

Shared Mobility Collaborative TDM Subcommittee Meeting

September 25th, 2018 at Move Minnesota

Introductions.

From the last discussion about Met Council - Update on the Hourcar application

- TAB decided that the Hourcar proposal should be considered as a unique project.
- This category was created in 2014, doesn't have fixed criteria. That lack of criteria is a challenge.
- The projects proposed – funding would be available 2022/2023 (other than TDM funds, which would be available the previous two years – 2020-2021).
- Now, Hourcar will need to answer a series of questions from TAB
- There are still needs to create processes and structure within the SMC.

Establishing a common definition of TDM

Think of as, “TDM, related to shared mobility, is...”

- Moving the most people(/and goods?) the most efficiently
- Commonly understood
- Environmentally sustainable
- Efficient
- Safe
- Coordinated solutions to gaps in a region leading to a livable community
- Broad access

Mary will submit something to the group by email.

Discussing a Statewide TDM ordinance, or local ordinances

Currently Bloomington, Minneapolis, and Saint Paul have TDM ordinances. The community that attracted Amazon, probably doesn't have that.

In Minneapolis – an engineer does a plan, it is sent to public works, they're stamped and filed, that's that.

Seattle TDM plans lead to an internal transportation coordinator - ITC – within the company. They're required to survey their workforce, do mode share analysis. This is on a statewide basis for every company over 100 employees.

The Bloomington ordinance requires plans, but asks companies to do survey – then the companies can do it however they want, often scattershot.

Minneapolis – company may not even know about it.

In Seattle – the state issues the survey – it is standardized. The statute has been in place since 1991.

Saint Paul functions similar to Minneapolis – added onto other engineering studies.

If we're talking about a statewide statute – MnDOT does not have any oversight on land use. We run into many spaces where it would be helpful to have oversight on land use. E.g. businesses siting far back, then wanting to have a crosswalk moved.

There is some precedent – schools are required to include infrastructure for students getting around, if they site outside the community.

Is there something in grant applications/requirements the state could include?

Who in Washington State issues the survey, etc? Not known.

Met Council is about to do a huge travel behavior survey, will do every other year. For the 19 counties around the metro.

Data needed then? Always a challenge to get champions from the C-Suite level. Washington example is useful because they have an internal person embedded. One big thing TDM is missing is company buy-in.

Washington does both the survey and requires a trip reduction plan.

Following interventions to track behavior change – expensive and labor intensive, but effective in understanding when and where behaviors change. E.g. in Portland, they have ambassadors.

But, Metro Transit e.g. has been operating with the same dollar levels since 2009.

Minneapolis and Saint Paul are both poised for better ordinances.

ABC Ramps – goal to reduce trips, have been studying new ways to reduce SOV trips. Implementation plan and recommendations are almost done. One of them is to approach more businesses. They are interested in piloting things that will be beneficial to others/to replication in the region.

Before we create an ordinance – want to be able to show survey, how it would be delivered, what it would cost – have something already planned. That could be an area for ABC Ramps to help.

This committee could potentially do a whitepaper – suggest best ways to do this.

The definition is important – it helps us define the outcomes that we want to see.

TDM – is getting people together, motivating people to change their minds. Taking the existing situation and helping people to maximize their use.

Yes, and there is also the change-making piece.

Question of how to make employers care – that may have to be in an ordinance or statute.

We need to line up our “carrots” before we think about “sticks.”

Think about TDM beyond the 9a-5pm typical commute work trip.

Greater MSP markets the suburbs more than the city.

The Center for Economic Inclusion, and the leadership at the Minneapolis Regional Chamber, are promising.

SUMC will help with supportive research on:

- Model TDM ordinances
- Data-collection best-practices – based on what’s in MSP, and the gaps
- Developing a shared agreement of the data needed.
- Potentially – statewide ordinances.