

## Transportation Committee

Meeting date: August 9, 2010

Council meeting: August 25, 2010

### ADVISORY INFORMATION

<b>Date:</b>	July 23, 2010
<b>Subject:</b>	Acceptance of TDM Evaluation and Implementation Study
<b>District(s), Member(s):</b>	All
<b>Policy/Legal Reference:</b>	None
<b>Staff Prepared/Presented:</b>	Arlene McCarthy, MTS Director (651-602-1754) Amy Vennewitz, Deputy Director (651-602-1058) Cole Hiniker, Planner (651-620-1748)
<b>Division/Department:</b>	Transportation, MTS

### Proposed Action

That the Metropolitan Council concur with the Transportation Advisory Board (TAB) recommendation to accept the Travel Demand Management (TDM) Evaluation and Implementation Study.

### Background

The TDM Evaluation and Implementation Study is one of several components identified in the Transportation Policy Plan as part of this region's federally mandated Congestion Mitigation Process. The TDM Study was specifically requested by TAB and its technical committees to help clarify funding priorities for CMAQ-funded TDM activities in this region and help identify ways to quantify and measure the value of the regional TDM program.

An advisory committee, comprised representatives from all four Transportation Management Organizations, Metro Transit, Met Council, TAB's Technical Advisory Committee, and Mn/DOT, was consulted throughout the development process to review and comment on the TDM Study.

### Rationale

The TDM Study is a comprehensive recommendation of TDM goals and strategies to help policy makers, funding agencies, and TDM program implementers provide a more efficient regional TDM program. Several recommendations affect roles and responsibilities of Metropolitan Council transportation departments (Metro Transit and MTS) and other recommendations will require coordination with TAB/TAC and TDM implementation partners, such as the TMOs, who have endorsed the TDM Study.

### Funding

Acceptance of the TDM Study requires no additional Council funding.

### Known Support / Opposition

The TDM Study was accepted by the TAB on July 21, 2010 (letter attached).

# Transportation Advisory Board

of the Metropolitan Council of the Twin Cities

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**Bill Hargis**  
Acting Chair

August 3, 2010

County Commissioners

Dennis Berg  
Anoka County  
Randy Maluchnik  
Carver County  
Paul Krause  
Dakota County  
Jan Callison  
Hennepin County  
Tony Bennett  
Ramsey County

**Peter Bell, Chair**  
Metropolitan Council  
390 Robert Street No.  
St. Paul, MN 55101

Jon Ulrich  
Scott County  
Dennis Hegberg  
Washington County

Mr. Bell,

On July 21, 2010, the Transportation Advisory Board voted to recommend acceptance of the Travel Demand Management Evaluation and Implementation Study to the Metropolitan Council. The TAB will also consider the study's recommendations regarding the allocation of CMAQ funds to TDM programs in the Twin Cities region.

Municipal Officials

Dick Swanson  
Blaine City Council  
Steve Lampi  
Mayor of Brooklyn Park  
Bethany Tjornhom  
Chanhassen City Council  
Dan Gustafson  
Burnsville City Council  
Julia Whalen  
Champlin City Council  
James Hovland  
Mayor of Edina  
Becky Petryk  
Hugo City Council  
Robert Lilligren  
Minneapolis City Council  
Russ Stark  
St. Paul City Council  
William Hargis  
Mayor of Woodbury

The TAB forwards the recommendation to the Metropolitan Council along with additional information described in TAB action transmittal 2010-48.

Sincerely,



*for* **Bill Hargis, Acting Chair**  
Transportation Advisory Board

Citizen Members - Precinct

Andrew Reinhardt - A  
Thomas Heffelfinger - B  
James Meyers - C  
Chuck Haik - D  
Bart Ward - E  
Donn Wiski - F  
Jill Smith - G  
Ken Johnson - H

Agency Representatives

Peggy Leppik  
Metropolitan Council  
Scott McBride  
Minnesota DOT  
Lisa Peilen  
M.A.C.  
David Thornton  
M.P.C.A.

Modal Representatives

Richard Mussell  
Transit  
Matthew Craig  
Transit  
Ron Have  
Freight  
David Gepner  
Non-motorized

**Transportation Advisory Board**  
of the Metropolitan Council of the Twin Cities

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**ACTION TRANSMITTAL**

No. 2010-48

**DATE:** August 3, 2010  
**TO:** Metropolitan Council  
**FROM:** Transportation Advisory Board  
**SUBJECT:** TDM Evaluation and Implementation Study

**MOTION:** The TAB recommended acceptance of the TDM Evaluation and Implementation Study to the Metropolitan Council and will consider the study recommendations involving CMAQ-funded TDM programs.

**BACKGROUND AND PURPOSE OF ACTION:** The Metropolitan Council hired a consultant to evaluate the regional Travel Demand Management (TDM) program being carried out with the use of CMAQ funds distributed to five TDM partners (Metro Transit, St Paul Smart Trips, Minneapolis TMO, 494 Commuter Services and Anoka County TMO). This study includes an evaluation of the current TDM program with recommendations for future funding and ongoing evaluation. Included in the study are recommendations to develop a competitive process for additional CMAQ funds for new and innovative projects from any of the current TDM partners or other interested parties to be led by the TAB and its technical committees.

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**ROUTING**

<b>TO</b>	<b>ACTION REQUESTED</b>	<b>DATE COMPLETED</b>
TAC Funding & Programming Committee	Review & Recommend	June 17, 2010
Technical Advisory Committee	Review & Recommend	July 7, 2010
TAB Programming Committee	Review & Recommend	July 21, 2010
Transportation Advisory Board	Review & Recommend	July 21, 2010
Metropolitan Council	Review and Accept	