



TDM Project Update

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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 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%

Metro Transit TDM support in the region

- CAAPB Sears site development planning
 - Metro Transit TDM outreach staff and staff from MOVE MN TMO along with the Capitol Area Architectural and Planning Board researched and created guidelines for prospective developers. Included are TDM best practices that will facilitate use of transit, biking and pedestrian infrastructure.
- [Sears Landing Page / Minnesota.gov \(mn.gov\)](#)
- Provide legislatively mandated ride matching software to help individuals and organizations to create car and van pools.
- Provide software and access to GRH program to support regular users of alternative transportation.
- Provide software that tracks activities, contacts and statistics for the region to streamline activity tracking (2019 to present)
- Provide customizable marketing materials to TDM partners

Thank You!

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