

Travel Demand Management (TDM) Investment Plan

2050 TPP Technical Working Group

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TDM Chapter Structure

Chapter Outline

- Introduction and Definition of TDM
 - TDM is important
 - How TDM contributes to 2050 regional goals and objectives
- TDM Existing Conditions
 - Roles
 - Activities
- TDM Expansion Opportunities (from Regional TDM Study)
 - Establish a structure for the regional TDM program
 - Administer employer-based trip mode shift incentives
 - Administer land development-based mode shift initiatives
 - Administer travel pricing and incentive 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
- TDM Expansion Funding Opportunities and Approach

Introduction and Definition

What Influences Travel Decisions?

Travel Supply

- The *available* infrastructure that supports travel and the capacity of that infrastructure:
 - Roads (number of lanes)
 - Transit (routes/frequency)
 - Bike and pedestrian infrastructure (lanes, trails, sidewalks)
 - Parking (including park and ride lots)
 - Vehicle availability (personal or shared vehicles)

Land Use

- How far apart are destinations?
 - Where people live
 - Where people work/attend school
 - Where people socialize
 - Where people shop

Travel Demand

- The *consideration* that impact how travelers might choose to use the infrastructure available:
 - Financial costs (gas, parking)
 - Travel time costs (real or perceived)
 - Time of day
 - Comfort/ease of use
 - Knowledge and information about supply (awareness about options)
 - Passenger and cargo needs

Travel demand management is a set of strategies that support the most sustainable and efficient use of the transportation system by making personal travel options more flexible, clear, or convenient.

- **Sustainable and efficient:** in terms of costs, time, effort, and energy
- **Flexible:** there are multiple options so that travelers can choose what they need for that type of trip at that specific time
- **Clear:** information about how to use options is easy to understand
- **Convenient:** options are easy to access.

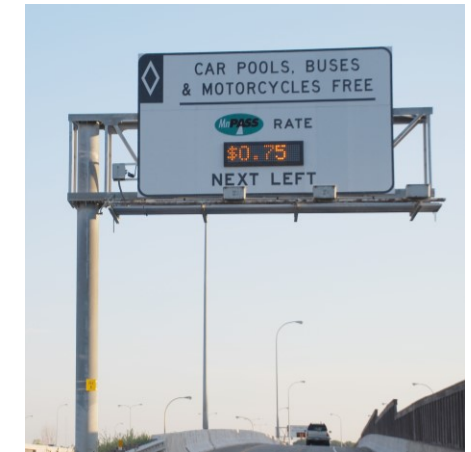
Factor	Elements	TDM Examples
Financial cost	Gas, parking, transit pass	<ul style="list-style-type: none"> • Reduced fare transit passes • Parking cash-out programs • Financial incentives
Travel time cost	Actual travel time, perceived delays or uncertainty	<ul style="list-style-type: none"> • Travel time information and real-time updates
Comfort	Safety, ease of understanding, welcoming	<ul style="list-style-type: none"> • Travel option guides, how-to brochures • Travel training
Knowledge of options	Awareness of travel options, knowledge of how to find options and plan trips	<ul style="list-style-type: none"> • Targeted employer outreach • Unified brand and supporting communications materials, website
Passenger and cargo needs	Traveling with people and kids, need transport goods	<ul style="list-style-type: none"> • Home delivery services • Carpool incentives



Introduction and Definition (2)

TDM Goals and Objectives Connection to Regional Goals and Objectives (in progress)

Regional TDM Study Goals	Regional TDM Study Objectives
<p>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.</p>	<ul style="list-style-type: none"> • Alternatives to SOV travel feel inviting and safe for all users. • Trip planning information (including ridesharing/microtransit/paratransit, transfers) is highly visible, easy to access and understand. • Alternatives to SOV travel are coordinated, connected, and easy to navigate. • Alternatives to SOV travel are cost competitive.
<p>Goal 2: Regional and local transportation and land use policies and programs encourage demand for alternatives to SOV travel.</p>	<ul style="list-style-type: none"> • TDM is effectively integrated in transportation and land development planning processes at early stages. • Government plans, policies, and investments prioritize development that is connected to high-quality bicycle, pedestrian, transit networks. • The private sector (employers and developers) is incentivized and equipped to improve the availability, attractiveness, and quality of alternatives to SOV travel. • Partners, including law enforcement agencies, are involved in campaigns to help travelers feel safe and comfortable using alternatives to SOV travel.
<p>Goal 3: TDM programs, policies, and incentives are equitably focused and delivered.</p>	<ul style="list-style-type: none"> • TDM programs and policies address needs of historically under-represented populations and vulnerable populations in an equitable manner. • TDM programs include outreach to underserved communities to understand and address needs. • In addition to addressing the traditional peak-hour commute trip, TDM programs and policies are broadened to include off-peak and non-commute trips (essential trips).
<p>Goal 4: TDM programs and services are coordinated and delivered consistently throughout the region and by all TDM service providers and partners.</p>	<ul style="list-style-type: none"> • TDM Service providers and partners create consistent communications and expectations for TDM service users. • TDM services are streamlined and consistently delivered regionally, but customized locally for different contexts (e.g., rural, suburban, and urban). • TDM programs and service performance are evaluated for effectiveness in meeting TDM goals and regularly monitored during implementation. • TDM program funding is effectively leveraged to reduce the need for investments in additional roadway capacity.



Existing Conditions

Roles

Brief descriptions on the roles of these types of participants in TDM:

- Met Council – Metropolitan Transportation Services
- Met Council – Metro Transit
- Transportation Management Organizations (TMOs)
- MnDOT
- Counties
- Suburban Transit Providers
- Cities
- Property Developers and Managers
- Employers

Are there any types of agencies that are missing? Please briefly describe their role.

Existing Conditions (2)

Activities

- Transit fare programs
- Carpool and vanpool
- Outreach and promotion
- Congestion management process
- Pricing and incentives
- Local TDM ordinances

Funding Sources

- Ongoing TDM program
 - \$5.8 million every two years
 - Split among Metro Transit, Move Minneapolis, 494 Commuter Services, Move Minnesota, Anoka County
- TDM Innovation category in Regional Solicitation
 - \$1.2 million every two years
 - 21 awards totaling \$6.2 million since 2014



Expansion Opportunities



Establish a structure for regional TDM

- Develop a framework for how TDM can work in different community contexts and to guide evaluation of the TDM program's performance.
- Create a TDM program advisory group to guide the Met Council's work as TDM program manager.
- Use a multi-year work plan to guide TDM investment, highlighted areas of focus and funding need over a 2–4-year period, with ongoing updates.
- Develop a TDM brand and traveler information hub to serve as an interface for TDM stakeholders, including travelers, employers, and businesses.

Expansion Opportunities (2)



Administer employer-based trip mode shift incentives

- Establish frameworks for employer recognition and financial incentives, including a campaign name and promotional tools. Determine where they might be most effective in the region, including any context-sensitive approaches. Frameworks should also establish program requirements, benefits for participants, and tracking and reporting.
- Recruit participant employers and administer the recognition and financial incentives program.
- Evaluate the program annually and make adjustments to improve effectiveness.

Expansion Opportunities (3)



Administer land development-based mode shift initiatives

- Supporting TDM-specific ordinances or mandates, including models or technical assistance
- Establishing TDM districts where specific requirements apply to developments
- Parking management including shared parking, district parking, public parking, and unbundling parking from unit pricing
- Site design guidelines for maximizing non-SOV use
- Can vary by community designation

Expansion Opportunities (4)



Administer travel pricing and incentive strategies to make sustainable transportation options affordable and cost competitive

- Develop a universal pricing and incentives framework that:
 - Includes pricing and incentives for all modes and be designed to motivate all populations and income levels
 - Outlines all options available to users
 - Has criteria for prioritizing investments based on geography, populations, or other impacts
 - Establishes outcome-based evaluation metrics
- Need to identify who will administer this set of actions once incentives framework is develop.

Expansion Opportunities (5)



Implement strategies that improve the customer experience while using sustainable transportation options and enhancing traveler's sense of place

- Develop a customer experience and placemaking framework for transportation
- Build off of previous work on safety and security, mobility hubs, shared mobility, and safety action plans.
- Identify priority areas for placemaking focus and incorporate into funding programs like Regional Solicitation and Livable Communities Act
- Maybe also be related to Complete Streets typologies and context sensitive design guides

Expansion Opportunities (6)



Utilize TDM strategies to reduce capital highway expansion needs

- Work program item to identify ways to incorporate TDM into various highway planning and project development processes, including criteria to evaluate TDM as part of highway project prioritization
- Identify how highway funding can be incorporated into TDM programming, explore MnDOT's role in TDM implementation more

Funding Opportunities and Approach

Federal Funds

- Regional Solicitation
- Carbon Reduction Program
- Federal discretionary programs
- Federal funds that flow through MnDOT

Local and Regional Funds

- Sales tax – Active Transportation
- Sales tax – Transit
- City funding
- County funding including Transportation Advancement Account and Sales Tax

Thank you!

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