

2007 Downtown Minneapolis TMO Activity Report Summary

Commuter Connection

- Provided carpool registrations for 4,031 carpools; up 41% from 2006
- Took 1,544 Metropass picture; down 30% from 2006
- Sold over \$639,013 in primarily bus pass sales; down 2% from 2006
- Hosted Customer Appreciation Day for Commuter Connection customers
- Conducted customer service survey of Commuter Connection customers
- Launched the GoTo cards to the public
- Conducted annual Commuter Connection Customer Service and non-sales activity surveys.
- Minneapolisroads.com lane closure website, the number of visits for Feb 07 – Jan 08 = 26,920
- 33,000 customer visits

Employer Outreach

Employer Programs

- 238 companies personally contacted regarding Transit Works, Metropass, Employer Packets, Commuter Challenge, Best Workplaces for Commuters
- 75 New TDM programs in place, including:
 - 20 Metropass sales
 - 25 Transit Works sales
 - 3 schools enrolled in the Go-To College pass program
 - 2 US agencies started Commuter Checks program
- Co-hosted 2007 Commuter Challenge Kick-off Breakfast
- 74 companies participated in Commuter Challenge
- Commuter Fairs
 - 52 Commuter Fairs
- 26 New Employer packets, introduction to TMO services distributed
- 1100 New Employee Transportation Kits distributed
- Assisted 8 companies in their relocation to Downtown Minneapolis

TDM Plans

- 12 developments submitted Status Reports to the City for its review
- An additional 11 developments contacted and assisted
- Maintained a master list of developments, contact information, build-out status and progress on meeting TDM Plan reporting.
- Created & Conducted surveys for:
 - Library volunteers survey
 - Visitors (Library, Mill City Museum, Guthrie Theater)
 - Downtown residential (5 developments)
- Worked with Ryan Companies to distribute 32 Go To Cards to employees at the Riverpark Place Building. Conducted initial surveying of these participants, have sent follow up survey.

Other Activities

- Participated in ABC Ramps marketing committee; focus on outreach to the largest 5 downtown employers
- Reviewed with Hennepin County strategies for increasing biking and walking among their 10,000 employees based on feedback from a survey they conducted
- Worked on redesigning the Minneapolis TMO website
- Researched TDM Ordinances for City Council member
- Attended national ACT conference
- Helped staff Metro Transit's booth at Twin Cities Bicycling, Fitness and Traveling Expo
- Sent parking rate increase notification letters to over 400 Minneapolis carpools
- Assisted with launch of ArriveMN.com, Mn/DOT's new online transportation resource
- Began 2008 planning activities:
 - Bike2Benefits program
 - Bike/Walk to Work

- January Lunch and Learn session

Bike/Walk

2007 Twin Cities Bike/Walk to Work

- 300 plus participants in the annual Bike/Walk to Work day in May; lead organizer of event
- Worked with City of Minneapolis, Hennepin County, volunteers from the downtown workforce, St. Paul TMO, and other regional/local partners to plan and execute 2007 Twin Cities Bike/Walk to Work
- Over 20 sponsors/vendors were on-hand for the event which took place at the Hennepin County Government Center North Plaza. Many others sponsored, but did not have a table/booth on-hand for the celebration.

Education of Downtown Community

Transportation Summit

- We held a Transportation Summit to educate the Downtown Minneapolis business community about the I-35W Replacement Bridge and regional commuting/transportation tools and resources available to them.
- Dick Allendorf welcomed the event attendees.
- Speakers Mayor RT Rybak and Minneapolis Chamber of Commerce President Todd Klingel.
- Presentations from Mn/DOT: I-35W Bridge, Metro Transit: Urban Partnership Agreement (UPA), Northstar Commuter Rail, Central Corridor, Hourcar, Commuter Checks, and Minneapolis TMO.
- 64 Representatives from 47 different organizations, 13 TDM vendors, and 14 regional TDM Partners.

Executive Committee Education

- Monthly TMO Executive Committee presentations included:
 - “What to expect in 2007 from the legislature regarding transit and transportation” discussion with Senator Steve Murphy and Senator Scott Dibble.
 - Twins ballpark, Chuck Ballantine, Hennepin County.
 - Update on I-94/I-35W study and potential shoulder operations on I-35W as presented by Tom O’Keefe, Mn/DOT.
 - Focus on 4 T’s for Congestion Management and Transit Elements of the Federal Urban Partnership Agreement John Levin, Director of Service Development, Metro Transit.
 - “NuRide – A New Way to Rideshare,” Dan MacLaughlin, Outreach Manager.
 - I-35W Bridge Collapse – Replacement Bridge & management of traffic, Tom O’Keefe, Mn/DOT.
 - I-35W Bridge Collapse – “Business Responds” network - Todd Klingel, Minneapolis Chamber of Commerce, President.
 - TMO’s leadership efforts with I-35W Bridge Collapse, Teresa Wernecke, Executive Director.
 - I-35W replacement bridge & design-build construction, Terry Ward, Mn/DOT.
 - “Minnesota’s 511 System – what it is and what it is not,” Todd Kramascz, Director of Mn 511 System.
 - “Regional and Downtown Minneapolis commuter patterns,” Carol Becker, Metropolitan Council.
 - Vanpool promotion and subsidies, Arlene McCarthy, Director of Metropolitan Transportation Services, Metropolitan Council.
 - Downtown Council’s 2007 Worker Survey, Michael McLaughlin, Downtown Council.
 - “How to move forward during this transportation stalemate,” Nacho Diaz, former Director of Transportation Planning, Metropolitan Council.

Advocacy

- Executive Committee members participated on Project Steering Committee of the Access Minneapolis – Ten Year Transportation Plan
- Participated on the Minneapolis Citizen’s Environmental Advisory Committee; evaluated City of Minneapolis’ progress on its environmental sustainability measures.
- Executive Committee members provided leadership in working with consultants to recognize importance and potential of providing a circulator in downtown Mpls.
- Presented to regional TAC subcommittee and participated in TDM funding and programming work group with other TMO and Metro Transit Rideshare staff

- Active in Minneapolis Bicycle Advisory Committee and Minneapolis Pedestrian Advisory Committee including assessment of potential projects suitable for Non-motorized Transportation Pilot Project
- Participated as a member of the steering committee for the Ambassador program, a grant to the City of Minneapolis from the Non-motorized Transportation Pilot Project

Advising

- January, 2007 – Everyone encouraged to use their network and contacts, to help propel a Transportation Funding bill, as discussed by Senator Murphy, and Senator Dibble.
- June, 2007 - Wrote a letter of support to Metropolitan Council regarding Job Access Reverse Commute (JARC) funding for vanpool operations in the counties immediately surrounding the metropolitan region.
- August, 2007 - Wrote a letter to Governor Pawlenty, in light of the I-35W Bridge collapse, encouraging him to put in place increased, secure, and dedicated funding for transit, bridges, and roads to meet the mobility and access needs of Minnesota businesses and families, now and for the future.

Unique to 2007

Response to I-35W Bridge Collapse

Commuter Fairs

Thursday, August 2nd, TMO started contacting office tower building managers offering to do commuter fairs for their buildings:

- Week of August 6th-10th – completed 5 commuter fairs at office towers
- Week of August 13th-17th - completed 2 commuter fairs at office towers, 1 commuter fair at large employer, and 1 NuRide training at office tower due to bridge collapse; plus 2 commuter fairs and 1 NuRide training scheduled before the collapse; in addition, we met with a large employer to discuss focus of their commuter fair
- Collected names at the Commuter Fairs, and sent out a survey regarding the impact of the I-35W bridge collapse on travel and commuting needs.

Outreach

- TMO interviewed by ABC News Now out of New York City twice on Thursday, August 2nd – live broadcast
- Public Radio: Mayor Rybak referenced TMO during his interview; TMO was interviewed
- Mayor Rybak hosted a business community event on Friday, August 3rd. TMO briefed the audience on its services and we handed out 3 pieces of information to attendees. Metro Transit referenced Commuter Connection and TMO on their handout
- Metro Transit hosted a greater Minneapolis business community meeting on Tuesday, August 7th. Their handout referenced Commuter Connection and TMO
- TMO interviewed by Star Tribune on Tuesday, August 7th
- Minneapolis Chamber of Commerce headed up the business community communications called “Business Responds”. Minneapolis TMO partnered with them.
- We contacted TDM listserv to ask for TDM Best Practices for a disaster. They were responsive.

Activity

- TMO noticed an increase in transit trip planning and purchase of GoTo cards
- TMO received an increase in transit program inquiries since the collapse.
- TMO created handouts, conducted commuter fairs, created a survey and sent it out to the emails collected from commuter fairs.
- Minneapolisroads.com, lane closure website, saw an increase with 5,927 visits in August.
 - Average number of visits per month from Feb. 2007 – Jan. 2008 was 2,240.
 - Highest visit totals for individual days on Aug. 2nd, day after bridge collapse, and August 6th, first Monday after the bridge collapse.