

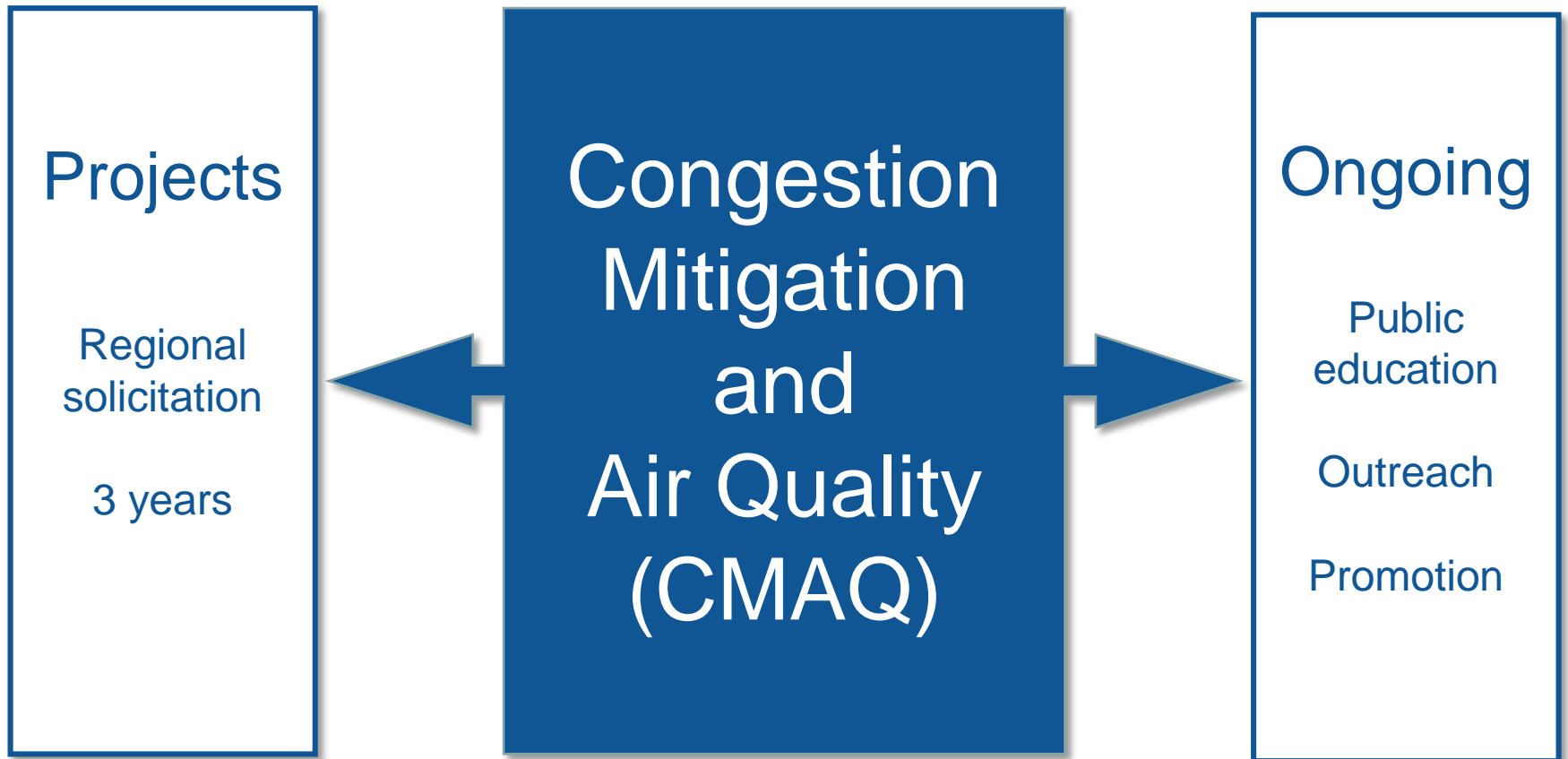
Travel Demand Management: Strategies and Experiences from Metro Transit

Kelly Morrell

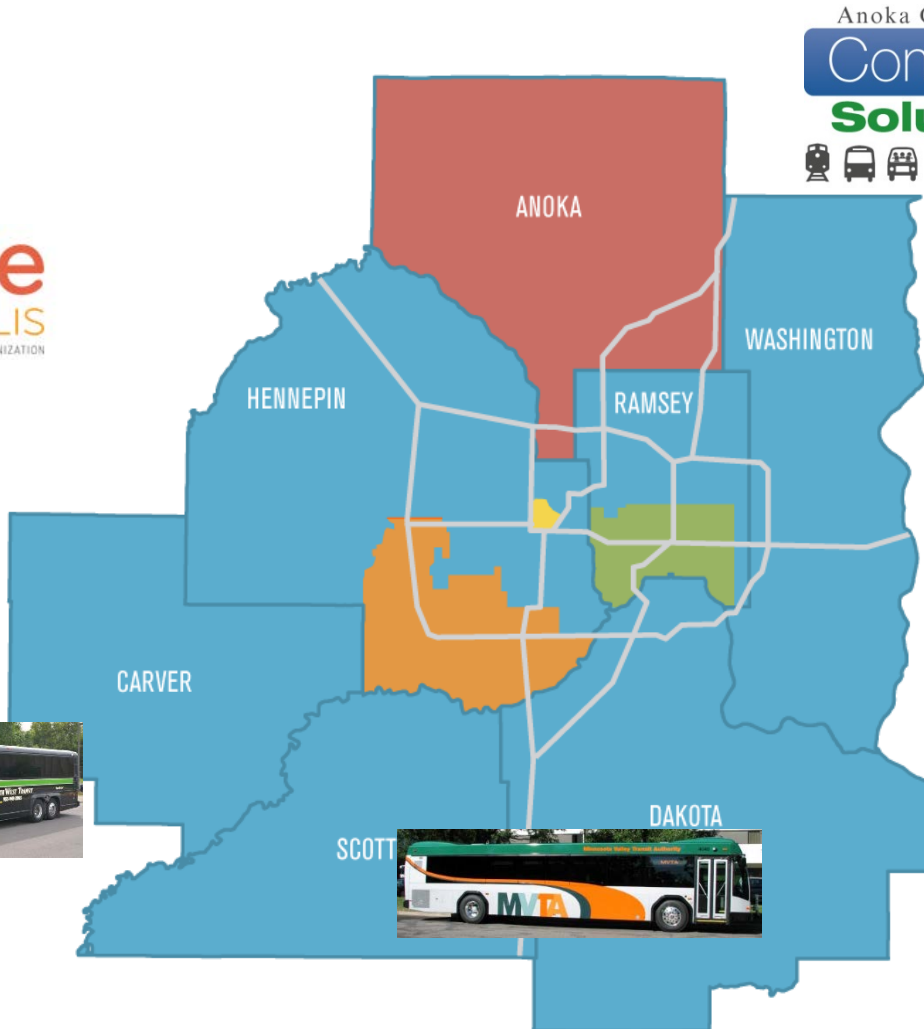
Commuter Program Specialist

December 13, 2016

TDM in the Twin Cities



Transportation Management Organizations (TMOs)



Metro Transit Commuter Programs



Regional Ridematching Database



Transit System Bicycle Lockers



Carpooling Permitting

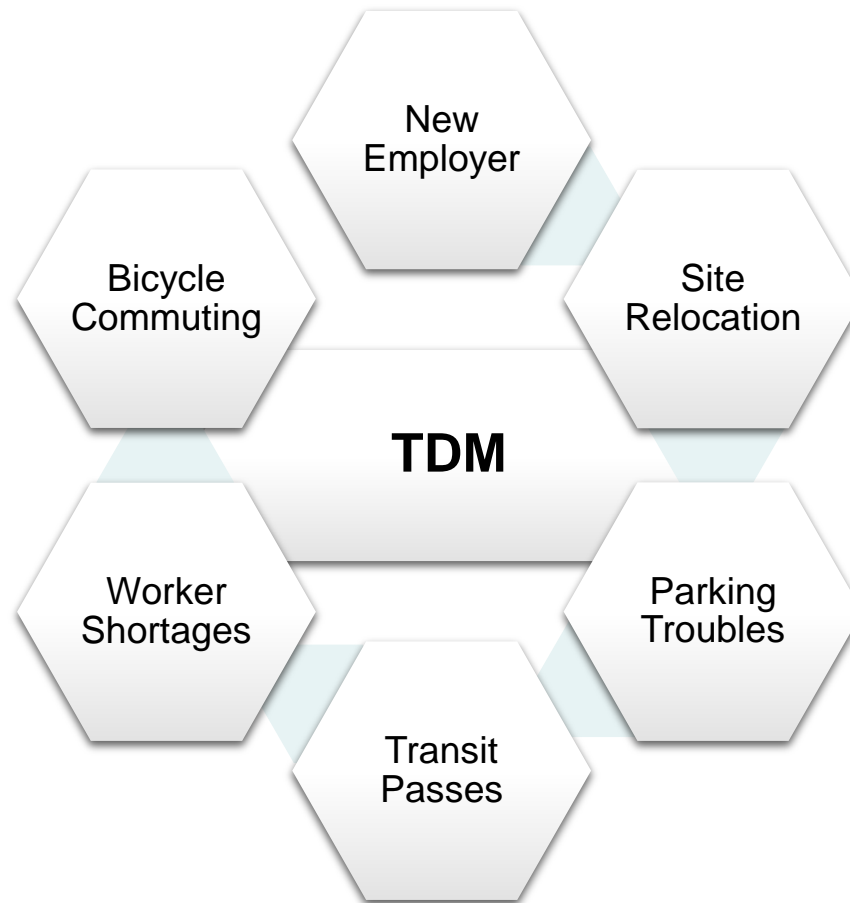


Guaranteed Ride Home

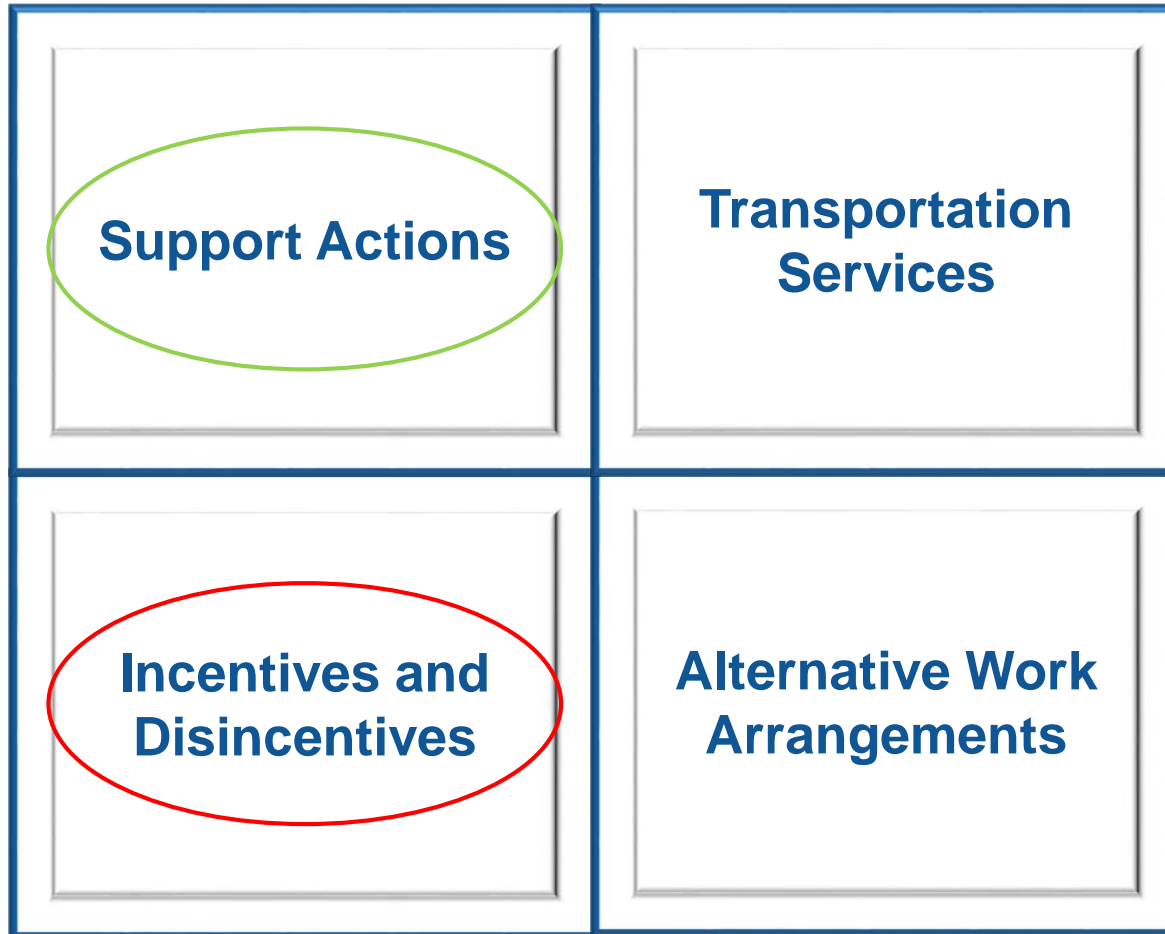


Promotional Materials

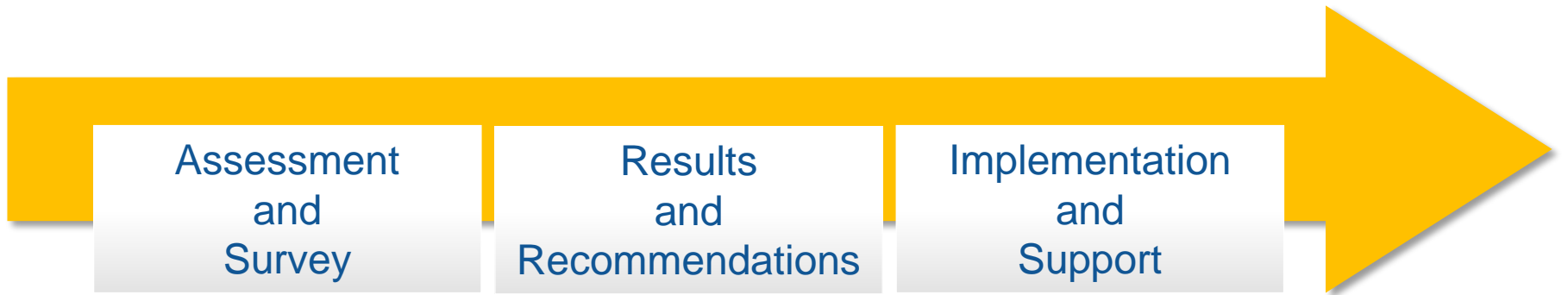
Employer and Institutional TDM Consulting



Employer and Institutional TDM Strategies



Employer and Institutional TDM Consulting



Examples



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

Measuring Impact

Congestion
Reduction

Emission
Reduction

Regional VMT
Reduction

Induced demand

Economic factors

Limited to commute

Road network changes

Gas prices

Transit system changes

Land use decisions

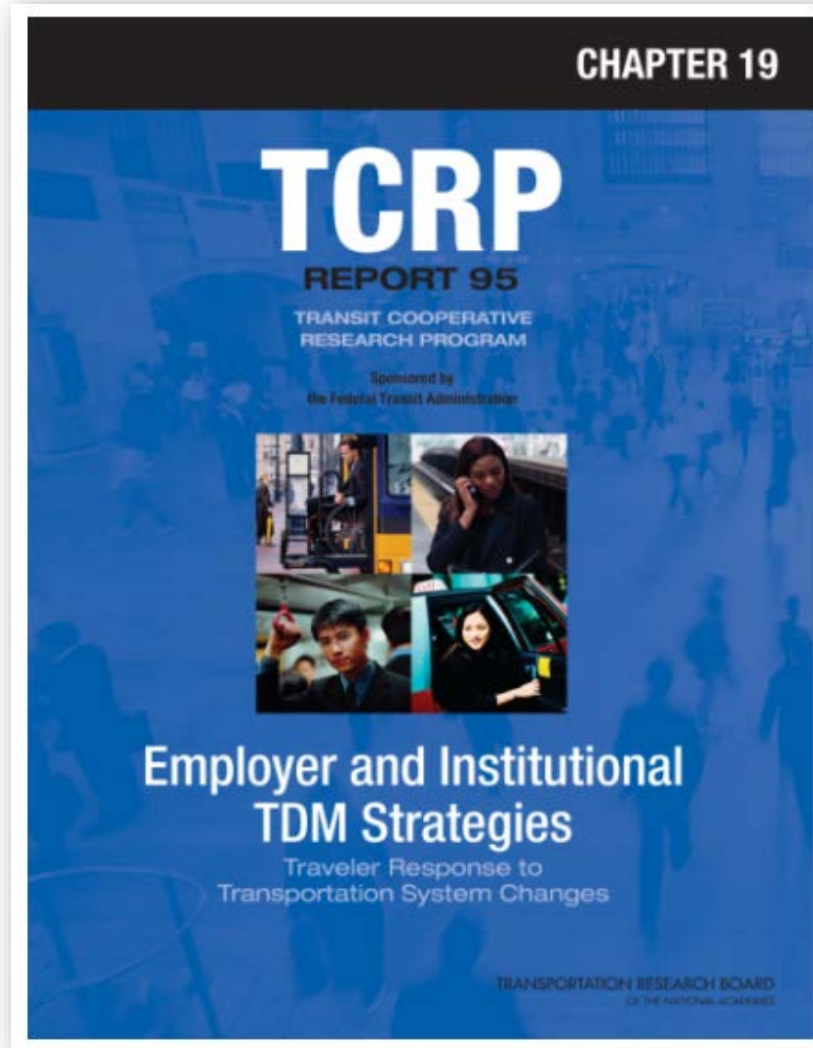
Moving Forward: Measuring Impact

Metric: Client mode split

Goal: Regional mode split
or better

Strategy: Informed estimation
of potential impact

Moving Forward: Using Data to Prioritize



Moving Forward: Using Data to Prioritize

Other Conditions	VTR by Level of Overall Employer Support (Sample Size)			
	High	Medium	Low	All
All	19.0% (32)	15.9% (33)	15.0% (17)	16.9% (82)
Transit Availability				
High	28.4% (10)	28.2% (6)	24.3% (8)	26.0% (24)
Medium	10.1% (5)	15.3% (10)	3.2% (3)	11.9% (18)
Low	15.9% (17)	13.6% (17)	8.6% (6)	12.3% (40)
Restricted Parking				
Yes	29.9% (12)	23.8% (11)	18.0% (11)	24.1% (34)
No	12.5% (20)	12.0% (22)	9.6% (6)	11.9% (48)

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



Employer & Institutional TDM: Planning Considerations

Area
Conditions

Prioritize
Options

Workforce
Considerations



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

Employer & Institutional TDM: Planning Considerations

Area
Conditions

Prioritize
Options

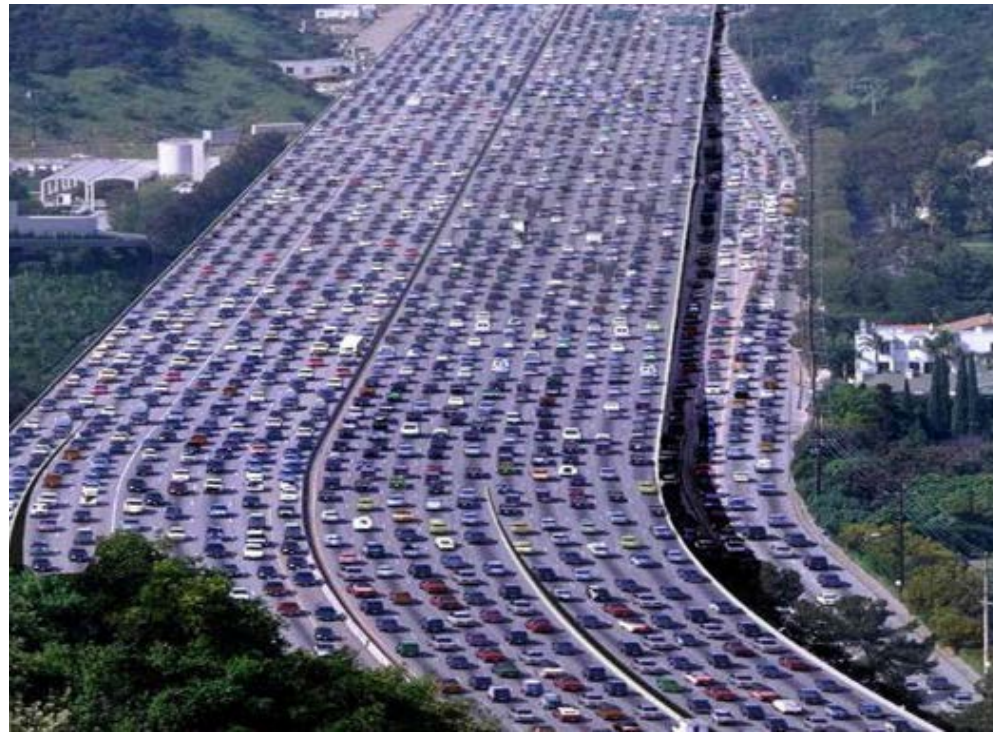
Workforce
Considerations

Cost
Allocation



Who pays?

- Municipality
- Region/state
- Transit provider
- Developer
- Employer
- Workers



CITY OF BLOOMINGTON'S TDM ORDINANCE

Jen Desrude, 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 it’s 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 COUNCIL ADOPTS TDM ORDINANCE

o Adopted December 7, 2009 (after 2 years of work)

- Tier 1 Plans

- o Polar Semiconductor (parking flexibility)
- o Normandale Community College (over 350 parking spaces)
- o Town Place Suites (parking flexibility)
- o BCS Hyatt Regency Hotel (parking flexibility)
- o Mall of America (parking flexibility)
- o OATI (parking flexibility)



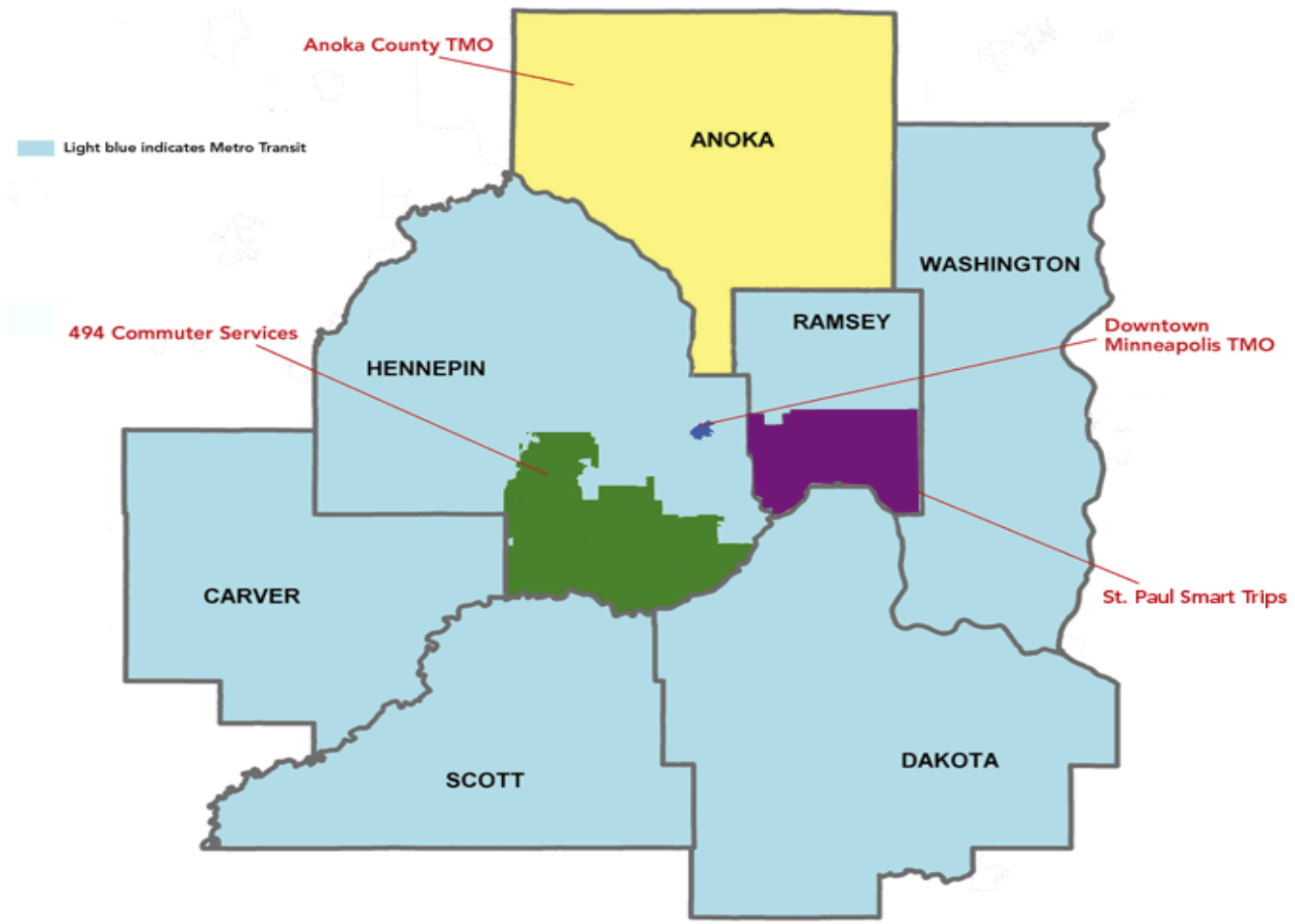


Successful TDM Strategies





Transportation Management Organizations



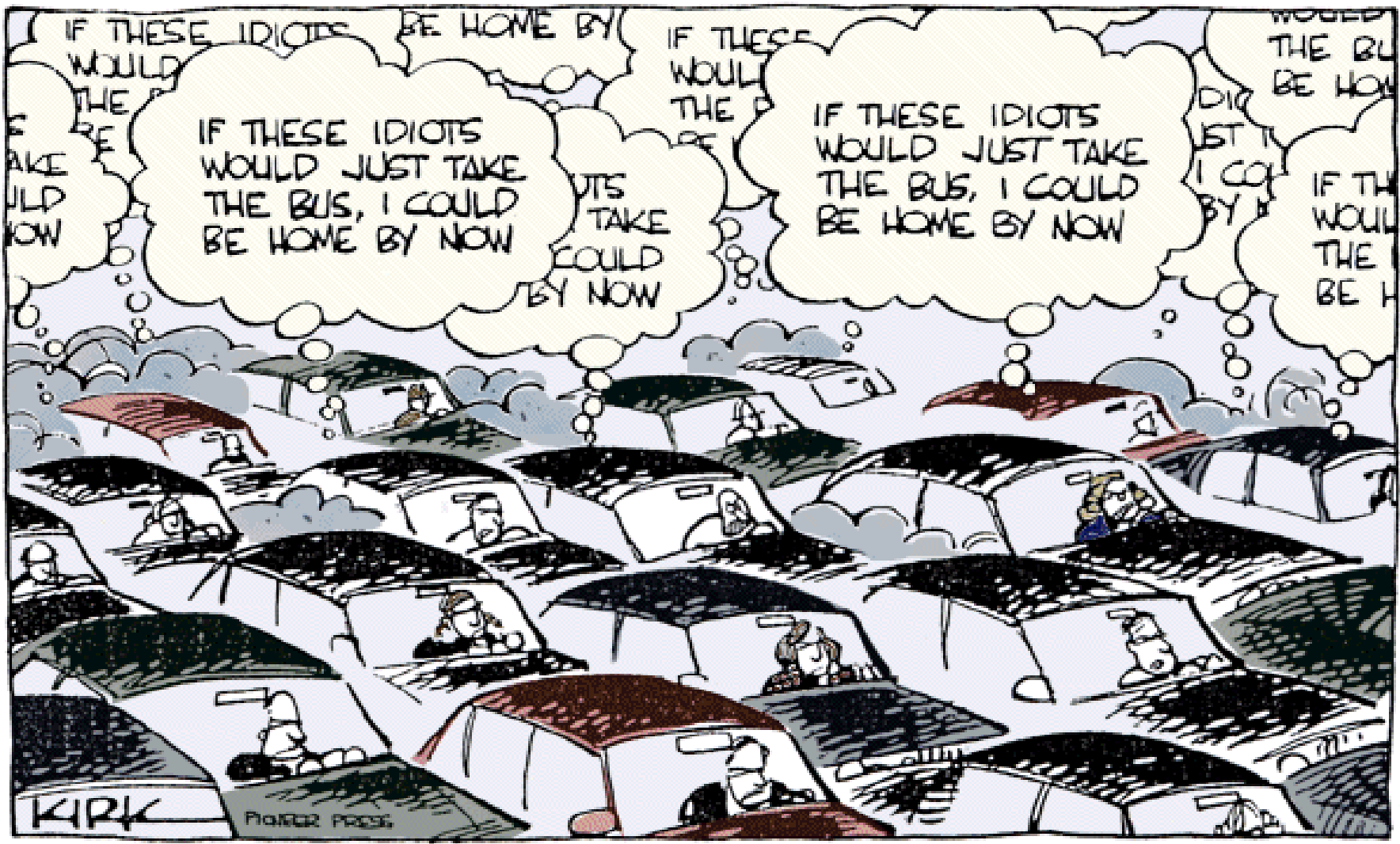
Study of Commute Behavior on I-494

- 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





Commuter Services



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

Mall of America

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





Commuter Services

Community Events

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

Professional Bike Checks!

Bike Giveaway!

Bike Jersey Giveaway!

Surrey Bike Races!

Market Location

Richfield Main Market
 Saturdays, May-September, 7 a.m.-noon,
 October, 8 a.m.-noon
 Veterans Memorial Park Picnic Shelter
 64th Street East and Portland Avenue South
 Bus routes 5, 111, 515, 553

For more information, call: (612) 861-9385 or web: www.richfieldfarmersmarket.org
 This activity is neither sponsored nor endorsed by the Richfield Public Schools.





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.



CommuterServices

We can all be part of the solution by encouraging sustainable mode options





CommuterServices

Thank You

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Commuter Services**

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