

TERESA WERNECKE: Good morning everyone. It's a pleasure to be here. I am pleased to be able to represent the big city among, although Pace is outside of Chicago, we may be the second largest group in terms of our community that's represented here, so bear with me for that and, actually, there's a couple of things I would like to explain. One of them is that when I was offered this opportunity by Pamela, I was so excited. There was so much I wanted to share, that I could've taken the time, as Charlie indicated, of all of the panelists, so I get to run through my first iteration of what I wanted to share and had extensive information on the TMO. You'll find that PowerPoint in the materials you received. At the same time, I, as I worked with it, I thought, "Oh I need to spend more time talking about the collaboration." So I did another iteration and that's actually the one that you're going to see here, but as, what has been so wonderful by the CTAA staff, they are actually going to have that on the website. So some of the material, you'll be able to get all. So I'm very excited, once again, to present to you, because you know the favorite thing to do is talk about what it is that you're doing and how much you love it.

Also, I do have some materials and brochures with me. There is a limited supply, so if you're interested in some of these things, I'll have them out after this presentation and, of course, would be more than happy to answer questions if you want to put it on the back of your business card. If there's something I'm not able to answer, I can get back to you once I get back to the Twin Cities. And I will be here for both of the two days.

So, first of all, I'm gonna talk about providing an overview of the regional collaboration between the TMOs and Metro Transit. I'm also going to highlight some of the innovative programs that we have happening in the Twin Cities and also strategies, and you'll see that these strategies actually work throughout, as we talk about the different programs, strategies for bringing suburban and rural workforce into the urban area.

But first of all, I would like to do a couple of definitions and, that is, what are transportation management organizations? They're also called transportation management associations. Usually an association is membership driven, so that the partnerships are trying to add more and more members. We in the Twin Cities have not adopted that program. We actually, we have boards that we work with, but we serve all of the employers that are in our, our areas rather than being related to the memberships. We are proactive organizations. I'm not there yet, thank you

CHARLIE DICKSON: Let me know when we are.

TERESA WERNECKE: Okay sure. We are proactive organizations formed so that employers, developers, building owners, local government representatives can work together and collectively to establish policies, programs, and services to address the local transportation problems. The other thing that I want to define for you is what an acronym that you'll hear a lot is TDM and that's Travel Demand Management, it's also referred to as Transportation Demand Management, and it is a set of measures designed to reduce the number of trips made by the single occupant vehicle during the peak traffic period. It helps to manage the demand for the infrastructure. The kinds of activities that we promote, these measures, are transit, carpooling, vanpooling, biking, walking, and flexible work arrangements, telework, and also compressed work weeks, or any other kind of flexible work schedules that move people out of the peak traffic periods. So, oops, maybe I didn't do that one right...

CHARLIE DICKSON: Is that the next slide?

TERESA WERNECKE: Yes, that's it. Okay, so the collaboration that I'll be talking about today is in the form of shared resources and marketing efforts and it's between Metro Transit and these four transportation management organizations.

Just to give you an overview, Metro Transit is the largest operator of bus and rail service in the Twin Cities. In addition to that, it is the regional provider of the TDM, the Travel Demand Management activities and the grantor for the federal funding CMAQ, Congestion Mitigation and Air Quality, that funds 80% of the services that we provide. So, the four TMOs use the regional database and promote the regional programs and marketing campaigns; in addition, the TMOs have their own local area programs and focus, based on the opportunities and specific needs of their local areas. There we go.

I wanna just take a moment to give you some perspective. This is a seven-county area that we, that we work in, and it represents, in the year 2000 census, there were 2.6 million people and a workforce population of 1.6 million. With that much geography and size of population and employment it really reinforces the

importance of the multiple resources addressing the congestion issues, because our focus is on reducing congestion and getting people to work by way of alternatives.

In addition to the regional programs and services, because of the nature of the local areas, I'm gonna talk a little bit about some of the specific orientations and activities of these areas. If you look at the yellow area that's Anoka County and Anoka County is, has a lot of smaller businesses and rapidly growing communities. So it does a lot of work with roadway construction mitigation. At the same time, they have a county staff, so that rather than being a public-private partnership, the TMO here is in fact all county employees and they have approximately 1.5 full time equivalent staff. The St. Paul Smart Trips, which is the purple area, they have a special award-winning social marketing program that works with neighborhoods to encourage biking and walking for all trips. And they are a nonprofit public-private partnership and they have four to five full time equivalents.

The next area is the 494 Commuter Services, which is the green, and that, as you can tell, it's a corridor commission and they are comprised of elected officials and staff from five cities. 494 Commuter Services emphasizes carpooling, vanpooling and bicycling. It's very difficult, as many of us know, to be able to operate suburban transit to meet as the needs, as effectively as some of these other alternatives.

And the next item, that little tiny dot that you see, kind of in the middle there, that is the Downtown Minneapolis Transportation Management Organization, which is the organization that I serve and we are a public-private partnership with special emphasis on transit and bicycling. We also operate Commuter Connection, a walk-in transportation resource center, and we also work with building owners and managers to fulfill on their obligations to, to their, the city of Minneapolis for the reducing of the number of trips coming into their building. I have to say, that even though we are this tiny little dot, we represent about 4,500 employers and we also serve approximately 140,000 workers. So that is what, that talk about concentration, this is the area that it is all concentrated in and we, of course, are the beneficiaries of a fabulous transit system and a growing rail system to bring workers into our area.

So, this is the travel demand management mission that we work with and that's kind of the direction that we have. This mission reflects the major federal funding grant, the Congestion Mitigation and Air Quality, as well as the objectives and strategies of the Metropolitan Council's transportation public policy.

These are the regional programs that are provided. These programs include the employer database, which helps us to track contacts, program participation, and marketing logs. So that when we visit an employer, we can pull up this information, as well as the number of employees participating in the regional programs and that's very powerful as a way of letting the employers realize that their employees really are interested and committed to using these alternatives. There are operational efficiencies also by having one regional provider and this allows for better use of the financial resources. For instance, instead of having four guaranteed ride home programs, we have one guaranteed ride home program, but at the same time having local representation with regional programs and marketing campaigns is key to having the utilization of it, because the TMOs working in their particular geography know the culture of their employers and are able to respond to that culture. At the same time, sometimes the regional provider may not-unwillingly, unknowingly make decisions and not realize that that is impacting their clients and so, it's very helpful to have an outside perspective on what's happening with clients and sometimes, just as we all do, we sometimes listen to that outside voice more quickly and easily than we listen to someone from in-house, make those same recommendations. At the same time, and that's, that's one of the things we as a TMOs can provide, at the same time for instance the TMOs were very much engaged in telework and bicycling, but Metro Transit had not realized those as modes that they wanted to support on a regional basis. But it was through the encouragement and continual pushing of that, that we have, that the region has adopted some programs that were actually started by one of the TMOs and then adopted as a regional program. So, these are examples of local area based programs, so we had the regional programs and now these are the local based programs. And of course, the individual employer outreach strategy is dependent upon the characteristics of the area served.

What we have found as the key to success is the personalized assistance. And we believe that it is really important that the more opportunities for connections, both with employees and employers, increases the likelihood of participation. So as part of that, we as TMOs and the regional provider, make sure that we have seminars, educational opportunities. We are looking at how to refresh some of the campaigns that we do. So that there is an ongoing way to have a reason for contacting them that they see as a benefit to them, to listen and be there.

At the same time, we had talked about the CMAQ funding and, as you can see, 58% of the CMAQ funding for TDM, Travel Demand Management, in our region goes to the Metro Transit, who has about five to six full time equivalent staff and that's for our database operations for regional programs, such as Guaranteed Ride Home, carpool matching, marketing materials for regional programs and program management. Thirty-eight percent collectively is divided among the TMOs and 4% goes to Met Council, who runs the vanpooling program.

This is an example of our 2008 accomplishments as defined by vehicle miles reduced for 2008. And this is an example of the value of the regional database. This information was obtained from the database and then converted into vehicle miles traveled reduced. And based on this information, when we divide those vehicle miles traveled reduced, it comes to four cents per vehicle mile reduced that CMAQ pays for, which is very good.

So, this is, I'm going to skip, because of the time concern, over the TMO data. But I do want to stay for a moment on this particular slide, and of course I'm more than happy to talk your ear off about the TMO itself, but what I wanted to share with you, I just love this data. And this is, is based on the longitudinal employment household data from the census and employment reports for 2004. The Met Council analyzed eight employment concentration areas in the Twin Cities to learn where employees live that work in these employment concentrated areas. And this is the data for downtown Minneapolis. Notice, that if you can look at those tiny little dots, each of them represent 25 workers, but the key there is, and if you can kind of see the outline of the seven counties, the workers come from all over the region. In addition to that, notice that 26% live within 5 miles and, I, just to point out, that that's a heavy concentration of low income and often the disadvantaged workers are within that 5 miles of downtown Minneapolis and, of course, the preferred mode then would, is what becomes transit, biking, walking.

One other thing that you want to know about downtown Minneapolis is, is that we are the hub of the transportation system for Twin Cities, we're very fortunate, and only about 35% of the downtown workforce drives alone. So, the rest use some alternative. It's fantastic. And we're like the second city behind Portland to the most bikers who commute to work, so it's really great, even though we're a cold climate. So 26% of the people who work downtown live within 5 miles.

At the same time, 10% live over 20 miles from downtown and most are likely to carpool, use the express bus service from Park & Ride lots, and vanpool . So, but it's very, it's just those dots are scattered throughout the seven counties and even into the outside into the collar counties. And just to note it is the collar counties, the ones just outside, there's 12 of them, in the year 2000 had about a half million population. We are expecting that by the year 2030 that will grow by 80% to nearly a million people, who will be residing on those 12 collar counties. So it's very much a large area for us to look into.

I'm going to skip, although I just wanna share with you that picture of our, of commuter connection, that's only like about half of the space that we have, but it's a great resource center. And then this is a calendar of events, this is a calendar of events that each of the TMOs Again, what we've discovered is, employers don't want to travel across the metropolitan area to attend these kinds of seminars and so forth, so a lot of the TMOs end up sponsoring these educational and informational sessions within their own territory, but so that kinda gives you an idea of what the calendar of events looks like. It's a mix of regional programs and the local area programs. That happens to be ours, but it's very typical for the other TMOs.

At the same time, one of the things I want to mention is that from my board, my board is a board that is comprised of 17 individuals and they represent business sectors, City Council, and the mayor, as well as residents. And basically, we provide a monthly informational and educational program for them on transportation topics. So we spend our meetings, not on the operations of the organization, but really about helping them to become better informed so that when they go back to their employment sites or their employers, as well as talk professionally among their peers, they are well-educated and informed on the key transportation issues of the day.

This is my favorite quote; "The transportation system is a company's lifeline to the labor market." And I think we can all agree to that here.

I also want to just briefly highlight the business benefits, because we have talked about how do we engage businesses, in providing these programs and services? And we have found that these are the key elements to doing that. And I'm

sure that we'll have a lot of speakers that talk about parts of these or all of these, but again it's really key.

Innovative programs, I want to compliment Des Moines, you have beat us on the number of vanpools: you have 100. We have talked with the vanpool person just on Friday before leaving and he indicated that there are 90 vanpools in the metropolitan area, of which VanGo has 60. The other 30 are private vans by private individuals, but definitely VanGo is a program in which it was developed to serve those areas that are not served by the Twin City transit service. So they're not coming into downtown Minneapolis by and large. They're coming, they're going to some of the outlying areas that are not as well served by transit.

We also have bike racks on all the buses and light rail. This is hugely successful. People are using it creatively. They may be taking the bus in, in the morning, and then biking home at night that they don't have to worry about showering when they first get to work. So they're being very creative on how they use that. It's very popular.

Metro Pass, that's the discounted transit pass program available only through employers. It's an annual pass. Most use pre-tax dollars when they are reimbursed from their employees, so that provides a benefit to the employees and many subsidize it. In fact, last year when we did a survey of downtown Minneapolis, of course most of the employers who use it are downtown Minneapolis employers, again the hub of the transit system, last year we found the average employer subsidy to be \$30 per month per participant and it's an excellent program for all employers and all employees, low income, as well as rural and suburban. In fact, if you are in the suburban area, the typical monthly bus pass, if you had to pay it without the pre-tax benefits, out of pocket would be \$104. And with this program, it's \$69. That's what the employer discount is. So it's really providing an excellent. .

At the same time, the Minnesota Employer Transit Pass Credit, which is fairly unique, as I understand it may be only one other city that has that, it's a 30% state tax credit on the amount the employer subsidizes transit. Comes right off the bottom line of their state taxes.

Then, of course, commuter and light rail transit and bus rapid transit transitway developments continue to be planned and built and are gradually - we are building a system.

The other item that's, is eWorkplace and it's a state-funded, 18-month program, in which we are providing consulting and eTraining for participating employers who start telework programs to increase the number or who increase the number of days that their current teleworkers are telecommuting. And the goal there, is to reduce peak-period congestion.

And then I'm just gonna run through a series of these connecting the rural commuters. We're very excited, November 14 is our grand opening of the Northstar Commuter Rail, which goes from Big Lake. It has intermediate stops along the way, so for people to get off, as well as for people to get on. That's our first commuter rail project.

The other thing that we have is we have express bus service from distant suburban and rural communities into downtown. And we're working on various bus rapid transit services too.

So, this is the VanGo origin and destination. Notice, that the red lines and the blue lines too, but one of the things I want to point out is the lighter gray is the seven-county area. Notice that the largest percentage of those vanpools are originating outside of the seven-county area in the collar counties and even beyond and so that's really been important. And then some of the results... we have 71 vanpools that are VanGo here. The ridership is, you know, almost a quarter of a million. The annual system miles are 1.247, yeah, 1.2 million, and the farebox recovery ratio is 52%.

So and of course I cannot end without commenting on the importance of carpools and telework as additional strategies for connecting the suburban and the rural with the urban core areas. And Park & Ride lots often times facilitate that opportunity. So that is the end of my presentation and, once again, I am more than happy to talk with people individually. And it's a delight to be here.