

Regional TDM Action Plan Implementation

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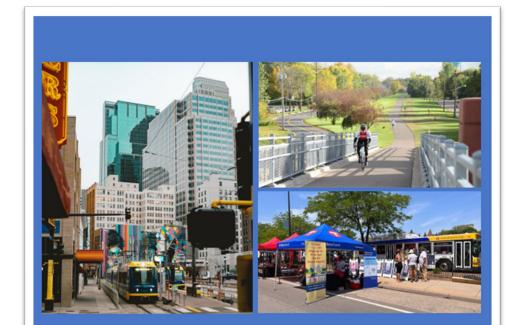
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Study Recommendations

Regional TDM Study Action Plan

- Establish Structure for Regional TDM Strategies & Partners
- Client-based Region-wide Trip Reduction Incentives
- Improve the User Experience
- Administer Development Based Trip Reduction Initiatives
- Report and monitor performance to measure the impact of TDM funding
- Forecast and report on VMT/GHG reductions



Metropolitan Council Regional Travel Demand Management Study Action Plan

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Regional TDM Program Data Collection

TDM data is housed in a variety systems that do not "talk" to each other.

- OneCommute (client outreach history, status and program participation)
- Metro Transit user accounts (GRH, Ridematching)
- MT Finance (paper checks, reimbursements, pass program data)
- MT Grants (subrecipient activity)
- MTS MetroVanpool, National Transit Database (NTD)
- MTS TDM emission reduction and trip data
- Transportation Management Organizations (TMO) internal data collection systems

Regional TDM Program Data Access

The current system configurations can create barriers to accessing various program elements.

Current – GRH participants pay up front and wait up to 30 days to be reimbursed.

OneCommute – Qualifying ride requests and payment automated for users.

Current – Clients rely on emails and meetings to receive relevant participation data.

OneCommute – Access a portal to see their participation and other relevant information.

Current – Partners rely on emails and meetings to receive relevant participation data.

OneCommute – Partners have customized access and reports for relevant data online.

Enterprise TDM Package Highlights

Client-based Outreach	User Friendly Public-Facing Tools	New Regional Tools
 Client Outreach Tracking* Client Portal Client-Based Rewards API links to External Data Unlimited Users** 1st to implement in 2025 *Existing Module ** Currently 37 Internal	 Car and Vanpool Matching Guaranteed Ride Home (GRH) Vanpool driver reporting Multi-Modal Trip Connecting Trip Logging 	 Emission Reduction Reporting Surveys Regional Program-Wide Data Continuity Marketing Suite NTD Reporting Use Dependent Mobile App Ordinance Management

Cost of Amendment

A Federal Congestion Mitigation and Air Quality (CMAQ) grant funds the costs of the amendment to the OneCommute and approved as part of the Regional Solicitation. CMAQ also funds on-going subscription costs after this amendment. The overall contract is up for renewal in April 2026.

First Year of Amendment (w/ Implementation)	Second Year of Amendment (to end of current contract)
\$631,750	\$11,857.05
The cost of launching additional modules (e.g., planning, configuration, implementation, etc.) using an Agile delivery framework.	The 2026 cost of the Enterprise package once implemented.

Commuter Programs

Thank You!

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