



## TDM Project Update

Theresa Cain | Manager, Commuter Programs 4/20/2022

# Travel Demand Management (TDM)

## Changing Minds about Changing Modes

### **According to the final guidance for CMAQ**

“Long-term public education and outreach can be effective in raising awareness that can lead to changes in travel behavior and ongoing emissions reductions; therefore, these activities may be funded indefinitely.”

[https://www.fhwa.dot.gov/environment/air\\_quality/cmaq/policy\\_and\\_guidance/cmaq08gd.pdf](https://www.fhwa.dot.gov/environment/air_quality/cmaq/policy_and_guidance/cmaq08gd.pdf) page 23

# Employer and Institutional Outreach

- **TDM Professional Role**

- Provide a single point of contact.
- Prepare a customized plan including all feasible modes.
- Partner with stakeholders to implement priorities.
- Plan activities and supportive events to ensure sustained behavior change.
- Prepare analysis of results

- **Example: Augsburg College**

- Engaged school administration and student council regarding low uptake of College Pass
- Analysis provided insight to barriers.
- Implementation and support activities were planned throughout pilot.
- Summary at end of pilot showed that in one semester, the Universal Pass exposed ~800 more students to transit than the College Pass.
- Universal Pass product was created based on evidence from the successful pilot.
- Outreach and program development cost \$10,000 / 800 new riders = \$12.50 per participant

# Structure of Employer and Institutional Outreach

Metro Transit provides outreach in service areas not covered by TMOs or other partners. We also provide information and regional support to partner programs.

## TMOs\*

- 494 TMO – certain cities along the corridor
- MOVE MN TMO– entire city of St Paul
- MOVE Minneapolis TMO– Expanded downtown core of Minneapolis
- Anoka County TMO– whole county

[\\*TDM Evaluation and Implementation Study \(metro council.org\)](http://metro council.org)

## Other partners that provide similar outreach:

- Carver County TMA
- Dakota County
- Washington County TMA
- MVTA
- Southwest Metro
- Scott County

# Other TDM Initiatives

Other TDM initiatives provide similar programming to the general population.

- U of MN – Smartphone based interventions \$375,000 (2017)
  - U of MN created smartphone app provides information and support to encourage mode shift.
    - Initial estimate 3000 participants @ \$125 each
    - Actual 300 participants @ \$1250 each
    - Provided valuable information about mode choice. [Smartphone-Based Interventions for Sustainable Travel Behavior: The University of Minnesota Parking Contract Holder Study \(umn.edu\)](#)
- Bicycle Connectors -Minneapolis Bicycle Coalition \$303,000 (2019)
  - Provide underserved communities with access to bikes, how to ride and maintenance training and bike buddies
    - Initial estimate 723 participants @ \$419 each
    - Actual 500 participants @ \$606 each
    - Conversions 100%



# Thank You!

**Theresa Cain**

*Theresa.Cain@metrotransit.org*

612-349-7538