet with over 25 employers and/or building managements per year to introduce TDM programs
- 10 employers participate in 2003 B-BOP Challenge
- 8 employee surveys completed per year
- 8 Transportation Management Plans prepared per year
- 10 commuter fairs / employee orientation trainings per year
- Assist leasing agents in recruiting employers into downtown
- Assist relocating employers moving into downtown with adopting programs that provide commuter choices.
- 2 TDM informational/training sessions hosted or assisted with hosting per year

Strategy 2: Educate private sector on congestion

- 4-6 special mailings and/or advertisements including the newsletter per year
- 7 times each year or a total of 14 times in 2 years share the congestion education cd and/or give presentations to corporate leaders, employers, employees, business associations or others.
- Participate in special events such as B-BOP Challenge and Commuter Choice conference and awards

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Strategy 3: Develop/expand employer network

- Input employer information into Ridepro3 database; keep it up-to-date
- Conduct follow-up with new downtown building developments to assist them in complying with their TMP/TDM plans.
- Administer new hire incentives as identified in several of the new building development's TMP/TDM plans.
- Update TMO website for use by employers, leasing agents, and building managements
- Distribute newsletter to downtown employers and interested others

Strategy 4: Advise business community

- Provide input on key transportation issues to business community
- Facilitate dialogue and information sharing between private, public sectors and transportation policy makers
- Prepare special reports/materials as appropriate

Strategy 5: Evaluate activities

- CMAQ SOV conversions for 2003-4 – project goal per year
- | | |
|-------------------|--------------|
| Transit users | 300 |
| CP/VP/GRH | 448 |
| Bicyclists | 101 |
| Employer Outreach | <u>1,290</u> |
| Total | 2,139 |

Basis for actual estimates:

1. Surveys: CC customers and employers
2. CC, TMO, MCS records
3. CMAQ grant conversion analysis
4. 1/94 TMO evaluation process outline
5. Contact 15 employers to review programs and impact of programs

Goal 3: Advance public policies and practices regarding transportation issues and solutions

Strategy 1: Advise government

- Testify or send written position statements to appropriate committees, key elected and appointed officials on transportation issues.
- Provide comments on new development TDM plans.

Strategy 2: Advocate through committees

- Minneapolis Downtown Council Board of Directors ex officio member
- Minneapolis LRT advisory committees
- Minneapolis Taxicab Service Committee
- Minneapolis Bicycle Advisory Committee
- Minneapolis Citizen Environmental Advisory Committee
- Midwest Institute for Telecommuting Education
- Metro Transit's Advisory Committee on Transit
- Minneapolis Green Transportation Team

Strategy 3: Work in coalitions

- Provide input and assist with testing new regional commuter incentives and strategies
- Advance implementation of new strategies
- Advocate for effective transportation policies and investments
- Seek media coverage as appropriate
- Participate in regional and national organizations