

# Travel Demand Management Plan Guidance

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Last Updated: November 17th, 2018

## Transportation Demand Management- Overview

TDM strategies enhance the existing regional transportation infrastructure to provide more convenient opportunities for employees to utilize sustainable forms of transportation rather than single occupant vehicle trips. TDM includes a mix of strategies, as further described in this plan, to encourage transit use, carpooling, bicycle commuting, walking and working from home.

It is expected that the TDM Plan will contribute positively to the business as a desirable place to work.

Program elements are to be designed and administered in a manner that emphasizes commitment to achieving the plan goals.

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## Transportation Demand Management-Objectives

- 1. Education and Awareness.** Inform and educate all employees about the availability of alternatives to commuting by single occupant vehicle. Inform employees about the resources and incentives available to alternative mode users.
- 2. Create a Sustainable Commute Program.** Significantly increase the convenience, availability and attractiveness of alternatives to single occupant vehicle commuting and provide for reductions in single occupant vehicle trips through programs that support transit, carpooling, bicycling, walking and working from home.
- 3. Parking Management.** Develop and manage parking assets in ways that reduce the demand for parking spaces.
- 4. Incentives.** Establish an incentive-based TDM program which is available to all employees.
- 5. Community Impact.** Mitigate negative impacts of employee generated vehicle trips on the surrounding community, including traffic congestion and parking spillover into adjacent areas and on adjacent community features.
- 6. Commitment to Resources.** Determine the costs and resources needed to develop and administer the TDM plan and develop mechanisms by which to commit needed resources.
- 7. Evaluate performance on an ongoing basis.**

**TDM Plan Checklist****Evaluated by:**

<input type="checkbox"/> Description of methodology, such as:	Move Minnesota
<input type="radio"/> Forecast of peak employment	
<input type="radio"/> Mode split	
<input type="radio"/> Parking supply and demand	
<input type="radio"/> Transit demand and supply	
<input type="radio"/> Trips generated	
<hr/>	
<input type="checkbox"/> Quantifiable TDM plan goals, such as:	Move Minnesota
<input type="radio"/> Peak hour trip reduction goals	
<input type="radio"/> Mode split goals	
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<input type="checkbox"/> Implementation Strategies	Move Minnesota
<input type="radio"/> See Pages 3 and 4	
<hr/>	
<input type="checkbox"/> Evaluation strategies at 1 and 2 year benchmarks	Move Minnesota
<input type="radio"/> What processes? See Page 5	
<hr/>	
<input type="checkbox"/> Proposed total expenditure	Move Minnesota
<hr/>	
<input type="checkbox"/> Statement of implementation date	Move Minnesota
<hr/>	
<input type="checkbox"/> Statement of compliance date	Move Minnesota
<hr/>	
<input type="checkbox"/> Security agreement filed within 1 year of site plan approval	City of St. Paul
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<input type="checkbox"/> Annual status report year 1	City of St. Paul
<hr/>	
<input type="checkbox"/> Annual status report year 2	City of St. Paul

## TDM Strategies

To best achieve the goals and objectives outlined above, it is recommended that 5-8 of the following strategies be included.

### Rideshare Programs and Services

#### Physical

- Provide preferential parking for ride sharing/alt fuel vehicles

#### Operations and Management

- Provide carpool ride matching and assistance forming carpools
- Participate in the regional Vanpool program offered by Metro Transit

### Transit Service, Products, Programs and Amenities

#### Physical

- Provide a transit stop easement for transit stops adjacent to the property
- Offer real-time digital information on transportation options
  - Via transit screen (all options)
  - Via Metro Transit (transit, HOURCAR, NiceRide)
- Consult with Metro Transit on potential transit stop improvements, such as a concrete pad, bench, and/or shelter

#### Operations and Management

- Provide/administer Metropass for employees or tenants
- Subsidize transit passes

### Active Transportation: Bicycling and Walking Programs and Infrastructure

#### Physical

- Provide dockless mobility parking hubs
- Implement traffic calming strategies to enhance the pedestrian experience
- Provide enhanced indoor bicycle facilities and amenities, such as bike parking, showers and changing facilities
- Provide/install a fix it bike repair station
- Provide additional bike parking beyond required amount

#### Operations and Management

- Conduct an annual bike to work clinic including an onsite bicycle tune up event
- Offer discounted/subsidized Nice Ride memberships
- Provide bike locks for checkout
- Partner with ZAP Twin Cities if within three blocks of reader

- If >3 blocks away from ZAP station, partner with ZAP Twin Cities to get a reader
- Provide a bike fleet for checkout
- Offer a bike repair class
- Pay employees a nominal amount to walk, bike, take transit to work
- Incentivize multi-modal transportation options (ie. Punchcard for walking/biking/transit trips with prize drawings)

#### Other Services and Infrastructure Supporting non-SOV travel

##### Physical

- Mark transit stops/stations and bicycle parking on all way-finding and directional materials
- Implement pedestrian scale lighting
- Offer charging stations for electric vehicles

##### Operations and Management

- Unbundle the price of parking from rent
- Charge for parking
- Charge more for parking than the cost of transit
- Implement daily parking vs. monthly
- Subsidize/sponsor an HOURCAR location on-site/use HOURCAR as company fleet vehicle
- Subsidize HOURCAR memberships for employees/tenants
- Allow employees to take Uber/Lyft for work trips

#### Promotional and Marketing Campaigns

##### Operations and Management

- Designate a transportation coordinator
- Include regular commuting articles in a newsletter
- Offer educational brown bag lunches promoting commuter alternatives
- Provide/make available brochures on transit/biking/walking
- Offer a commuter fair
- Maintain updated transit options on company website
- Promotion of a commuter challenge campaign with prizes
- Host a BBQ/luncheon for people who use alternative modes
- Provide customized transit itineraries for community members
- Provide new hire/new tenant packets on transportation options
- Include \$5 go-to cards in new hire/new tenant packets

## Evaluation Strategies

Evaluation strategies are dependent on what TDM strategies are implemented and TDM plan goals. Some example evaluation measures include:

- Track the number of discounted bus passes sold per year
- Monitor usage levels of bike parking, and collect data on usage of loaner bicycles, HOURCAR etc.
- Monitor usage levels of car parking
- Conduct an annual commute mode use survey, including at the time of move-in to create a base-line
- Track participation in events/programming

## Annual Status Reports

Annual status reports will be submitted to the City of Saint Paul. The following documents can be referenced when completing reports at the one and two year benchmarks:

- [City of Bellevue TMP Biennial Reporting Form](#)
- [City of Bloomington TDM Annual Status Report](#)

## What should not be in the plan:

- Existing zoning requirements or things that are required by law do not count as strategies (i.e. ADA compliance, required bicycle infrastructure per parking ordinance)
  - The inclusion of more bike infrastructure than is required by ordinance may count as a TDM strategy
- Possible strategies that are under consideration
  - Only include TDM strategies that are going to happen

## Budget Guidance:

- The budget should be calculated based on strategies chosen
- Each strategy should have a line item amount
  - If in doubt of the exact cost, please provide a minimum and a maximum figure
- Strategies should be summed and a total budget should be provided
  - If including a minimum and maximum for each strategy, the total budget should have a minimum and maximum, also.