



DOWNTOWN MINNEAPOLIS  
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# Transportation Management Organizations Team with Transit

*Highlights of Employment Transportation Collaborations*

*September 15<sup>th</sup>, 2009*



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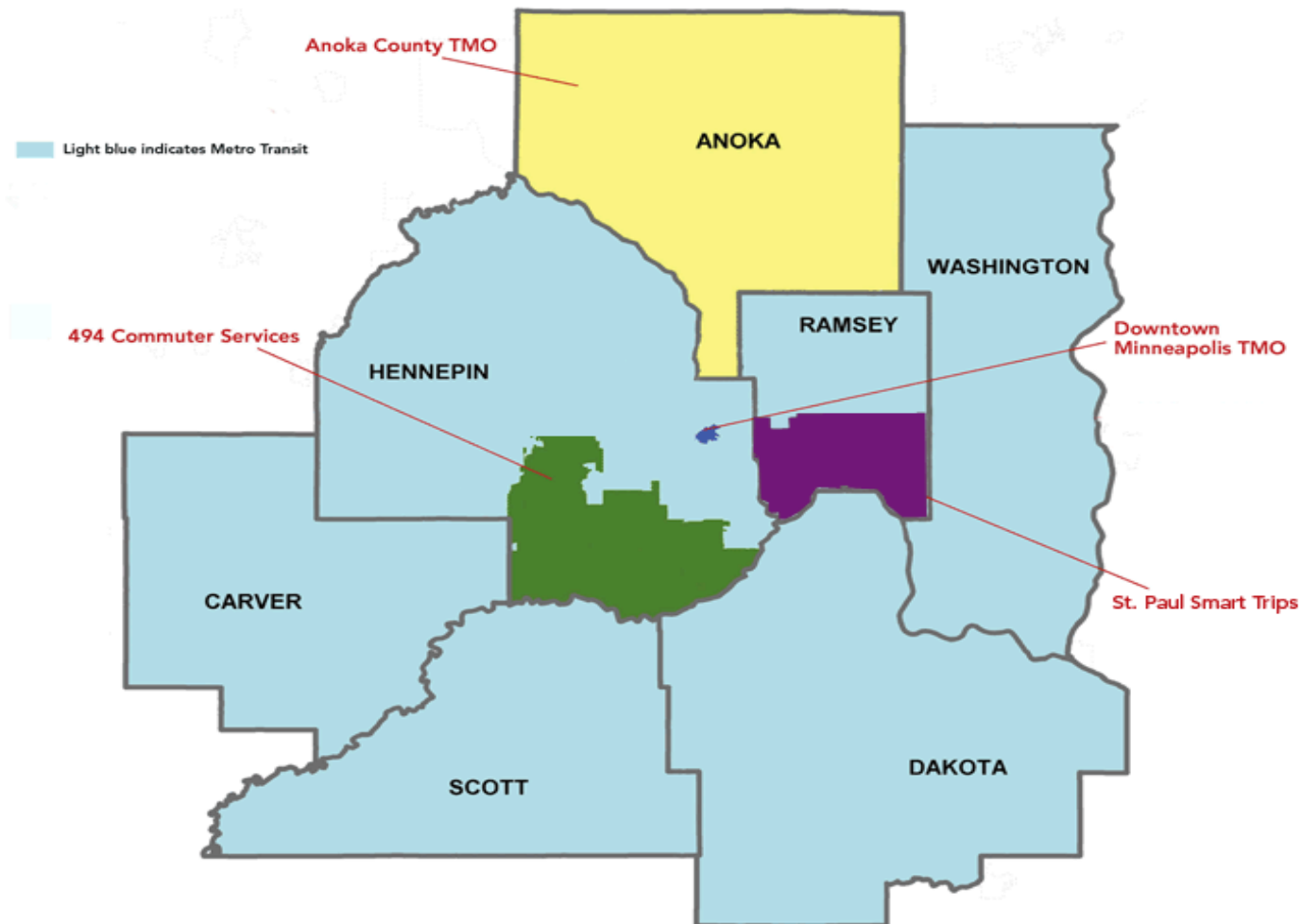
## Regional Commuter Choice Partners

- Downtown Minneapolis TMO
- 494 Commuter Services
- Anoka County TMO
- St. Paul TMO
- Metro Transit





# Transportation Management Organizations





- 2008 Transportation Policy Plan Objectives
  - Increase people-moving capacity of the Metropolitan highway system while reducing future demand on the system.
  - Manage and optimize to the greatest extent possible the existing system
  - Implement strategic and affordable capacity expansion projects



- 2008 Transportation Policy Plan Strategies  
Chapter 5 Regional Mobility
  - Strategy 3a – Congestion Management Process
  - Strategy 3d – Travel Demand Management Initiatives
  - Strategy 3f – Promoting Alternatives
  - Strategy 3g – Alleviate Highway Construction Impacts



## CMAQ Funding for TDM

Year	2007-08	2009-10	2011-12
<b>CMAQ Grant</b>	\$5.5 Million	\$5.5 Million	\$7.0 Million
<b>MetCouncil</b>	4%	4%	?
<b>Anoka County</b>	6%	6%	?
<b>St. Paul Smart Trips</b>	9%	9%	?
<b>494 TMO</b>	11%	11%	?
<b>Minneapolis TMO</b>	12%	12%	?
<b>Metro Transit</b>	58%	58%	?
	100%	100%	



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# We help the Region achieve

- **Environmental Sustainability** – decrease air pollution
- **Economic Vitality** – movement of people and goods into the region
- **Quality of Life for Citizens** – health and well-being



# 2008 Accomplishments

## Estimates of VMT Reduction for Commuters in TDM Programs Promoted by the Commuter Choice Partners in 2008

Mode	% of Impact on Reduction of VMT	Reduction of VMT
Carpool	54%	35,617,675
Vanpool	14%	9,234,212
Transit Pass Programs	14%	9,234,212
Bike Program	8%	5,276,692
Other	7%	4,617,107
Commuter Challenge	3%	1,978,760
<b>Total</b>	<b>100%</b>	<b>65,958,658</b>





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# Our Mission:

The Downtown Minneapolis Transportation Management Organization advocates for and promotes a sustainable transit and transportation system that supports a vital and growing downtown Minneapolis.



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# Who We Are

- A public-private partnership of the City of Minneapolis and the downtown Business Community
- 17 Executive Committee Members
  - 2 Represent the City of Minneapolis
  - 2 Residents
  - 13 Business-sector Representatives



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# Working for the People of Downtown Minneapolis

- Commuter Connection Resource Store
- Employer Outreach Services
- Educational Events
- Advocacy for alternative transportation methods









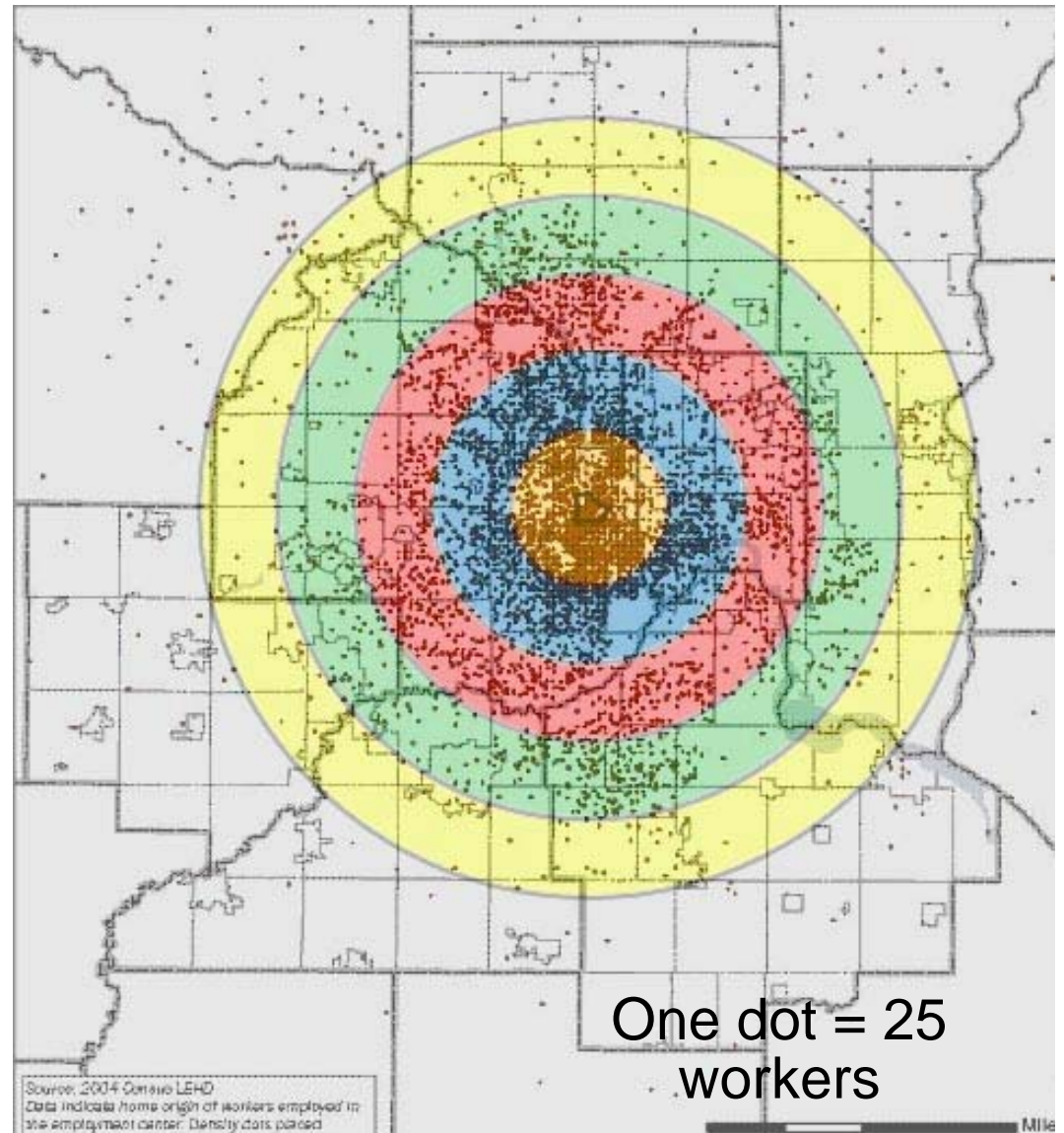


# Downtown Minneapolis

Employment: 139,500

## Commuter Characteristics

- 26% within 5 miles 
- 29% 5-10 miles 
- 23% 10-15 miles 
- 12% 15-20 miles 
- 3% 20-25 miles 
- 7% 25+ miles 





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# Commuter Connection

*Bringing the  
resources to the  
commuter...*



Gerry Fregin assists  
carpool customers at  
Commuter Connection



# Commuter Connection

## Walk In Transportation Resource Center



- Information

- Skyway Information
- Bus Schedules
- Bicycling Information/Maps

- Education

- Interactive Displays
- Demonstration Bus Bike Rack
- Commuter Education Classes



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# Commuter Connection

Walk In Transportation Resource Center



## •Sales

- GoTo Cards
- Metro Mobility
- Twin Cities Bike Map

## •Services

- Carpool Registration/Renewal
- Personalized Trip Planning
- Personalized Bike Route Planning



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# Employer/Employee Outreach

*Reaching out to  
meet the needs of  
downtown  
employers and  
their employees...*







# Employer/Employee Outreach

- Lead Marketing, Education and Communication Efforts to Employers and Employees

## –Transit Fare Programs

- Metropass
- GoTo College Pass

## –Electronic Communications

- [www.mplstmo.org](http://www.mplstmo.org)
- [www.commuter-connection.org](http://www.commuter-connection.org)
- Lane Use Website
- E-Newsletter
- New Employee Kit





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# Employer/Employee Outreach

- Lead Marketing, Education and Communication Efforts to Employers and Employees

- Education

- Brown Bag Lunch Programs
- Commuter Fairs
- Transportation Tax Benefits Education

- Annual Programs

- Commuter Challenge
- Bike/Walk to Work Day
- Commuter Choice Awards
- Bike2Benefits





# Employer Outreach Activities

January 2009 – June 2009

- 33 companies started new Travel Demand Management (TDM) programs
- 8 developments assisted with TDM Plans
- 826 employers added to mailing list
- LEED credit assistance
- 2 relocation fairs
- 2 commuter bulletin boards created



Kristen Perron assists Xcel employees with a commuter bulletin board



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# TMO Outreach

*with events that inspire and educate our city & region throughout the year*

- Commuter Choice Award City Council Recognition (January)
- Spring Transportation Summit (March)
- Commuter Challenge campaign (April-June)
- Bike/Walk to Work Week (May)
- eWorkplace launch (June)
- eWorkplace Campaign (July-December)
- Rideshare Month (October)
- Fall Transportation Summit (October)
- Commuter Choice Awards (November)





# Educate Business Community

## –Lunch & Learns

- Tax Benefits Seminar
- Congestion Trends
- Work Force Traits

## –Transportation Summits

- I-35W Bridge Collapse
- Republican National Convention
- Light Rail Project Updates
- Metro Transit Funding Updates

## –Monthly Executive Board Meetings

## –Newsletter & Emails

Lunch & Learn





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“The transportation system is a company’s  
lifeline to the labor market.”

- Association for Commuter Transportation





# Business Benefits

- Competitive advantage
- Reduce costs
- Enhanced productivity
- Tax savings
- Demonstrated community leadership
- Regional recognition



# Innovative Programs

- Van-GO!
- Bike racks on buses
- MetroPass
- MN Transit Pass Credit
- Commuter Rail Services and express Bus Rapid Transit development



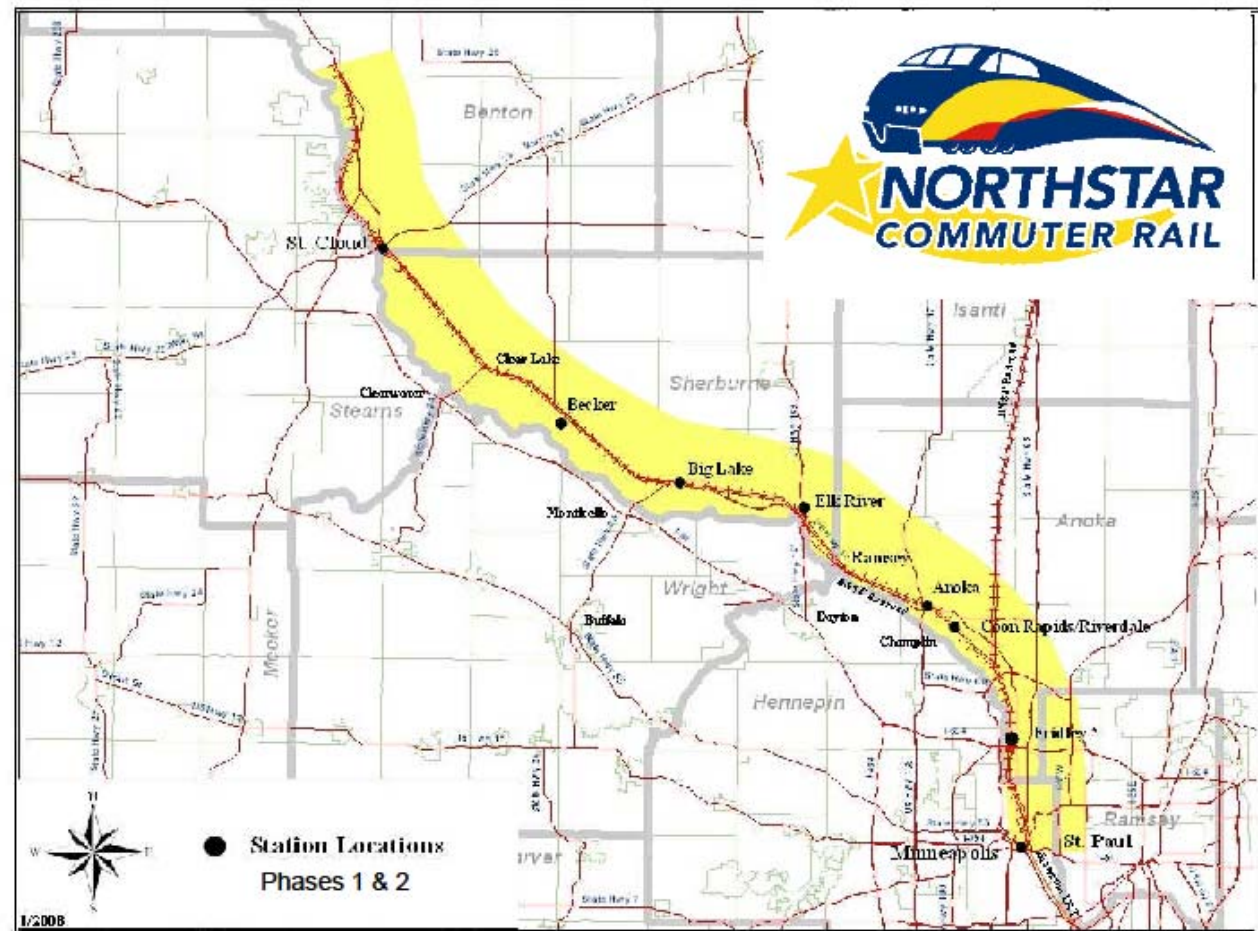




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# Connecting Rural Commuters to Urban Job Centers





- Express Bus Service from Distant Suburban/Rural Communities to Downtown
  - Forest Lake, Lakeville, and more – communities over 20 miles from the core
  - Bus Rapid Transit service being developed



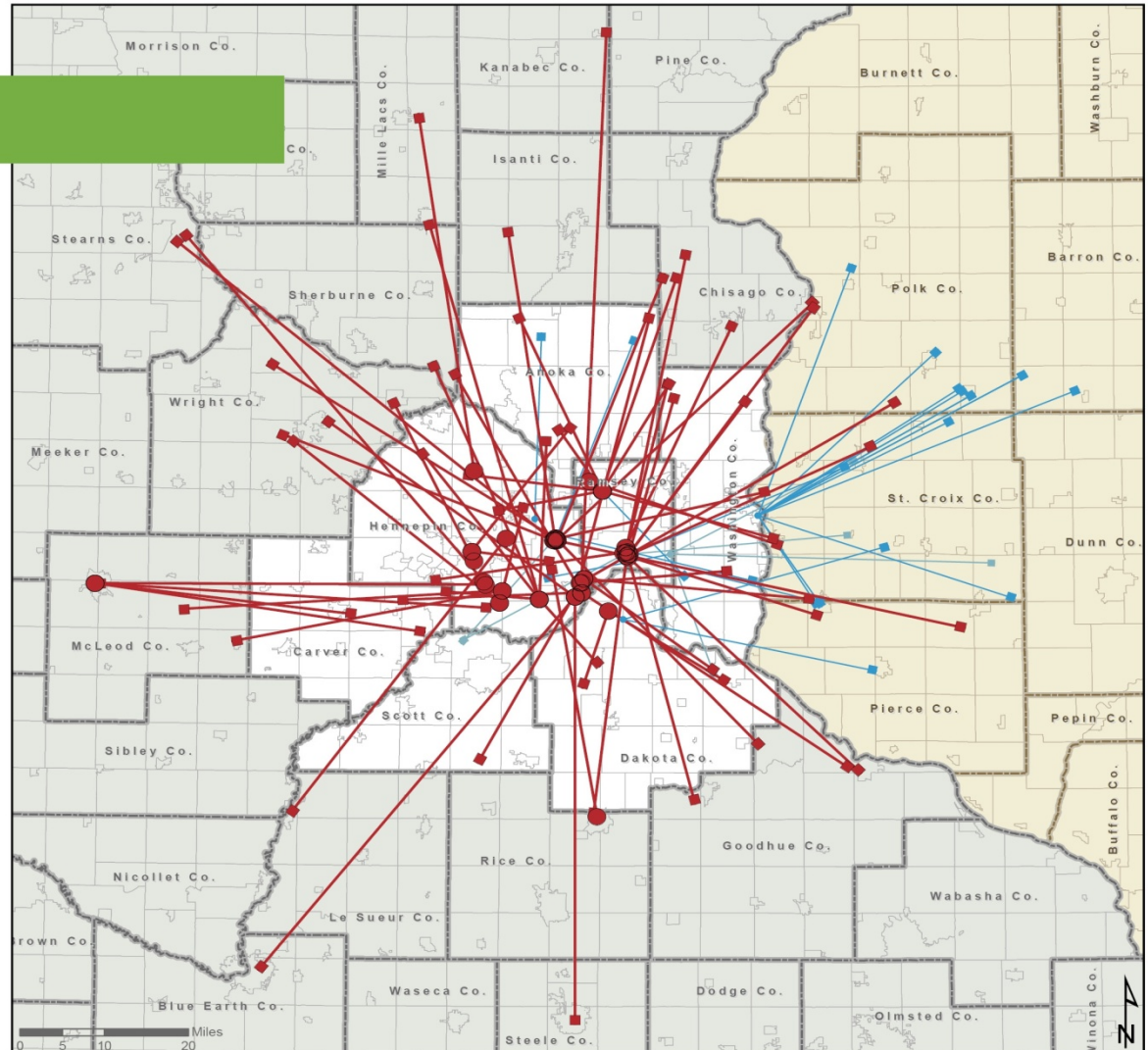


### Van-GO! Pool Locations

Pool Trips - 93 total

- Home → Work
- —● Van-Go - 65
  - —● Private - 22
  - —● Other - 6

# Van-GO! Origin and Destination of Vanpools





# Van-GO! Program flexibility

- Choice of four van sizes - 7,9,12,15 passenger vans
- Van lease is monthly
- Route, stops, schedule and fare determined by poolers



# Van-GO! Results

- 71 vanpools
- Ridership: 209,810
- Subsidy per pass: \$2.93
- Annual System miles: 1,247,595
- 52% Farebox Recovery



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# Everyone benefits from using transit!

