



# Regional TDM Program

MTS, Multimodal Planning



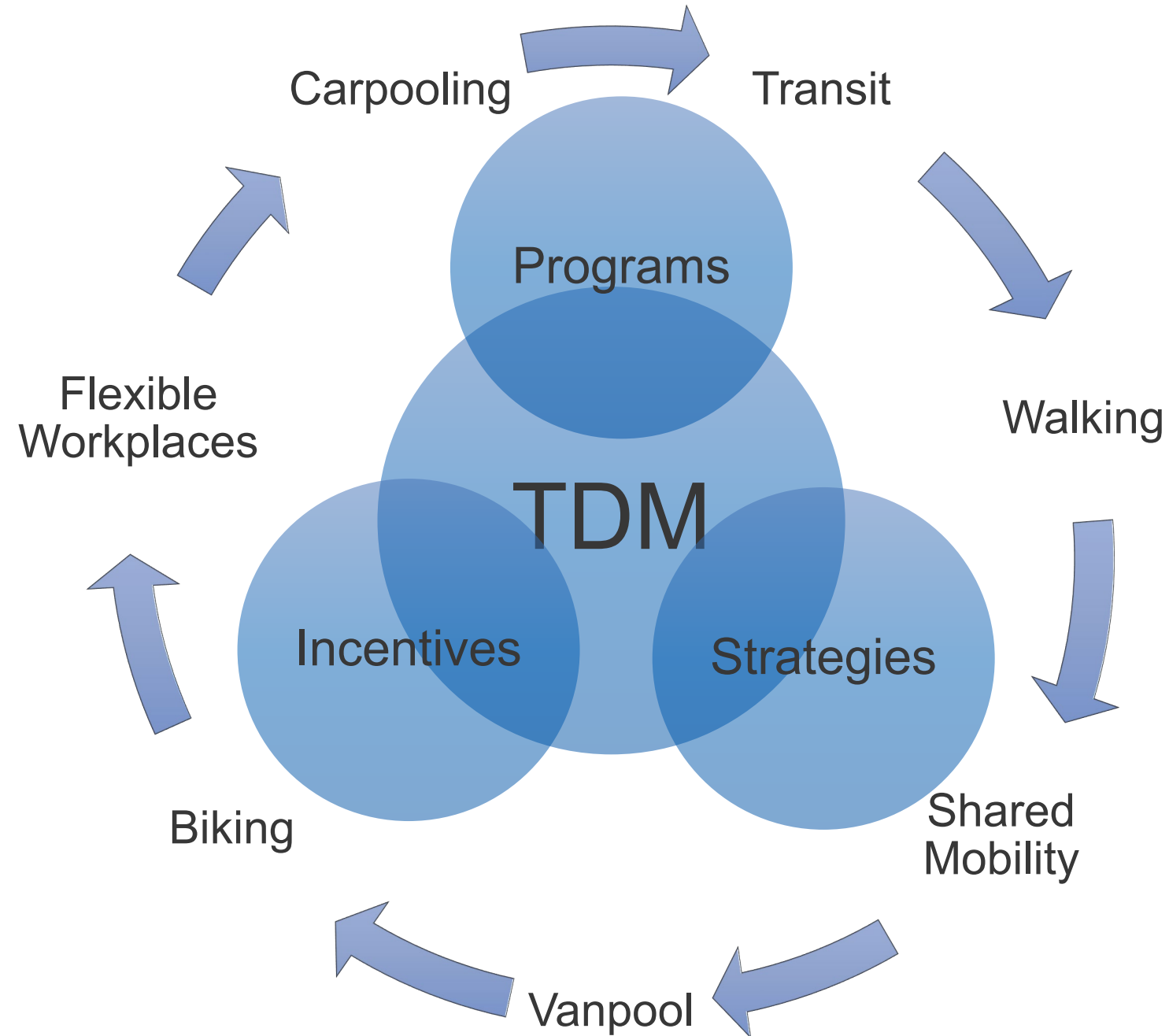
October 2024



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# What is Travel Demand Management?



# Regional TDM Foundation



## 4 Overarching Goals

**Goal 1:** Vehicle-miles traveled (VMT) and 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.

# Funding

## Congestion Mitigation and Air Quality (CMAQ) Program Funds

The Metropolitan Council provides TDM funding through the Regional Solicitation\* process administered by TAB in two different ways:

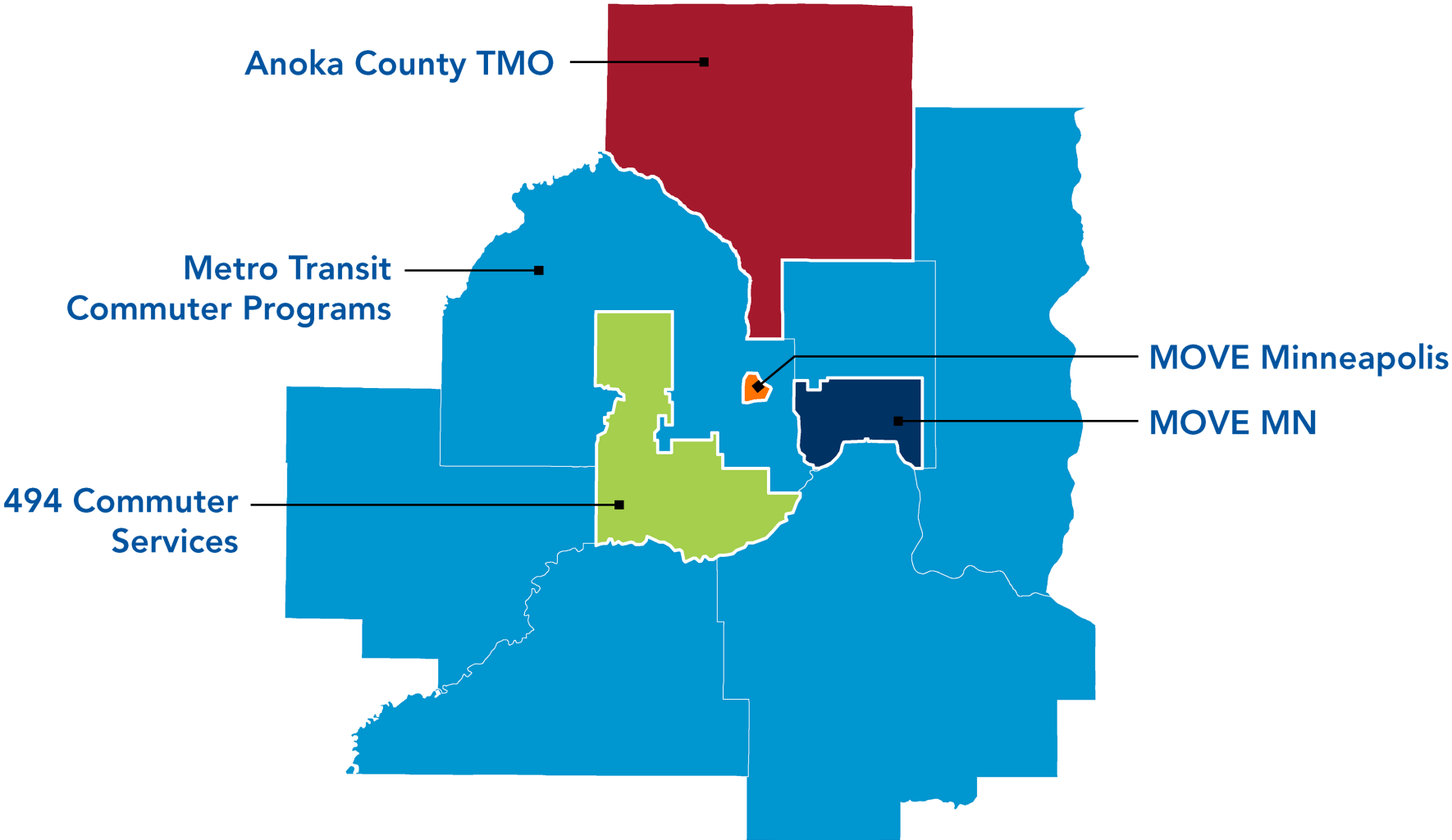
1. \$5.8 million for Base Level Funding / Set Aside
2. \$1.2 million for Innovative Funding / Competitive

**Base level funds** support ongoing activities

**Innovative funds** support new projects and are time bound

\*Process currently under review

# Current Structure for TDM in the Region



# Framework



Metropolitan Council  
Regional Travel Demand  
Management Study  
Action Plan

October, 2023

## Action Plan Six Recommended Strategies

1. Establish Structure for Regional TDM Program
2. Client Based Trip Reduction Incentives
3. Land Development Based Trip Reduction Incentives
4. Administer Traveler Pricing and Incentives Strategies to Make Sustainable Transportation Options Affordable and Cost Competitive
5. Implement Strategies that Improve the Customer Experience While Using Sustainable Transportation Options and Enhancing Traveler's Sense of Place
6. Utilize TDM Strategies to Reduce Capital Highway Expansion Needs

# Regional TDM Program Workplan

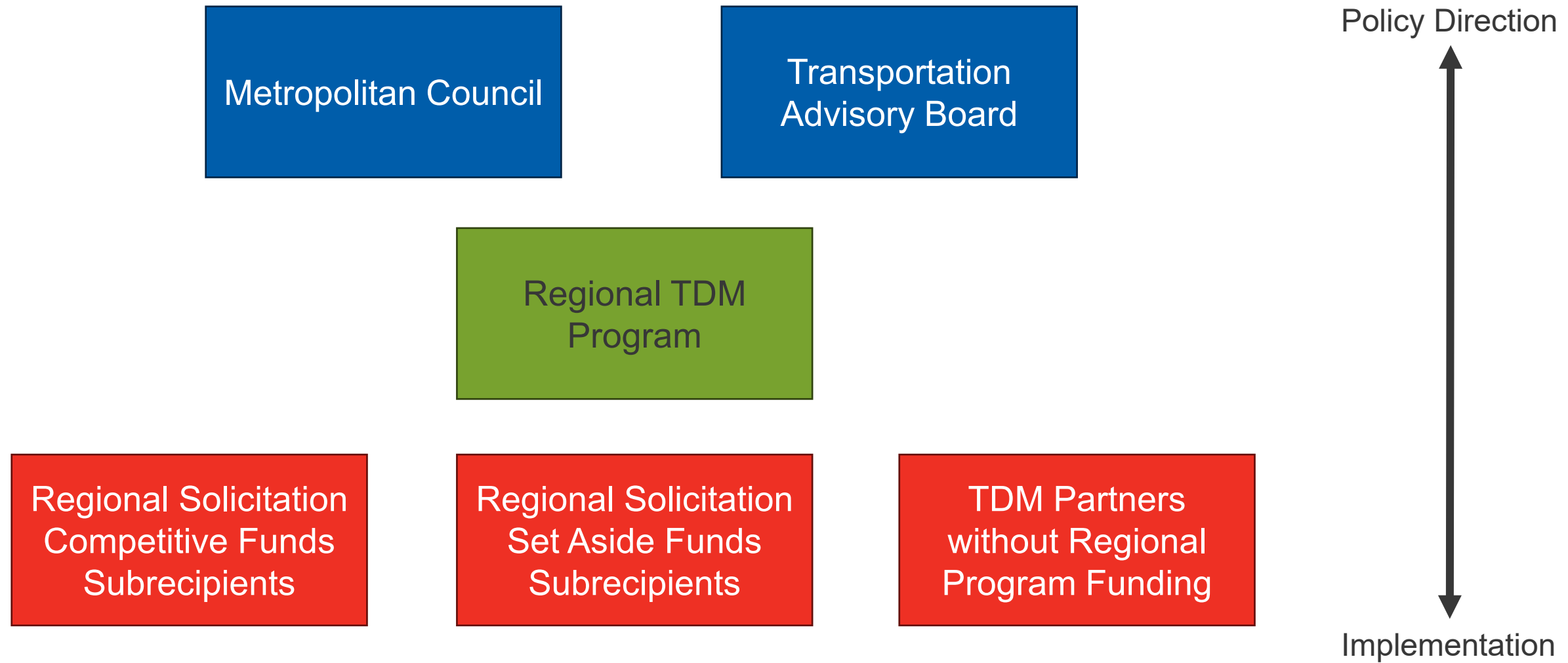


## 2025 – 2026 Workplan Action Plan Goals

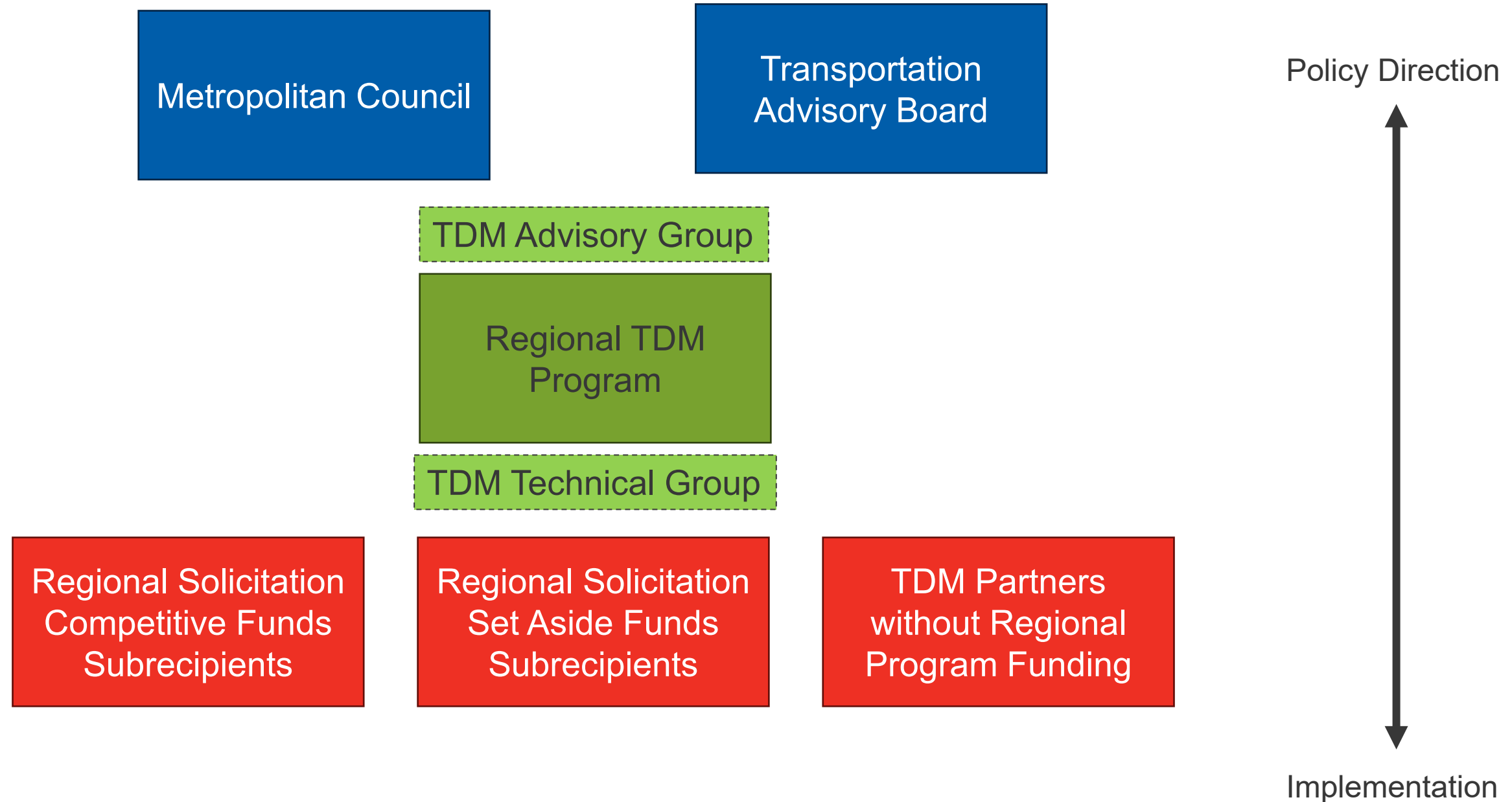
1. Establish a Structure for Regional TDM Program
  - 1.7 Develop a Regional TDM Program Performance Framework
2. Client Based Trip Reduction Incentives
3. Land Development Based Trip Reduction Incentives
4. Administer Traveler Pricing and Incentives Strategies to Make Sustainable Transportation Options Affordable and Cost Competitive
5. Implement Strategies that Improve the Customer Experience While Using Sustainable Transportation Options and Enhancing Traveler's Sense of Place
6. Utilize TDM Strategies to Reduce Capital Highway Expansion Needs



# Current Coordination of TDM Activities



# Future Coordination of TDM Activities



# Regional TDM Program Policy Guidance

## Advisory Group – Organized & Administered by Staff

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

## Characteristics

- Strategic, policy direction
- Indirect or non-recipients of funding
- Volunteer, meet virtually every other month
- Documented advisory comments



# Regional TDM Program Implementation



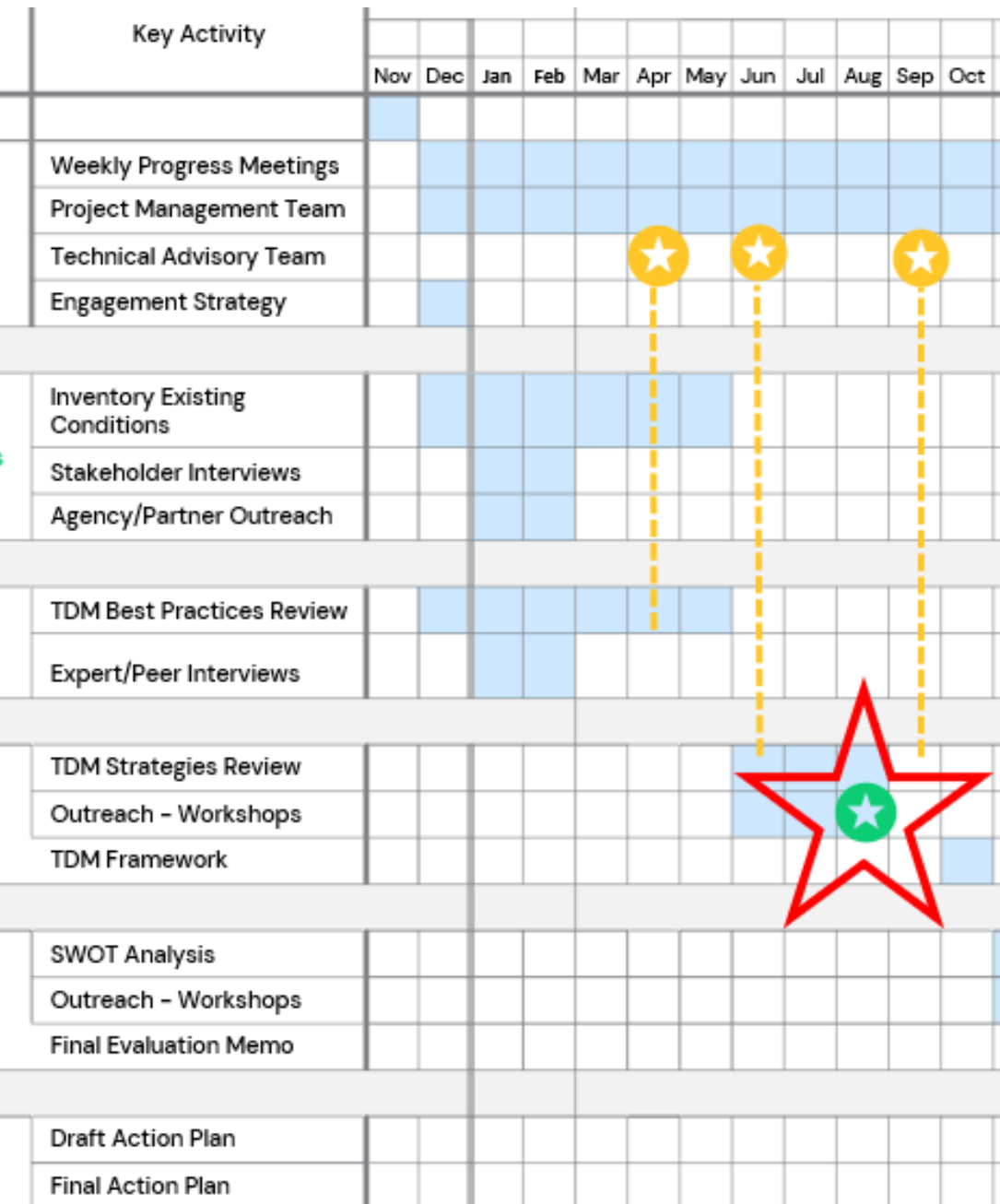
## Technical Group - Organized & Administered by Staff

- Transportation Management Organizations (TMOs)
- Travel Demand Management Partners
- TDM Regional Solicitation Competitive Subrecipients
- Transit
- TDM Technical Experts
- Commuter Programs

## Characteristics

- Implementing TDM programming or projects
- Direct recipients of funding - requirement
- Volunteer, meet virtually monthly
- Documented comments

# Regional TDM Program Next Steps



## Where do we go from here?

1. Establish Advisory & Technical Groups
2. Finalize the Regional TDM Workplan
3. Assist TDM practitioners
4. Build awareness for TDM in regional planning processes and projects



Thoughts? Questions?

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