

Regional TDM and Minneapolis TMO

MTS, Multimodal Planning



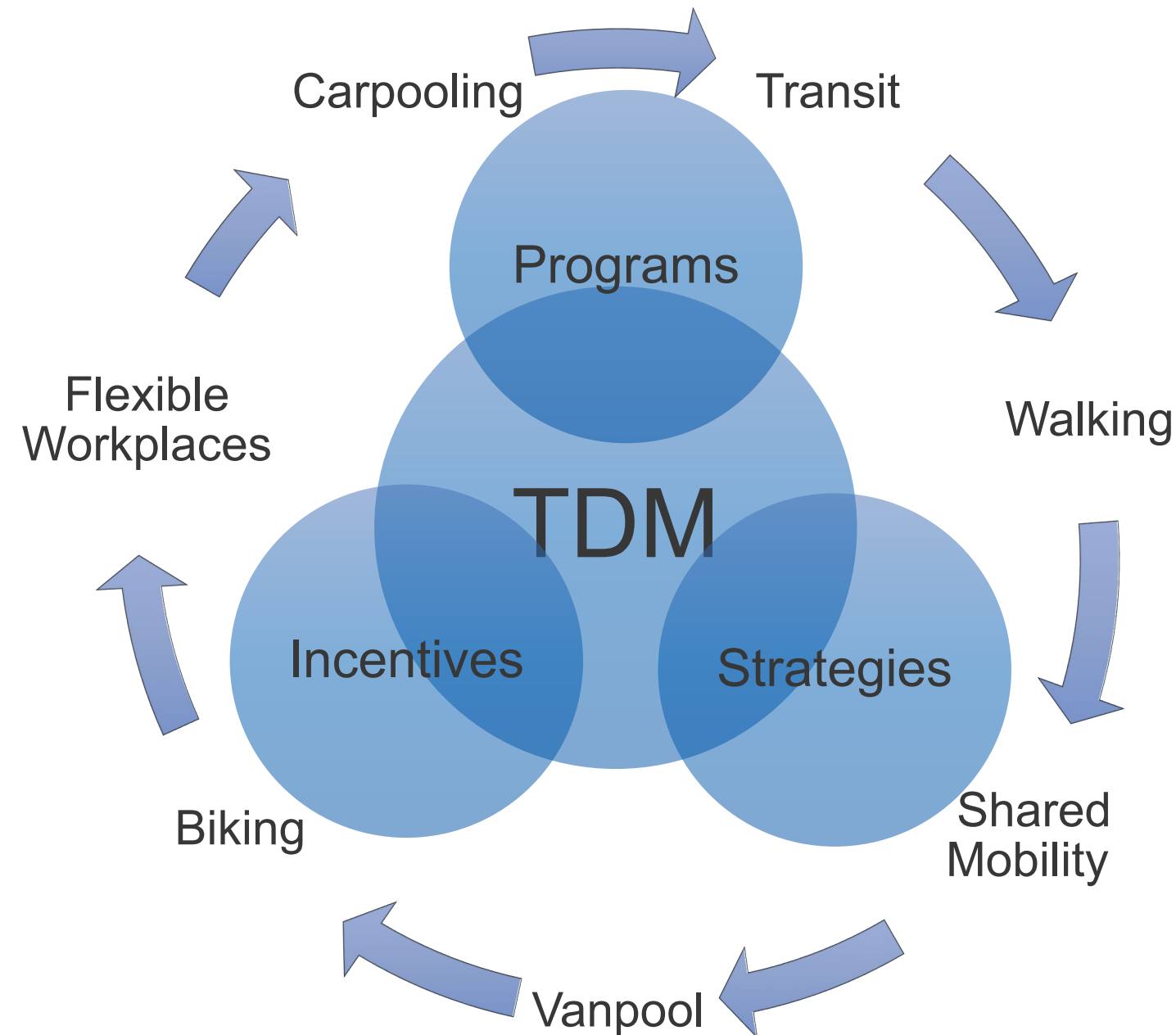
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What is Travel Demand Management (TDM)?



Benefits of Travel Demand Management



TDM Benefits

Sustainable: costs, time, effort and energy

Flexible: multiple options provide choice

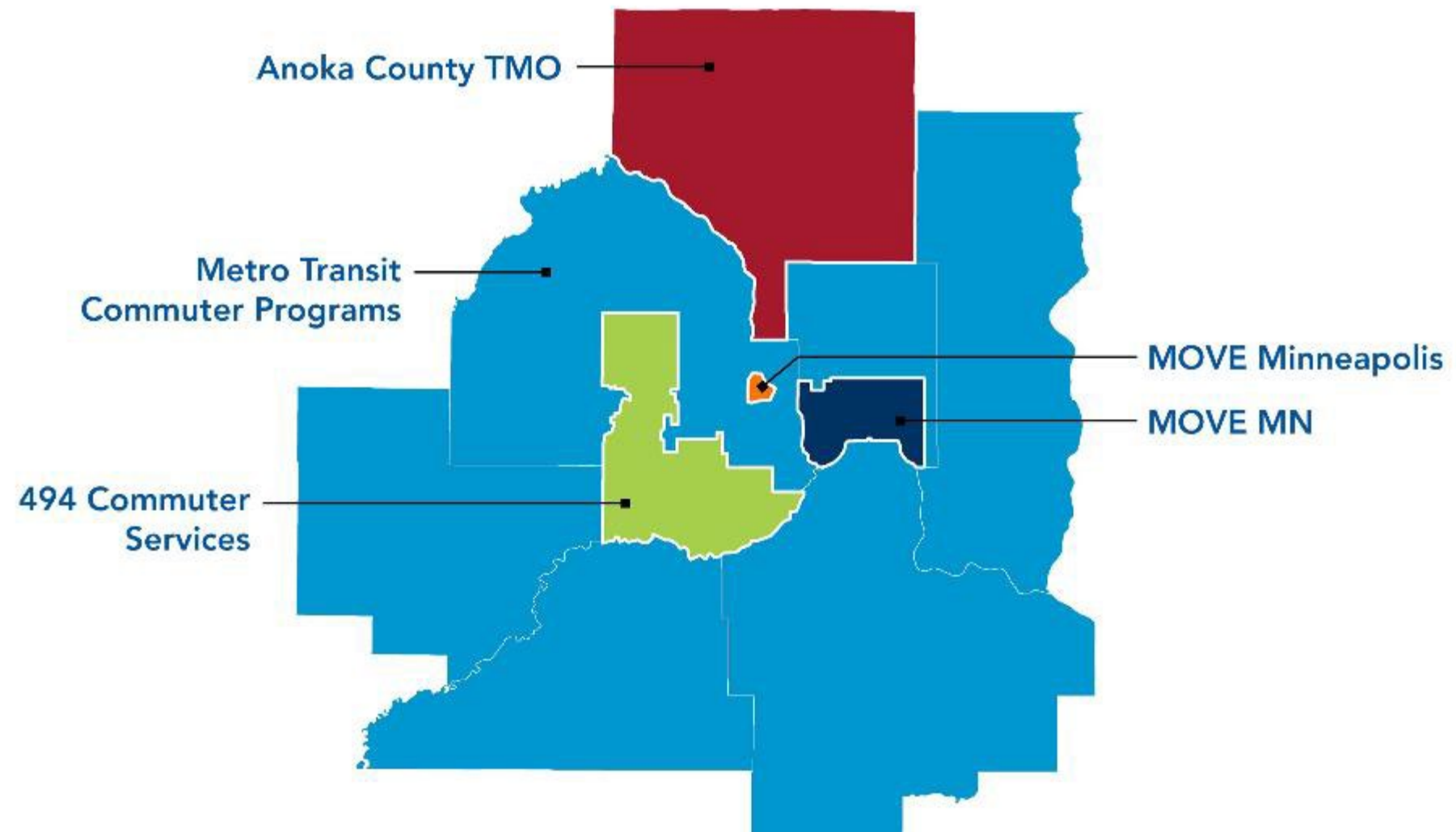
Clear: education and information is easy to understand

Convenient: easy to access

Safe: comfortable & welcoming for all

Economic development: improving access to jobs and a wider talent pool

Regional Transportation Management Organization (TMO) Partners History



Regional Transportation Management Organization (TMO) Partners History (2)



Serve a Critical Community and Regional Role

Regional TDM program since 1977

Commuter Programs – Metro Transit

- Regional TDM outreach facilitation and regional outreach

Move Minnesota – St. Paul TMO

- 1997, focused on downtown, 2009 expanded city-wide

Commuter Services – 494 Corridor TMO

- Corridor Commission established in 1986, outreach began in 2001

Regional Transportation Management Organization (TMO) Partners History ⁽³⁾



Serve a Critical Community and Regional Role

Commute Solutions – Anoka County TMO

- Established in 2004 to address growing traffic congestion along I-35E, I-35W, TH10, TH65

Move Minneapolis – Minneapolis downtown TMO

- Formed in 1991, Downtown Minneapolis TMO (Commuter Connection)
- Expanded to include the North Loop
- Historical partnership between the City of Minneapolis and downtown community
- Dissolved in December 2025

Regional Travel Demand Management (TDM) Partners

TMOs & Partnerships

- Cities
- [Transit agencies](#)
- Employers
 - Industrial parks, Shift workers
- Developers
- Multi-unit Residential Communities
 - Strong partnerships between housing, developers and govt
 - Move-in, new resident promotions
- Transportation Nonprofits
 - [HourCar](#)
 - [BikeMN](#)



Regional Solicitation Funding for TDM History



Congestion Mitigation and Air Quality (CMAQ) Program Funds

Pre-2005 Regional Solicitation:

- Projects mostly selected based on federal source (e.g., STP, CMAQ)
- TDM projects have received continuous CMAQ funding since 1993
- Early applicants were downtown Minneapolis, I-494, and regional rideshare

2005-2009:

- \$5.5 million TDM application awarded for regional program, including TMOs
- CMAQ Evaluation Committee recommended separate application process for TDM, including a strategic plan
- Base funding approach established

Regional Solicitation Funding for TDM History (2)

Congestion Mitigation and Air Quality (CMAQ) Program Funds

2010-2011:

- TDM Implementation and Evaluation Study completed
- Evaluation metrics for new TMOs based on demand and effectiveness
- TDM funding increased from \$5.5 million to \$7 million to match increases in project maximums in other categories
- Structure for TDM competitive funding established

2012-2024:

- \$5.8 million for Base Level Funding / Set Aside
- \$1.2 million for Innovative Funding / Competitive

Base level funds support ongoing activities

Innovative funds support new projects and are time bound

Regional TDM Framework



Focusing TDM Resources on Highest Impact

TDM Evaluation and Implementation Study – 2010

- Established clear expectations for density, geography and service baselines
- Prioritizes areas with high mode-shift potential

Minneapolis has the highest population density in the region and the largest single job concentration

Move Minneapolis Dissolution

Transportation Advisory Board

- Establishes TDM Base Funding

Met Council / Metro Transit

- Applies for federal TDM Program grant
- Oversees subrecipient funding and compliance

Minneapolis Regional Chamber of Commerce

- Grant recipient
- Provided administrative support functions to Move Minneapolis

Move Minneapolis

- Subsidiary of Minneapolis Chamber
- Conducted TDM grant activities

Met Council Audit Findings & Impacts

- Financial management concerns with Minneapolis Regional Chamber
 - Internal practices created risk exposure for the Council
 - The Chamber was no longer an appropriate fiscal agent for federal TDM grant
- Resulting impact on Move Minneapolis
 - After losing fiscal agent, dissolved due to inability to meet requirements of audit findings
 - Audit findings did not indicate failure of TDM work
- Resulting impact on the Regional TDM Program
 - Reinforced the Council's decision to implement 2023 TDM Action Plan recommendations, furthering program oversight and vision; leading to internal role restructuring
 - Minneapolis TDM services temporarily covered by the Metro Transit Commuter Programs

The City of Minneapolis as a Potential TDM Partner



The City of Minneapolis as Potential TDM Partner

Strong grant and compliance capacity

- Maintains mature financial controls, including federal grants
- Reduces risk for CMAQ-funded TDM

Aligned mode-shift goals and supporting travel option investments

Stable, long-term TDM partner active with prior Minneapolis TMOs

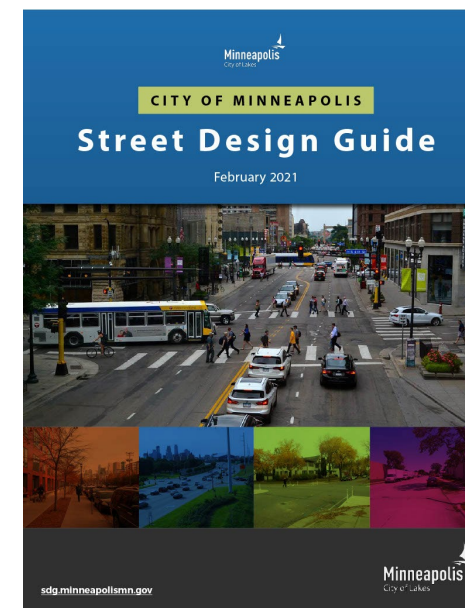
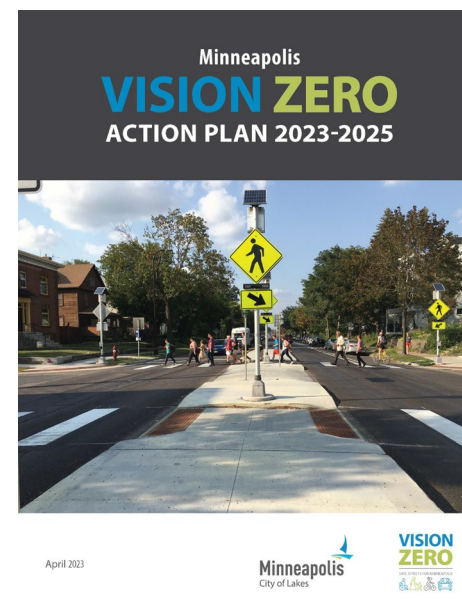
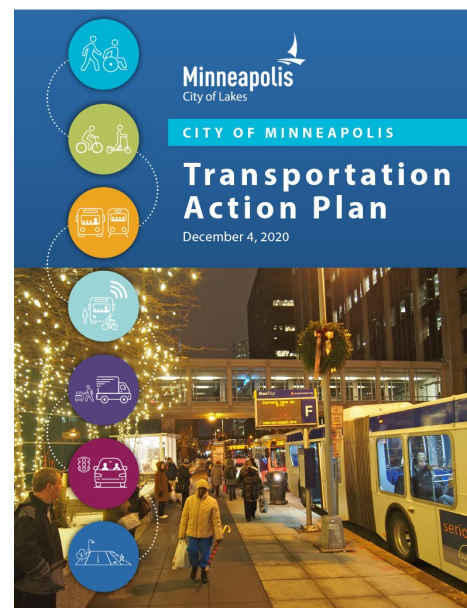
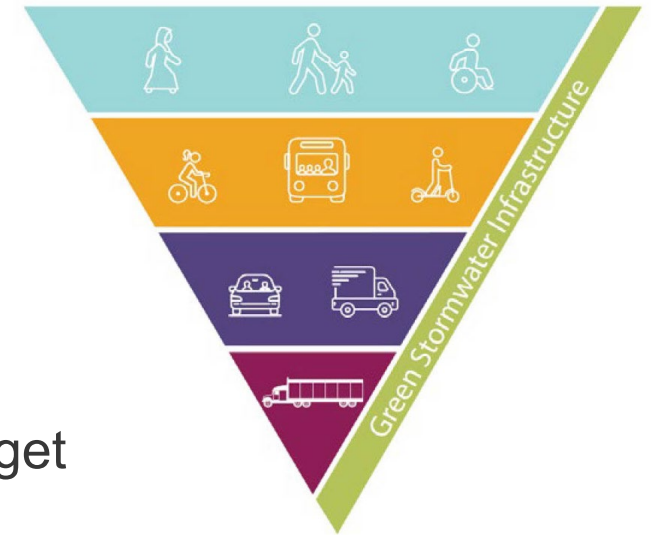
Direct influence on transportation infrastructure

- Integrating TDM with infrastructure planning improved effectiveness and shapes TDM outcomes

Proposed Approach for Minneapolis TMO

Promote walking, biking, transit

- Strong policy and program support
- Infrastructure investment that supports TMO efforts
- Leverage institutional skills, structure, and relationships to expand reach
- Can deliver similar approach to TMO efforts w/similar budget



Proposed Approach for Minneapolis TMO ⁽²⁾



Mode shift goal: 3 of 5 trips by walking, biking, transit

- Behavior change
- Takes more than infrastructure
- Building upon strong foundation and relationships
- Long-standing commitment to goals – this is new opportunity to help achieve them

Proposed Approach for Minneapolis TMO ⁽³⁾

Leverage existing resources and programs

- As You Go MPLS mode shift campaign
 - Bike to Work Day
 - Transit to Work Day
- Mobility hub network
- City's TDM ordinance and review process
- Safe Routes to School planning and project work
- Management of approx. 18,000 parking spaces downtown, and on-going coordination with major employers and events via our Parking team
- Registration of carpools for ABC ramps



Proposed Approach for Minneapolis TMO (4)



Create impact with new programs

- Education and outreach to promote transit and non-motorized transportation choices
 - Businesses
 - Employers
 - Managers/owners of multi-unit buildings
 - Universities (students and staff)
 - Developers
 - Client relationships – incentives, programs, etc.
- Regional programing connections: Metro Van Pool, Guaranteed Ride Home, etc.
- Expand beyond downtown core with services
- And more...!

Regional Solicitation TDM Funding

Base level funding (non-competitive)

Recipients and funding levels have remained largely stable since 2012, some inflationary increases

Regional programming has adapted and continued to adapt to on-the-ground needs and tools

TAB establishes base funding level for program, not specific recipients

Need to revisit how to evaluate base funding activities, consider new programming, and new recipients/geographic areas

- Committed to regular program updates to TAB as response to Move Minneapolis TMO audit
- Develop more clarity and transparency on base-level funding allocations and process to consider new recipients



Next Steps



Staff recommend designating City of Minneapolis as TMO serving Minneapolis needs

Collect formal budget and scope of work from Minneapolis, consistent with other TMO requirements receiving TDM federal grants

Revise existing TDM federal grant(s) to recognize City of Minneapolis as recipient of funding previously allocated to Move Minneapolis

- Approximately \$414k/year for Move Minneapolis

Collaborate with Council Grants Management Team on federal compliance, documentation standards and performance monitoring

Draft new grant agreement for City of Minneapolis, similar to other TMOs

Tentatively begin services in late 2026/early 2027

Long-term TDM budget and program outlook presentation will be brought forward prior to 2028 Solicitation release (and every subsequent solicitation)



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