TDM in the Twin Cities

Projects

Regional solicitation
3 years

Congestion Mitigation and Air Quality (CMAQ)

Ongoing

Public education
Outreach
Promotion

Metro Transit
a service of the Metropolitan Council
Transportation Management Organizations (TMOs)
Metro Transit Commuter Programs

Regional Ridematching Database

Carpooling Permitting

Transit System Bicycle Lockers

Guaranteed Ride Home

Promotional Materials
Employer and Institutional TDM Consulting

- New Employer
- Site Relocation
- Bicycle Commuting
- Worker Shortages
- Parking Troubles
- Transit Passes
Employer and Institutional TDM Strategies

- Support Actions
- Transportation Services
- Incentives and Disincentives
- Alternative Work Arrangements
Employer and Institutional TDM Consulting

Assessment and Survey

Results and Recommendations

Implementation and Support

Bus | Light Rail | Northstar | Bike | Carpool | Vanpool | Walk | Telework
Examples

**BE THE MATCH**

**NE Minneapolis → North Loop**
- Survey & Assessment
- Recommendations
  - Carpool Parking
  - Subsidy
  - Flexible Schedules
  - Remote Work
  - Onsite Amenities
- Pre-Move Commuter Outreach

**Consolidation at Plymouth Campus**
- Survey & Assessment
- Recommendations & Interagency Coordination
  - New Transit Service
  - Adjusted Start Times
  - Metro Vanpool
  - Onsite Amenities
- Pre-Move Commuter Outreach

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**Metro Transit**

*a service of the Metropolitan Council*
Measuring Impact

- **Congestion Reduction**
  - Induced demand
  - Limited to commute
  - Gas prices

- **Emission Reduction**
  - Economic factors

- **Regional VMT Reduction**
  - Road network changes
  - Transit system changes
  - Land use decisions
Moving Forward: Measuring Impact

Metric: Client mode split

Goal: Regional mode split or better

Strategy: Informed estimation of potential impact
Moving Forward: Using Data to Prioritize

CHAPTER 19

TCRP
REPORT 95
TRANSIT COOPERATIVE RESEARCH PROGRAM

Employer and Institutional TDM Strategies
Traveler Response to Transportation System Changes

TRANSPORTATION RESEARCH BOARD
OF THE NATIONAL ACADEMIES

Metro Transit
a service of the Metropolitan Council
# Moving Forward: Using Data to Prioritize

<table>
<thead>
<tr>
<th>Other Conditions</th>
<th>VTR by Level of Overall Employer Support (Sample Size)</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High</td>
<td>Medium</td>
</tr>
<tr>
<td>All</td>
<td>19.0% (32)</td>
<td>15.9% (33)</td>
</tr>
<tr>
<td>Transit Availability</td>
<td></td>
<td></td>
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<tr>
<td>High</td>
<td>28.4% (10)</td>
<td>28.2% (6)</td>
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<tr>
<td>Medium</td>
<td>10.1% (5)</td>
<td>15.3% (10)</td>
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<tr>
<td>Low</td>
<td>15.9% (17)</td>
<td>13.6% (17)</td>
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<tr>
<td>Restricted Parking</td>
<td></td>
<td></td>
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<tr>
<td>Yes</td>
<td>29.9% (12)</td>
<td>23.8% (11)</td>
</tr>
<tr>
<td>No</td>
<td>12.5% (20)</td>
<td>12.0% (22)</td>
</tr>
</tbody>
</table>

Source: Metro Transit

A service of the Metropolitan Council
Employer & Institutional TDM: Planning Considerations

Area Conditions

- Current transit access
- Pedestrian environment
- Bicycle facilities
- Proximity to personal services and amenities
Employer & Institutional TDM: Planning Considerations

Area Conditions

Prioritize Options

[Images of bike racks and carpool parking areas]
Employer & Institutional TDM: Planning Considerations

- Car ownership assumed?
- Shifts
- Opportunities for interagency collaboration
Who pays?

- Municipality
- Region/state
- Transit provider
- Developer
- Employer
- Workers
CITY OF BLOOMINGTON’S TDM ORDINANCE

Jen Desruge, PE
Engineering Development Coordinator
**BACKGROUND (BEFORE 2009)**

- Inconsistent City Code
  - Differing terminology
  - Requirement for some uses in certain zoning
  - Optional to gain flexibility (FAR, parking) for some uses in certain zoning
  - Unclear when required and how to administer the requirement

- Large developers had TDM as Council condition
  - Bloomington Central Station
  - Mall of America
  - Normandale Lake Office Towers

- No written policy or guidance document existed

- Developers wanted to know what was being required of them
GETTING STARTED (EARLY 2007)

- Staff discussion and meetings with Commuter Services
- Reviewed many samples
  - Nationwide: Arlington, Oakland, Pasadena, San Francisco, TRB study
  - Locally: Eden Prairie
- Met with Eden Prairie staff
- Staff drafted conceptual TDM policy to start discussion
  - Other City Staff (Engineering, Planning, Legal)
  - Developers
  - Planning Commission
  - City Council
INITIAL CONCEPT – 3 LEVELS

Low
- TDM Plan

Medium
- TDM Plan
- Signed Agreement

High
- TDM Plan
- Signed Agreement
- Traffic Study
- Annual Reports & Meetings
CONSIDERATIONS

- **Cost / Time**
  - Developer
  - City (staff time)

- **Complexity**
  - What type of development does which type of TDM program?
  - How will staff administer?
  - Multi-tenant spaces
  - Mixed-use developments
  - Phased developments

- **Benefits / Outcomes**
Final Concept – 2 Tiers

Tier 1
- 350 new parking spaces for office, institutional, industrial, warehouse
  - Does not include residential or retail
- Non-residential developments seeking parking flexibility (includes retail)
- Exemptions: places of assembly, K-12, parks, non-peak institutional uses

Tier 2
- Over 1,000 square feet, but less than 350 parking spaces required
- Non-residential
Tier 1 TDM Program

- TDM Study
- TDM Plan
- Agreement
- Financial Guarantee
- Annual Status Report
TIER 1 FINANCIAL GUARANTEE

- Cash, Bond, Letter of Credit
- $50 per code-required parking space
- Kept for 2 years (minimum)
- Returned upon demonstration of Good Faith Effort
- If Good Faith Effort not demonstrated, funds may be used:
  - Donated to Commuter Services
  - Implement TDM plan strategies
GOOD FAITH EFFORT VS. RESULTS BASED

○ How does the City “punish” developers/owners for the travel habits/actions of its employees and visitors?

○ What if, despite all efforts to follow the TDM plan, the SOV trip reduction goal is not met?

○ How will results be measured? Traffic counting? Surveys?

○ How much money will all this cost?
Tier 2 TDM Program

- All development projects over 1,000 square feet
- TDM Checklist
- Signed by owner

- No penalties
- No financial guarantee
- Mostly an educational tool
CITY COUNCILadopts TDM Ordinance

- Adopted December 7, 2009 (after 2 years of work)
  - Tier 1 Plans
    - Polar Semiconductor (parking flexibility)
    - Normandale Community College (over 350 parking spaces)
    - Town Place Suites (parking flexibility)
    - BCS Hyatt Regency Hotel (parking flexibility)
    - Mall of America (parking flexibility)
    - OATI (parking flexibility)
  - Tier 2 checklists (Several each year)
Successful TDM Strategies
Transportation Management Organizations

- Anoka County TMO
- 494 Commuter Services
- Downtown Minneapolis TMO
- St. Paul Smart Trips
Study of Commute Behavior on I-494

- 95% drive alone
- 4% carpool
- 1% bicycle and take transit
- One-third have “seriously considered changing jobs due to commuting hassles”
- 30% are willing to try transit
- 30% open to carpooling
IF THESE IDIOTS WOULD JUST TAKE THE BUS, I COULD BE HOME BY NOW.

If these idiots would just take the bus, I could be home by now.

If these idiots would just take the bus, I could be home by now.

If these idiots would just take the bus, I could be home by now.

If these idiots would just take the bus, I could be home by now.
Effective Strategies to Address Congestion

Employers Subsidizing Alternative Transportation

- 3 x more effective at mode shift
- 9 out of 10 employees consider their commute part of their work day
- 79% of Commuter Challenge participants reported employer sponsored transportation benefits would be a major influence on their decision to change their commuting behavior
Amenities Are an Essential Component

- Bike racks or covered bicycle parking
- Access to showers
- Sidewalks
- A safe place to wait for the bus
- Preferential carpool and vanpool parking
Services for Employers

Free Employer Resources
- Discounted transit pass programs
- Preferential carpool/vanpool parking signs and management
- Free outdoor bike racks
- How to Bike in Traffic lunch and learn
- Onsite bicycle tune-up events
- Commuter fairs
- Commute information packet for new hires
- Promotion of commute options for newsletter/intranet
- Emails on road construction projects
Consulting and Implementation of TDM Plans

• Mall of America
• Optum/United Health Group
• Best Buy
• Lifetouch
• Normandale Community College
• Cushman Wakefield NorthMarq
• Marriott Hotel at Bloomington Central Station
• Bluestem Brands
• One Southwest Crossing
• Prairie Oaks Corporate Center
• Golden Triangle Tech Center
• Coram
• Windsor Plaza
• TownePlace Suites
• OATI
• Margaret A. Cargill Philanthropies
Resources to Help Companies Establish Telework
The Best Commute is No Commute

- Sample telework policies – employer can further customize
- Implementation guidance
- Consulting on best practices
- Training for managers on how to manage remote workers
- Ergonomic and home office recommendations
Commute Concierge

- **Ridematching**: individuals with a similar work trip who are interested in sharing the ride for carpooling or vanpooling

- **Transit information**: personalized transit itinerary, schedules for bus or train, 2 free passes to try transit

- **Bike commuting resources**: customized route plan from employee home to work, bike map, bicycle commuting tips and the MN bike laws

- **Guaranteed Ride Home**

- **How to Get Your Boss to Say Yes to Teleworking Guide**
Commute Programs at Best Buy

Managed by Commuter Services

- Free Metropass- (subsidize $76 per employee)
- Ridematching for carpools and vanpools = 200 carpools and 11 vanpools
- Employees who vanpool pay $25 per person/mo. Best Buy pays the rest
- Commuter Services staff manages preferential parking for their carpools and vanpools
- On site bicycle tune-up events, bike racks
- Permanent kiosk of commute resources with bus schedules and Guaranteed Ride Home
- Intranet page devoted to commute programs and resources
Commuter Services wrote their Transportation Plan

- Commute Program Team
- Subsidized Pre-tax Metropass – over 100
- Financial Incentives for carpooling
- Preferential carpool parking
- Air pump for bicycle commuters
- Try It Campaign Events with large prizes
- Commute Program Seminars at Store Manager Meetings
Commute Programs at Normandale Lake Office Park
Managed by Commuter Services

- Commuter Fairs year round for “Try It” Campaigns (Commuter Challenge, Bike to Work Week, Carpool to Work Month)
- Property manager purchases 5 commuter bicycles as prizes ea/yr
- Bicycle Commuting 101 Seminars “How to Safely Bike in Traffic”
- Onsite bicycle tune-up events
- Preferential carpool parking at all buildings
- Regular promotion of commute options in tenant newsletter/intranet
  - Commute Concierge
- Emails on road construction projects
Normandale Community College

Managed by Commuter Services

- Discounted transit pass programs - 624 passes/semester
- Normandale subsidizes $35 per pass
- Preferential carpool parking in multiple locations on campus
- Permanent transit and commuting kiosk in multiple locations
- Commuter fairs the first several days of Fall, Spring and Summer semesters
Optum Campus
Managed by Commuter Services

- Subsidize $25 per Metropass
- Commuter fairs every month
- Preferential Carpool Parking on every ramp level
- Purchase prizes for employees for Try It Campaigns
  - Commuter Challenge, Carpool to Work Month
- Orange bikes – free bicycles for check out
- Bicycle commuters receive a locker in fitness center
- Commuter Page on Intranet
Commute Programs at Starkey

Managed by Commuter Services

• Subsidizes 50% of transit pass
• Provides $75 per employee per month toward vanpooling (3 vanpools)
• Pays $25 per employee/month for carpooling or biking at least 3 days a week (100+ employees carpool regularly)
• Preferential carpool and vanpool parking
• Showers and bike racks
• Bicycle commuter BBQ each summer with free bicycle safety checks
Community Events

Richfield Bike to the Market Day*
Saturday, September 20
3 a.m. to noon

Bike to the Market Day is an event to promote biking and healthy living. It will be held on Saturday, September 20, from 3 a.m. to noon. The event will feature a bike giveaway, a bike safety zone, and a healthy living fair. For more information, call 651-621-5150 or visit www.richfieldbiketomarket.org.
Commuter Services 2015
Annual Report Summary

- 137 Commuter Fairs onsite with large employers and multi-tenant office buildings
- 926 Companies along I-494 working with Commuter Services
- 3,811 Commuters requesting monthly commute updates
2015 Measurable Results

• 4,152 Commuters pledged with Commuter Services to use an alternative to driving alone for their commute in 2015

• 3,800 Drive alone commuters received customized transit, carpool, vanpool, bicycle commuting and telework resources from Commuter Services in 2015
Commuter Services 2015
Annual Report Summary
(one year snapshot)

- 718 new carpoolers
- 1,169 new transit riders
- 441 new bicycle commuters
- 166 new teleworkers
- 27 new vanpoolers in 17 vanpools

- 2,521 Drive alone commuters switched to using a sustainable commute mode (three or more days per week) after receiving customized assistance from Commuter Services staff in 2015
2015 Annual Report Summary

• Resulting in an estimated 35.25 million vehicle miles avoided as a direct result of Commuter Services staff outreach
Observations

• A TDM requirement is most effective at the design/pre-construction phase to include showers, bike racks/bike lockers, sidewalks, bus shelters

• Commuter programs including subsidized or free transit passes, financial contribution for vanpooling, gas gift cards for carpoolers, prize drawing for all non-drive-alone commuters is 3 x more effective at mode shift than just promotions
Observations

- It might take a city many years to adopt a TDM ordinance, an easier way to get started would be a TDM checklist. Employer selects at least X number of TDM strategies to help reduce traffic congestion.

- See example of Bloomington’s Tier 2 check list

- When areas on the East coast went into air quality non-attainment they retroactively implemented TDM requirements for all companies of a certain size to work with their TMO to implement commute programs. No “stick” for compliance.
We can all be part of the solution by encouraging sustainable mode options.
Thank You

Melissa Madison
Executive Director
Commuter Services

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