

2016 Twin Cities Metropolitan Area

TRANSPORTATION DEMAND MANAGEMENT SUMMARY REPORT

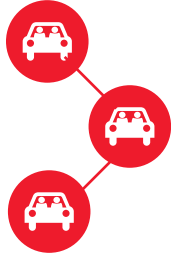


Transportation Demand Management (TDM) provides residents/commuters of the Twin Cities metro area with greater options for travel throughout the region. Effective TDM lessens congestion, advances economic development and strengthens quality of life.

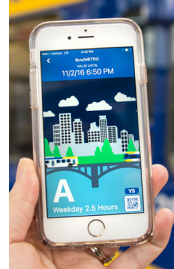
- ▶ **IMPROVES THE ENVIRONMENT** by influencing transportation choices that improve air quality.
- ▶ **SUPPORTS TRANSPORTATION CHOICES** that positively effect economic development.
- ▶ **CONTRIBUTES RESOURCES** that support personal and community benefits.

2016 Regional Highlights and Accomplishments

Commuter Outreach and Assistance



More than 46,154 commuters were registered on the regional rideshare database participating in a variety of TDM programs including Ridematching, preferred parking and Guaranteed Ride Home



Developed/launched the Metro Transit mobile app that offers mobile transit tickets

Commuter Choice Award Winners

The Annual Commuter Choice Awards celebrate and recognize employers, organizations and individuals who share a commitment to sustainable transportation.



2016 WINNERS INCLUDE:



Employer of the Year



Organization of the Year



Building Owner/ Management Company of the Year



Government Entity of the Year



Commuter Champion of the Year

2016 sub-grant recipients

Seven organizations received CMAQ funding in 2016 for various Employer Outreach efforts. These efforts focused on promoting the use of existing or future infrastructure using their own human resources and local knowledge to leverage a sustained shift to shared modes of transportation, contributing to lower peak-hour vehicle emissions and improved traffic flow.

- Metro Transit – Commuter Programs
- City of Minneapolis – via MOVE Minneapolis
- Smart Trips - Workplaces Program
- I-494 Corridor Commission – Commuter Services
- Anoka County – Commuter Solutions
- Carver County
- Minnesota Valley Transit Authority

**368
employer
clients**

actively participated in one or more regional TDM program or service.

REGIONAL PASS PROGRAM PARTICIPATION IN 2016 BENEFITED BUSINESSES AND SCHOOLS

METROPASS



333 companies

36,091 active cards

23,0445 eligible employees

12 million rides

COLLEGE PASS



37 schools

12,685 passes

2 million rides

Other TDM Programs started in 2016:

- Cycles 4 Change – SPOKES
- Anoka Northstar Shuttle
- Minneapolis Bike Coalition
- Smart Trips – Colleges as Hubs program
- University of Minnesota – Smartphone Based Interventions

TDM Projects completed or continued in 2016:

- NiceRide – bike station densification project
- U of M eWorkplace phases 2 and 3 – eworkplace-mn.org
- Hourcar – Hourcar expanded its member access and vehicle communications technology system to use the regional transit Go-To Card to access both member cars and transit trips. Details at hourcar.org

Commute Solutions – Regional Telework Week Promotion

In late 2015 Commuter Services operated a telework promotion modeled after the Clean Air Campaign in Atlanta, Ga. Employers in the seven-county region were invited to join the promotion, which included a pledge component for employees, individualized training, materials and access to a Telework Summit. Ninety-eight employers joined a list of Twin City employers who support telework for their employees. The Summit brought together 82 employers with industry specialists to discuss telework as a commute alternative. Participating companies were offered free telework consultation in 2016.

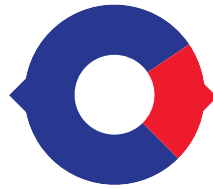
Employers included:

- Best Buy
- Lifetouch, Inc.
- Donaldson Company
- Starkey
- United Properties
- US Bank
- BI Worldwide
- Greater Twin Cities United Way
- Western National Insurance
- TRIA Orthopedic Care
- Ramsey County
- Loffler
- City of Bloomington

Cycles 4 Change – Community Earn a Bike

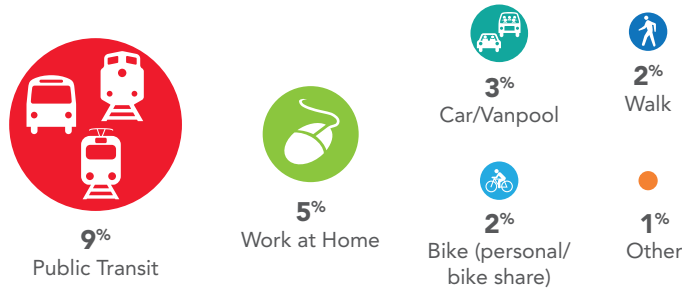
This project offered a four-week class where participants learn basic bike maintenance skills while repairing bikes they could keep at the end of the program. The project specifically sought to engage traditionally underserved residents including women, people of color, immigrants and low-income community members who lack transportation resources.

78% of rush-hour drivers are stuck in traffic alone, and are less satisfied about that trip (45% of SOV drivers satisfied)



22% use transportation options that move more people and create less pollution per person. They tend to be happier with their rush-hour trip (59% of non-SOV commuters satisfied)

360,000 (22%) Twin Cities work commuters use alternatives to driving alone to get to work every day in the Twin Cities.

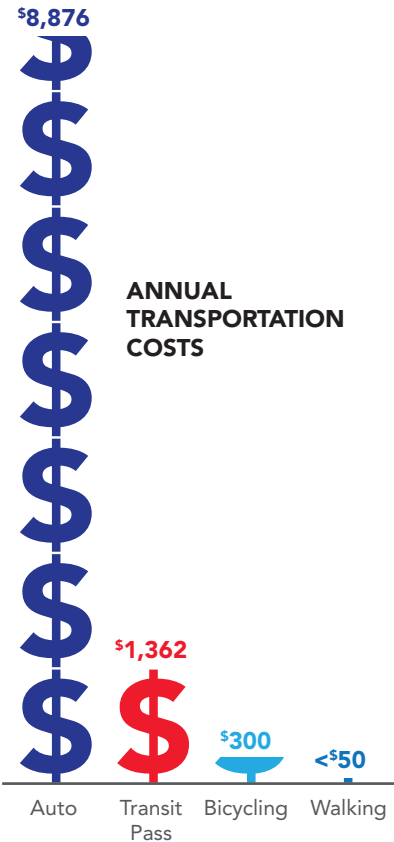
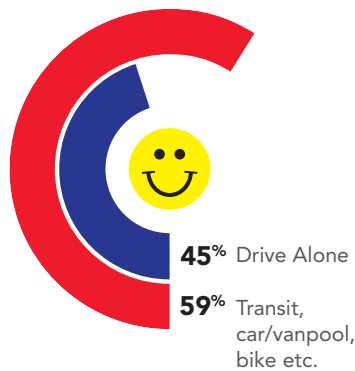


Average commute in miles



Average commute in minutes

SATISFACTION WITH DRIVING ALONE



*2015 State of the Commute survey

The Twin Cities Transportation Demand Management Program is funded in part by the Federal Congestion Mitigation and Air Quality (CMAQ) program. Established as a part of the Clean Air Act of 1990, the CMAQ program provides funding to help states achieve or maintain National Air Quality Standards (NAAQS). State, local and some private dollars provide the match for the federal CMAQ grant and also fund additional programs and services that further the TDM program in the region.