

Regional Travel Demand Management Program

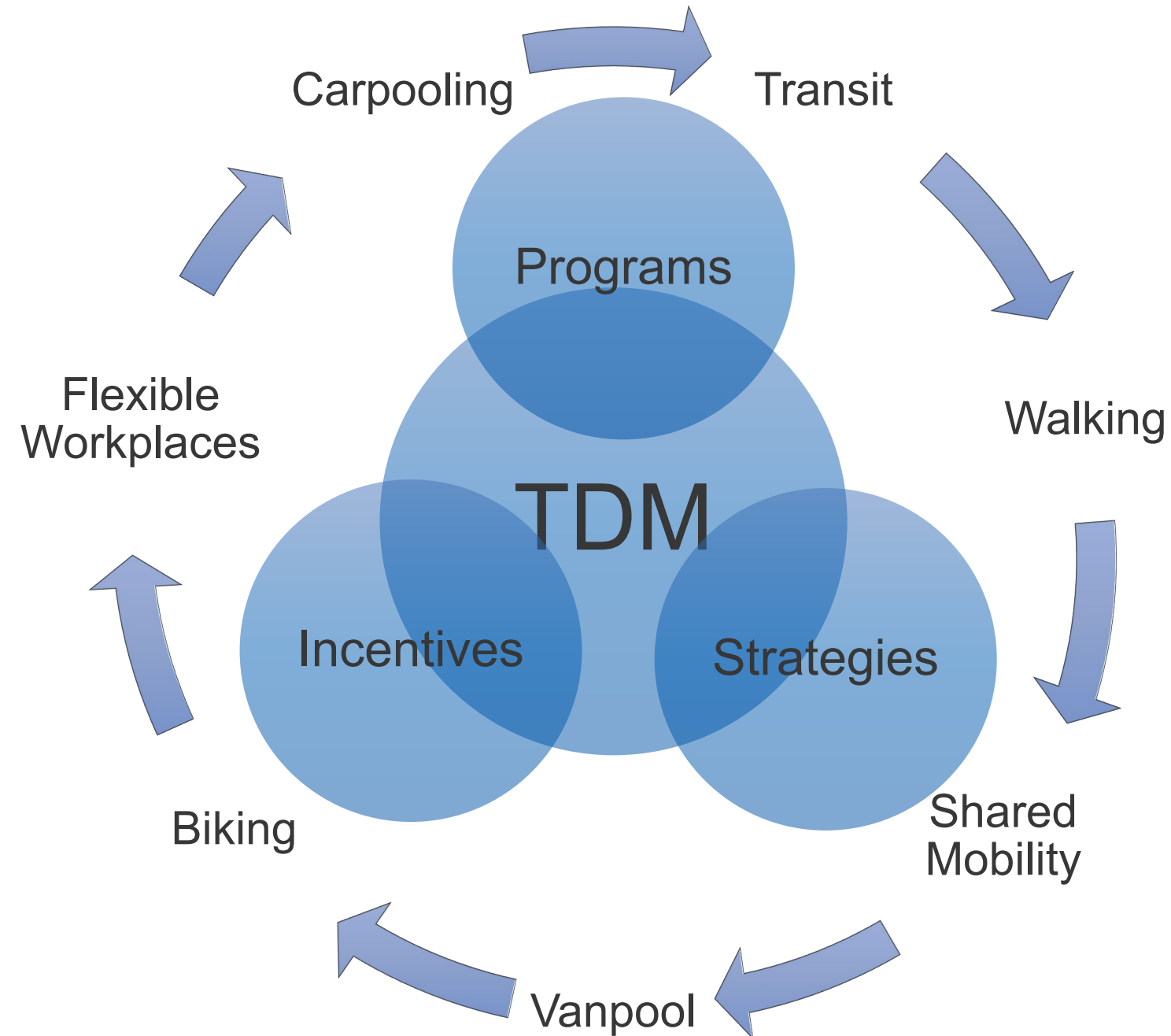
Transportation Advisory Board



Wendy Duren, Regional TDM Program Manager

September 18, 2025

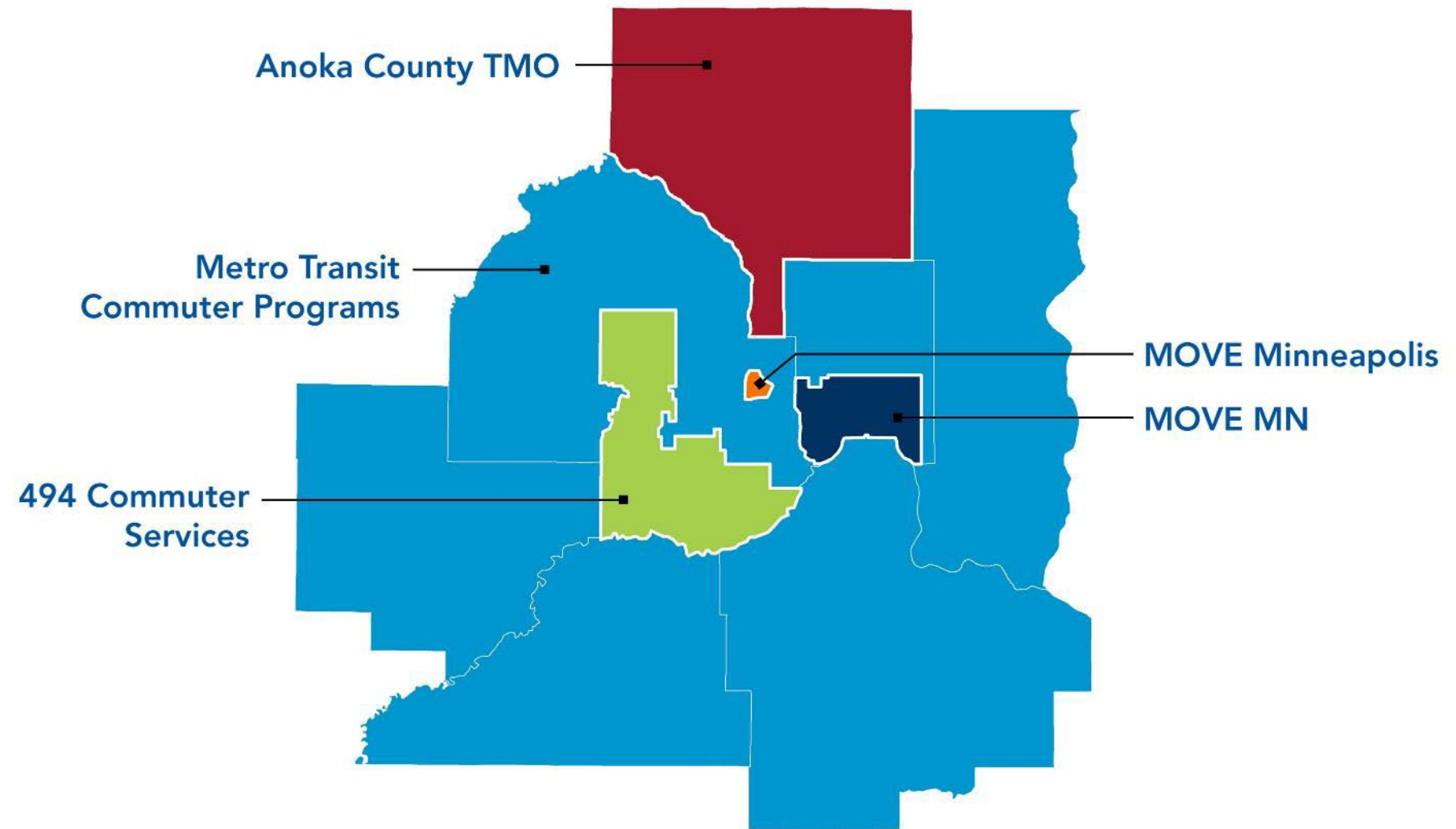
What is Travel Demand Management?



Regional TDM- Where We've Been



Base Longstanding Program



Base TDM Activities

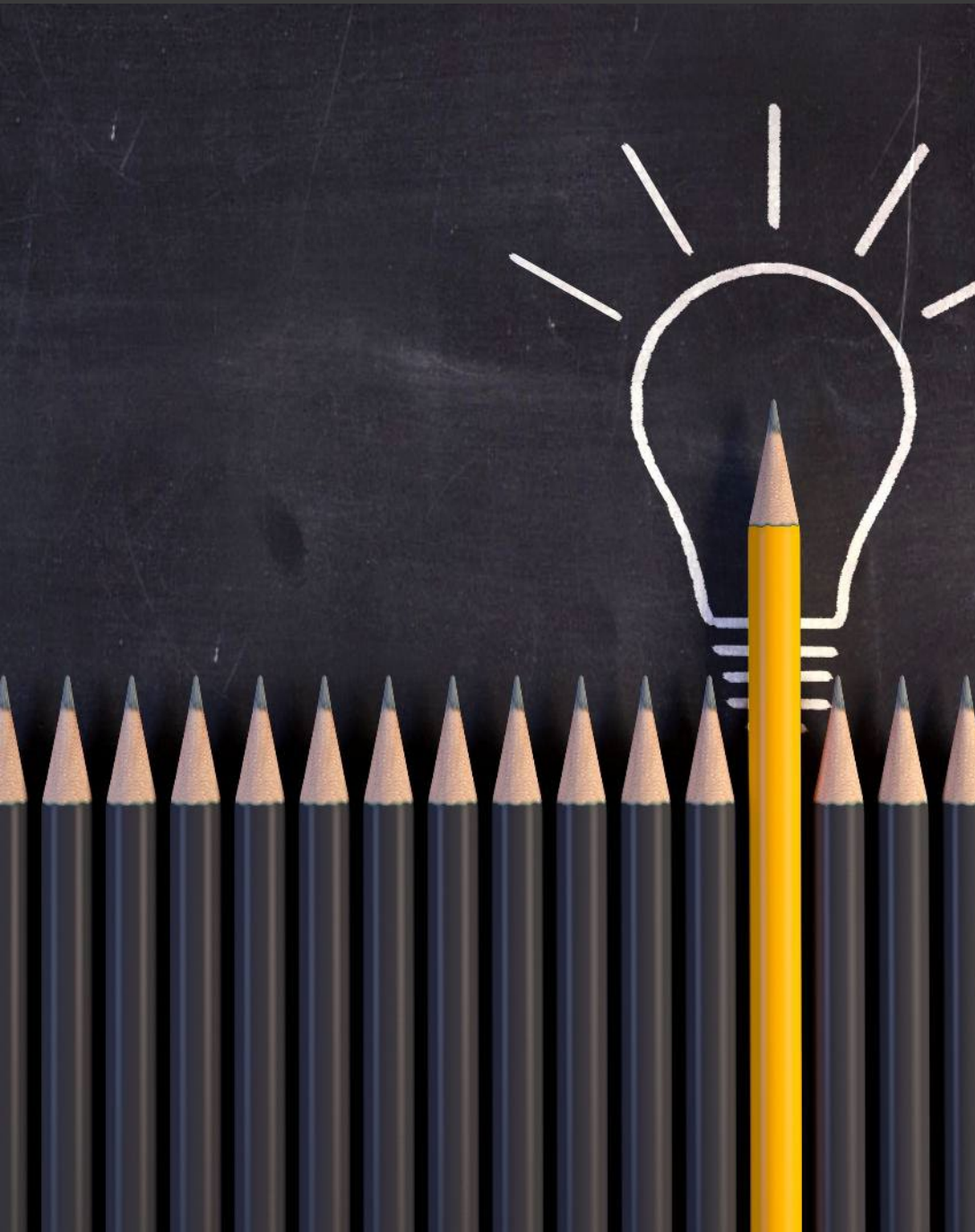


Commuter Programs

TMO Staff Act as Business Consultants –

- Trip Planning Support helps keep and attract employees & residents
- Find solutions together thru surveys
- Education about how to get around
- Set up clients with discounted bus pass programs
- Help set up carpool and vanpool programs
- Provide contacts to help set up showers and lockers for employees that bike

TDM Innovative Projects



Regional Solicitation Innovative TDM Projects

- 31 projects awarded 2014-2024
- \$9 million in federal funds awarded (not including 20% match)
- Examples of projects funded include:
 - Metro Transit App
 - BikeMN Adult Learn to Ride Program
 - Move MN Shifting Youth to Transit Use
 - U of MN Parking Flex Pass at ABC Ramps

Foundation for TDM Evolution – Regional TDM Action Plan

Overarching Regional TDM Program Goals

Goal 1: Vehicle-miles traveled (VMT) and single-occupant vehicle (SOV) trips are reduced because travelers view alternatives to SOV travel as attractive, reliable, safe, and easy to use.

Goal 2: Regional and local transportation and land use policies and programs encourage demand for alternatives to SOV travel.

Goal 3: TDM programs, policies, and incentives are equitably focused and delivered.

Goal 4: TDM programs and services are coordinated and delivered consistently throughout the region and by all TDM service providers and partners.

Metropolitan Council
Regional Travel Demand
Management Study
Action Plan

October, 2023

Foundation for TDM Evolution – Regional TDM Action Plan ⁽²⁾



Six recommended action focus areas for enhancement

- Establish a structure for regional TDM program
- Administer employer-based trip reduction incentives
- Administer land development-based trip reduction initiatives
- Administer traveler pricing and incentives strategies to make sustainable transportation options affordable and cost-competitive
- Implement strategies that improve the customer experience while using sustainable transportation options and enhancing traveler's sense of place
- Utilize TDM strategies to reduce capital highway expansion needs

Regional Solicitation Funds Support TDM

Past Approach

Congestion Mitigation and Air Quality (CMAQ) Program Funds

Two-year funding for Regional Travel Demand Management:

- \$5.8 million for base level funding
- \$1.2 million for innovative funding / competitive

Base level funds support base level activities for the TMOs and Commuter Programs at Metro Transit

Competitive funds support new projects and are time bound

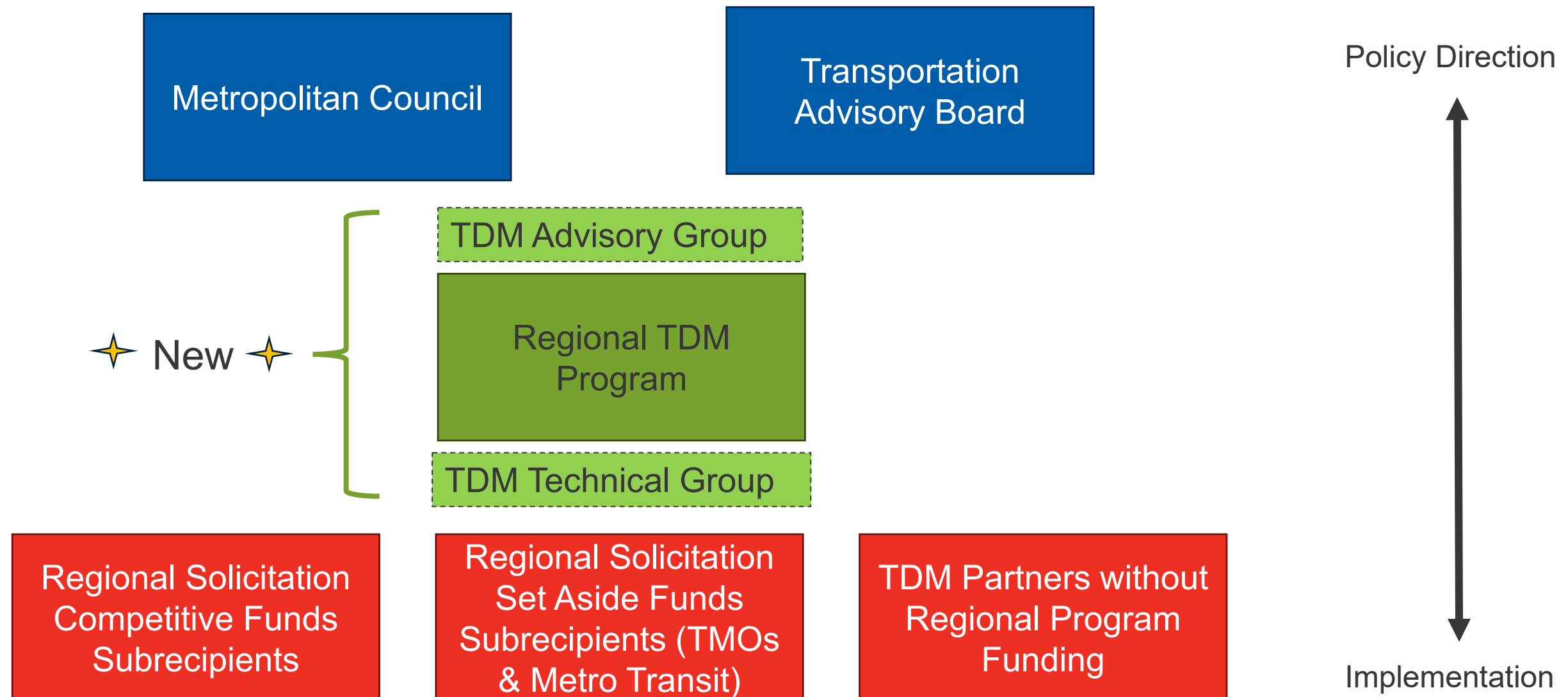
Regional TDM – Recent Enhancements

Action Plan In Action!



Structure

Increasing transparency by creating new roles and advisory groups



TDM Program Advisory Group

18 members

- Government
- Employers
- TDM Leaders
- MnDOT
- Climate & Public Health
- Active Transportation
- TOD & Shared Mobility
- Technical Group Liaison (Metro Transit Commuter Programs)

Characteristics

- Strategic, policy direction
- Not recipients of ongoing set-aside funding
- Volunteer, meet every other month
- Informal – notes are captured



Employer-Based Incentives

Regional Return to Office Trends

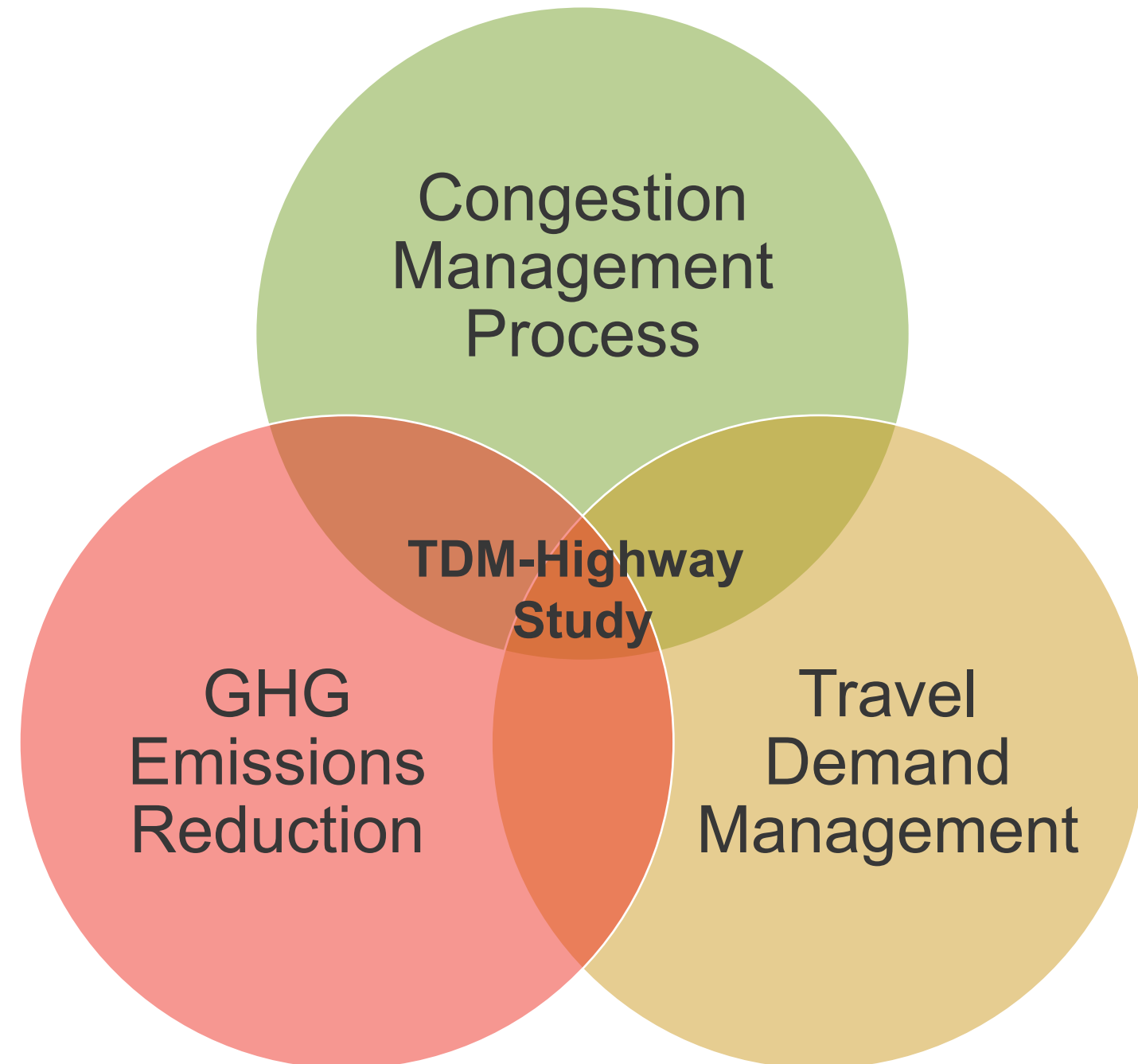
- Governor announced new return to office requirements for State employees
- Similar policies from other large companies
- Policies are as unique as each company
- Transit providers and TMO staff have been meeting to discuss options for employers that are bringing thousands of employees back in both urban and suburban corridor areas

BlueCrossBlueShield
General Mills
Ameriprise
ExcelEnergy 3M USBancorp
Optum Target Wells Fargo
UnitedHealth
Medtronic

Coordination with Highway Planning

Integrating TDM into Highway Project Development Program

- Recognizes that highway planning teams need more tools
- Met Council is leading with MnDOT partnership; currently in final stages of study scoping
- Regional partners will be engaged
- Tools and resources for considering TDM in project planning, during construction, and post-construction
- I-494 INFRA-funded project will be de facto pilot project



Regional TDM Program – What's next?



Structure Updates

Naming & Branding Project Future Regional Presence

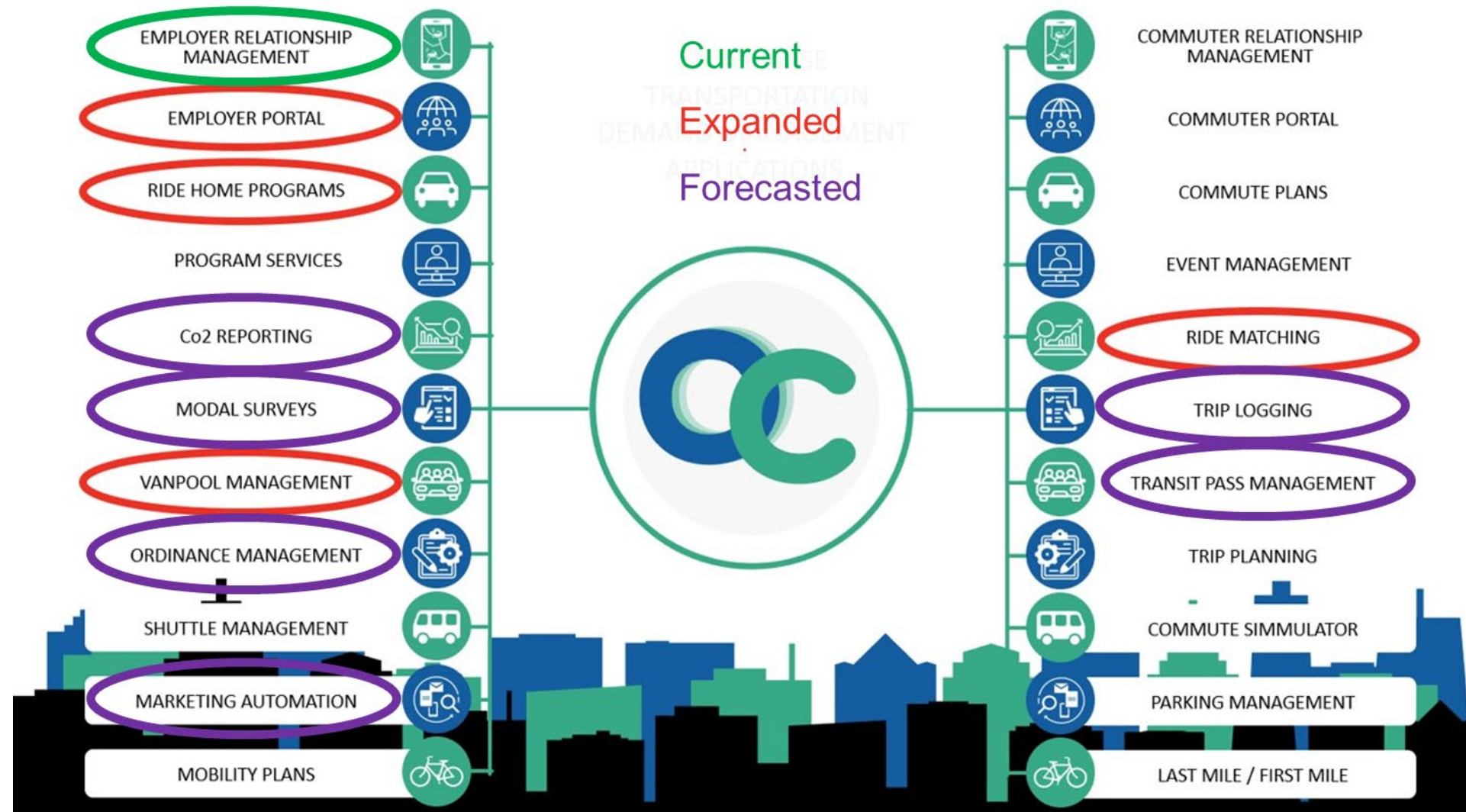
In development:

- Metropolitan Council product
- Public facing regional identity
- Serve clients, all travelers, and all trip types and modes
- Multi-channel marketing and advertising
- Anticipate 2026 Q1 launch
- Implementation support is needed



Structure Updates (2)

Using Technology: OneCommute Enterprise Software



TDM Evaluation Methodology



Quantifying VMT & GHG Reduction Impacts

Improving our ability to integrate tools to show performance

- Commuter benefits ordinance
- Commute trip reduction for employers
- Carshare programs
- Discounted or subsidized transit
- Carpool and vanpool programs
- E-bike incentives
- Flexible work schedule and workplace (telework)
- Household-based trip reduction program

Land Development-Based Initiatives

TDM in Local Comprehensive Plans



NEW

Communities will be required to document what TDM policies and strategies they have in their communities.

The Met Council is creating a Local Planning Handbook TDM section

Exploring additional resources like model ordinance language



Regional Solicitation Funds Support TDM

Future Need

Congestion Mitigation and Air Quality (CMAQ) Program Funds

Past: Two-year funding for Regional Travel Demand Management program:

- \$5.8 million for base level funding
- \$1.2 million for competitive funding

Future: Funding needed to enhance Regional TDM program identified in the Regional TDM Action Plan

- \$5.8 million for base level funding
- \$2.2 million for competitive funding

Increased competitive funding supports TDM Action Plan and VMT reduction goals. Base funding could grow as regional TDM program supports more base activities.



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