

HARVEST ROOM B/C: Breakout Sessions

4:00 PM – 5:00 PM

TRAVEL DEMAND MANAGEMENT

MODERATOR – MICHAEL LARSON

Jen Desrude, City of Bloomington

Jen Desrude is a licensed Professional Civil Engineer with the City of Bloomington. She has worked for the City for the past 11 years as the Development Coordinator for the Engineering Division. In that role, she also serves as the TDM Coordinator for the City. Both the City of Bloomington and Jen were awarded Commuter Choice Awards in 2010 for the advancement of TDM policy by writing a City Ordinance for TDM.

Melissa Madison, I-494 Corridor Commission

Melissa Madison is the Executive Director of the I-494 Corridor Commission and Commuter Services and has worked with them for the past 13 years. She is serving her fifth year on the national Board of Directors for the Association for Commuter Transportation and is the most recent President of their Midwest Chapter. She is also the Vice Chair of the National Telework Council.

Kelly Morrell, Metro Transit Commuter Programs

Kelly Morrell has coordinated Travel Demand Management (TDM) outreach and projects for Metro Transit since 2013. Her areas of interest include sustainable land use, government innovation, and design thinking as it relates to transportation. Prior to joining Metro Transit, Kelly was an organizer for labor and environmental advocacy groups, but started her career at the State Legislature, working for the Senate Transportation Committee. She has a Bachelor of Individualized Studies degree in Sociology, Psychology, and Business Management and Master of Advocacy and Political Leadership degree from the University of Minnesota.

