

Draft Regional Travel Demand Management Study Scope of Work

Land Use Advisory Committee – May 20, 2021



What is travel demand management?

Sometimes called “transportation demand management”

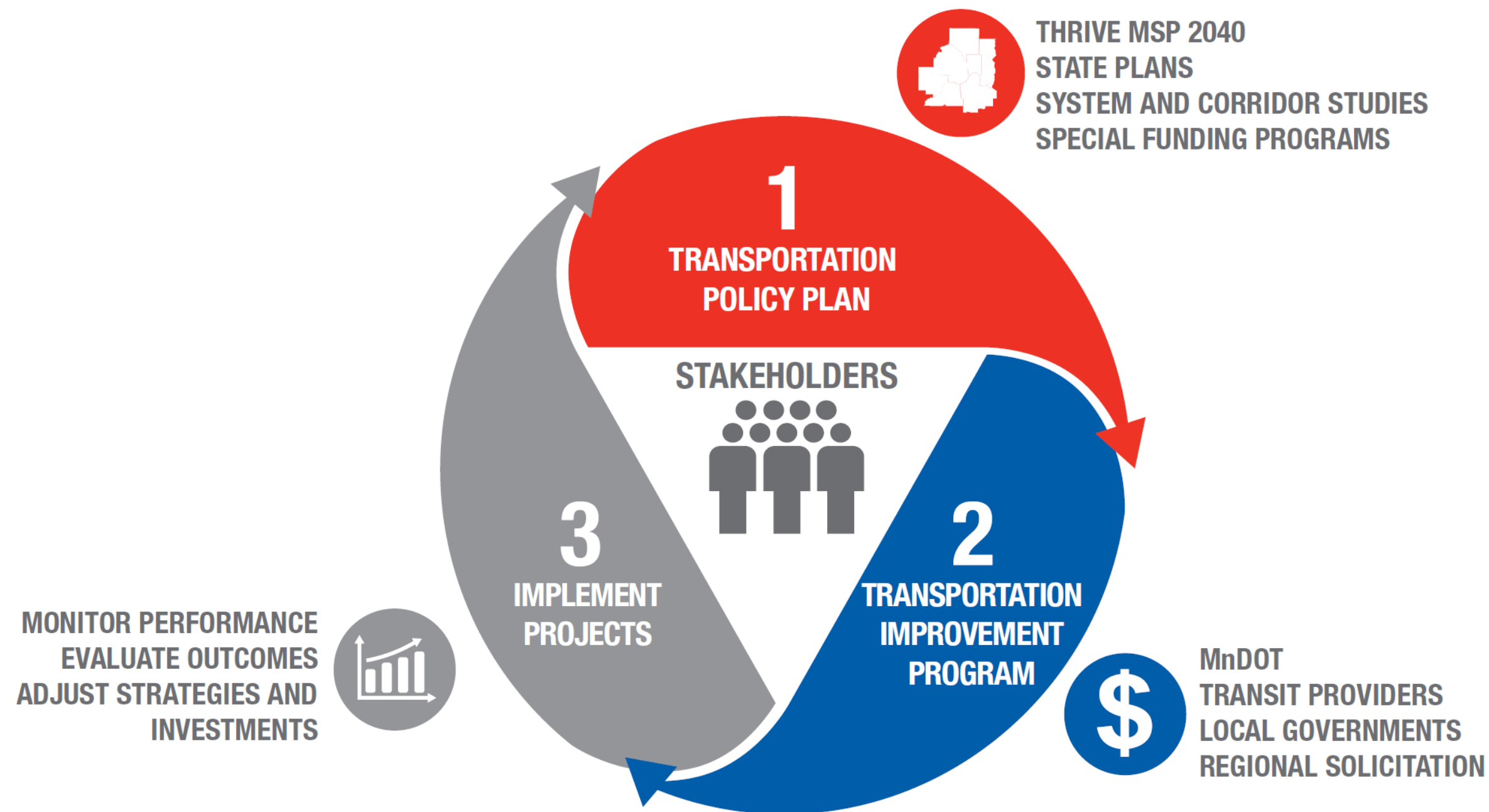
“Managing demand is about providing travelers, regardless of whether they drive alone, with travel choices, such as work location, route, time of travel and mode. In the broadest sense, demand management is defined as providing travelers with effective choices to improve travel reliability.” - FHWA

“The application of strategies and policies to reduce travel demand, or to redistribute this demand in space or in time.” - Wikipedia

What are some examples of travel demand management strategies?

- Congestion pricing
- Parking supply management
- Varied work shift times
- Transit, biking, and walking
- Carpooling
- Telework
- Development ordinances
- Shared mobility
- Traveler information technology

Why do we do transportation system studies?



- Evaluate performance of the system or system elements
- Prioritize investments across the region based on future performance
- Set or reevaluate strategic direction for investments and policies
- Learn more about an emerging topic

This study is going to try to address all of these for TDM

Considerations for LUAC members today

Will revisit for discussion at the end

- Cities are major implementers of TDM strategies through land use and development controls
- Land use controls are an essential aspect of TDM
 - Parking regulation
 - Travel demand ordinances
 - Urban form
 - Resident or tenant incentive program requirements
- How best could we engage cities, property owners, and developers in:
 - Documenting their existing practices?
 - Identifying potential but realistic strategies?
 - Creating helpful implementation tools?

Past TDM work was helpful but is outdated...

- Travel Demand Management (TDM) Evaluation and Implementation Study – 2010
 - Led to the creation of TDM Innovation funding category in Regional Solicitation; Selected 23 projects for over \$5 million in federal funding since 2014
 - Improved coordination and marketing of TDM tools across multiple partners
 - Explored a number of new TDM strategies like variable message signs and parking-cash out programs for ABC ramps
- Did not address shared mobility, telework, or MnPASS in much detail
- Limited guidance for implementing new strategies

Emerging policies and trends necessitate a refresh in TDM

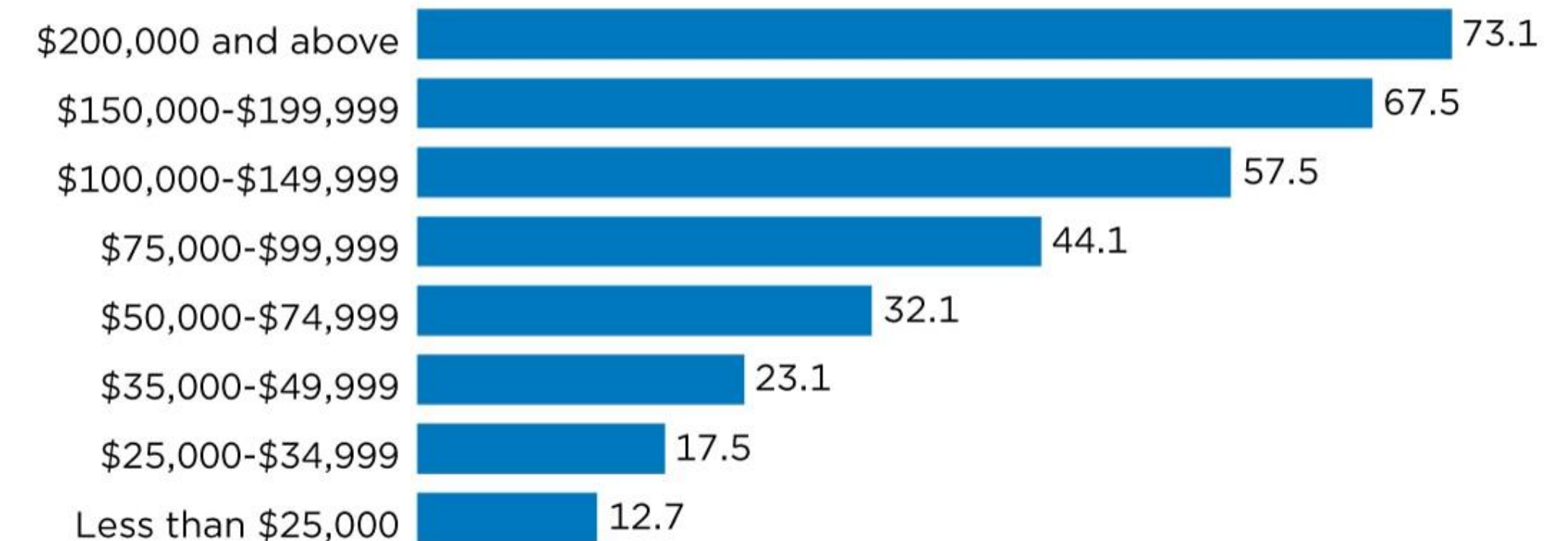
- TDM is top strategy in regional congestion management process (CMP) and highway mobility, but lacks implementation guidance
- Shared mobility and technology have evolved rapidly since 2010
- Telework and shifting travel patterns/expectations resulting from COVID-19
- Region is investing heavily in expansion of transit, bicycle, and managed lanes



Equity and climate are regional focuses that have emerged since last study

- Not all TDM strategies are implemented equitably or considerate of all users; equity needs to be a lens for regional TDM strategies
- Climate concerns expanding conversations about reducing emissions and vehicle miles traveled

Percentage of Households by Income With Adult(s) Who Switched to Telework Because of Coronavirus Pandemic



Source: U.S. Census Bureau, Household Pulse Survey (Weeks 13-21: August 19-December 21, 2020). Estimates produced using public use microdata files.

Study Tasks

- Project Management
- Regional Existing Conditions Summary and Analysis
- State of the Practice Summary
- Regional TDM Framework Development
- Evaluation of Regional TDM Strategies
- Implementation Plan

Scenario Considerations

- TDM strategies may vary based on different underlying assumptions about the future
- Strategic assessment should consider multiple futures to be determined through outreach, for example:
 - Telework continues at COVID-19 rates, but non-work travel increases
 - Transit demand permanently shifts away from peak-hour commuting

	Scenario 1	Scenario 2
Strategy 1	Approach Potential Impact \$\$\$	Approach Potential Impact \$\$
Strategy 2	Approach Potential Impact \$	Approach Potential Impact \$\$\$
Strategy 3	Approach Potential Impact \$\$	Approach Potential Impact \$\$

Implementation Plan

- Describe actions to be taken to advance strategies
- Not prescriptive but descriptive about next steps
- May require future consultant work or work from partners, depending on the strategies

Cities are MAJOR implementers of TDM strategies through land use and development controls

Engagement Approach

- Stakeholder and implementor interviews
- Survey tools
- Workshops
- Committee updates (TAC+Planning, TAB, Council Transportation Committee)
- Targeted engagement with community organizations that includes racially and economically diverse input

- Broad engagement will primarily help shape TDM Framework and Strategic Assessment

Tentative Schedule

RFP Release – Summer 2021

Contract Begin – Fall 2021

Contract End – Spring 2023

Incorporate results into 2050 Transportation Policy Plan and Regional Development Guide

LUAC Discussion

Land use controls are an essential aspect of TDM

How best could we engage cities, property owners, and developers in:

- Documenting their existing practices?
- Identifying potential but realistic strategies?
- Creating helpful implementation tools?

- Parking regulation
- Travel demand ordinances
- Urban form
- Resident or tenant incentive program requirements

- Surveys?
- Workshops?
- Focus groups?

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