

SMC TDM subcommittee
7/20/2018

Jessica Treat, Move Minnesota (co-chair)
Mary Morse Marti, Move Minneapolis (co-chair)
Karen Scheffing, MnDOT (for Lisa Austin)
John Levin, Metro Transit
Emma Pachuta, Move Minnesota
Finn McGarrity, Move Minnesota
John Harper, MTS Met Council
Theresa Cain, Metro Transit
Bill Dooley, Minneapolis Bicycle Coalition
Maria Wardoku, Alta Planning + Design
Katie Rodriguez, Met Council
Erin Evenhouse, Shared Use Mobility Center
Nick Thomson, Met Council
Allen Herrmann, Scott & Carver County
Tony Drollinger, Metro Transit

Definition of TDM

- There are several different approaches or ways of thinking about TDM:
 - Education, support, promotion of different ways of getting around, and/or
 - Influence/advocate on the planning and design of transportation infrastructure and services, and/or
 - Actual implementation and operation of alternative modes
- Federal funding programs have definitions of what is eligible for TDM funding (e.g. CMAQ program). Mostly focused on outreach and education. But also some opportunity to use funding to increase the presence of modes so that there is something to market. This is an important aspect of the definition (since this is an important source of funding) but it should not limit our discussion. We should also be looking for other funding sources (e.g., businesses). This could help us to broaden our goals and definition of TDM.
- Another way to look at this is whether we are focusing on the demand side or the supply side. Have we focused too much, or too exclusively on the demand side? Should we also focus more on the supply side? That could mean more TDM effort into expanding modes.
- Not just getting people who have cars choose other modes. Also need to focus on low wealth households with no/less access to vehicles. They are already more likely to be using other modes, including shared mobility. But don't ignore them. TDM should apply

to them as well. Need to make their travel easier.

- Overall the discussion of TDM was fairly broad. Got into issues of parking policy, etc. Discussed the need to eventually narrow the TDM focus back to the interests of the SMC and shared mobility goals.

Geography

(Where do we prioritize TDM activities, and our discussion of Shared Mobility and TDM.)

- We can look at the job access maps. Where is there lack of access to jobs?
- What trip types are we addressing? Just work trips, or non-work trips?
 - If service (across various modes) is available for work trips, it will also be available for non-work trips. (Is this always true?)
- Should we focus on gaps in the current transit network? Shared mobility can provide options in those cases?
- But gaps are not just driven by the transportation/transit network, they are also caused by development decisions. Employer location decisions have a big impact on accessibility.
 - Need to make sure employers understand the impacts of their decisions. This can't be solved by transit service alone (or other modes).
 - MnDOT requires traffic impact review for developments. Can we do the same for TDM impacts and opportunities?

Goals for the Committee

- Collect data and measure results
 - One approach: Get the best possible information on travel demand. A supercharged TBI. Who commutes from where to where? How do they get there? Use this to drive TDM planning, advocacy, and education efforts.
 - One approach: Surveys before and after specific projects/interventions. Examples from Portland, St. Paul and Minneapolis TMOs.
 - Impact measurement: Link our work to results. Did my project have an effect? Can we get the data to do this? Expensive and time consuming to do surveys to collect this data.
 - Outcome measurement: What are the specific data needs related to Shared Mobility? What are the outcomes we want to see happen, or that we want to avoid? Should we be measuring for those?

- Can we enact a statewide TDM law/rule
 - For example, Washington Commute Trip Reduction Law: large employers must implement TDM programs. Provides data for analysis, performance measurement.
 - Existing regional examples: Bloomington TDM requirement. Minneapolis and Saint Paul have weaker TDM rules.
 - What aspect of this can our committee work on?

Review of Action Plan recommendations

- Interest in pursuing these items from the Action Plan
 - Expand mode availability
 - Enact/strengthen TDM Plan requirements for buildings and/or employers
 - Inform/change future regional solicitation (for federal funds, CMAQ, etc.)
 - Look for ways to expand TDM funding (beyond federal funding)
- Less interest in these items
 - Parking tax
 - Restructure of regional solicitation, allocation of federal funding (or at least focus now on recommendations to adjust before working on complete restructuring).

Next Steps

- Three task forces:
 - 1) Definition of TDM
 - Led by: Mary
 - Members: Maria, Emma, Theresa (if needed)
 - 2) Recommendations for TDMP requirements at municipal and state levels
 - Related get MnDOT to expand their requirements related to traffic studies?
 - Led by:
 - Members: Bill
 - 3) Recommendations for CMAQ/regional solicitation (both TMO and competitive funding)
 - Led by: Nick
 - Members: Katie, Jessica
- Goal to have something by December
- Meet monthly, Fridays, are good
- Next meeting Friday August 17th
- See if we can expand group to include more non-urban voices

Notes submitted by John Levin