

Business Item

Transportation Committee



Committee Meeting Date: January 13, 2025

For the Metropolitan Council: January 22, 2025

Business Item: 2025-16

Regional Travel Demand Management (TDM) Program Software-as-a-Service Upgrade

District(s), Member(s):	All
Policy/Legal Reference:	FM 14-2, Expenditures for the Procurement of Goods, Services, and Real Estate Policy
Staff Prepared/Presented:	Theresa Cain, Manager, Commuter Programs, Metro Transit 612-349-7538 Wendy Duren, Program Manager, TDM, MTS 651-602-1701 Nate Krogh, Commuter Programs, Metro Transit 612-349-7089
Division/Department:	Metro Transit and Metropolitan Transportation Services

Proposed Action

That the Metropolitan Council authorize the Regional Administrator to execute an amendment for contract 20P148 with Celwell Services, LLC to transition supporting regional Travel Demand Management (TDM) activities to the enterprise version of OneCommute \$643,607.05 for a total contract value not to exceed the amount of \$887,059.

Background

The regional TDM programs and services provided to constituents include the Guaranteed Ride Home Program (GRH), Metro Vanpool, and regional Ridematching.

These programs are managed using various data collection tools available at the Council. Outreach, education, and program participation for clients—including regional employers, multi-tenant properties, post-secondary institutions, and other organizations—are tracked and reported in the OneCommute Employer Outreach module, a stand-alone subscription service.

The enterprise version of OneCommute will allow Commuter Programs and MTS to execute their shared action plan to expand and enhance TDM in the region, informing and encouraging metro-area residents to consider and use transportation alternatives to driving alone.

In 2021, the Metropolitan Council authorized the Regional Administrator to negotiate and execute contract 20P146, which procured the stand-alone TDM outreach and education tracking module of the OneCommute SaaS from Celwell Services, LLC.

In 2023, the Regional Travel Demand Management Study Action Plan recommended evaluating the capabilities of the existing TDM SaaS to determine if it can support the goal of enhancing TDM

program effectiveness and integration across the region.

Celwell Services, LLC, operating under the brand name OneCommute, provides a comprehensive suite of software applications designed to facilitate and track efforts of Travel Demand Management (TDM) activities. These include the existing outreach, education module plus promotions, and programs that support lower-emission travel adoption including GRH, Ridematching and vanpool programs. The enterprise platform helps track and manage outcomes, making it easier for Commuter Programs, MTS and regional Transportation Management Organizations (TMOs) to coordinate efforts and engage clients, and the general population in sustainable commuting practices.

Rationale

Council Policy requires amendments exceeding 10% of the original authorized contract value to be approved for a services contract if the cumulative value exceeds \$500,000.

Thrive Lens Analysis

Travel Demand Management (TDM) outreach, education, and programs support all outcomes from Thrive 2040 by supporting, promoting and encouraging the use of flexible multi-modal options. These initiatives provide equitable access to destinations for everyone, minimize harmful impacts on surrounding communities, and enhance the quality of life in the region.

Funding

Funding for this amendment is included in Commuter Programs budget for the Regional TDM Program which is funded by a federal Congestion Mitigation and Air Quality grant (CMAQ).

Small Business Inclusion

The proposed action is an amendment to an existing contract. The Office of Equity and Equal Opportunity did not review the original procurement for sub-contracting opportunity.

