

### TRAVEL DEMAND MANAGEMENT BASICS

This section describes what travel demand management (TDM) is (and is not) for the region, how it relates to regional system planning, and the relationship to local comprehensive planning.

#### What is Travel Demand Management?

Travel demand management is a set of strategies that support the most sustainable and efficient use of the transportation system by making personal travel options more flexible, clear, or convenient. The focus of TDM strategies is on influencing travel demand based on a static amount of travel supply or transportation infrastructure. Investment in travel supply or infrastructure is addressed in the highway, freight, transit, bicycle, and pedestrian investment plans of the 2050 Transportation Policy Plan.

Travel demand management strategies address these factors in travel decision-making:

- Sustainable and efficient in terms of costs, time, effort, and energy.
- Flexible: There are multiple options so that travelers can choose what they need for that type of trip at that specific time.
- Clear: Information about how to use options is easy to understand.
- Convenient: Options are easy to access.
- Safe: Options are comfortable, welcoming, and safe for all.

#### How Does Travel Demand Management Relate to Regional System Planning?

The 2050 Transportation Policy Plan includes a [Travel Demand Management Investment Plan](#) for the first time, which outlines investment opportunities for TDM in the region. The TDM Investment Plan is built off the [Regional TDM Study Action Plan](#), completed in 2023. Travel demand management policies and actions also have connections to the [2050 Land Use Policy](#) since many factors that influence travel demand are part of local land use planning and development review.

The Metropolitan Council also invests federal funding into a regional TDM program through the Regional Solicitation, including a competitive funding category for new TDM projects.

#### How Does Travel Demand Management Relate to Local Comprehensive Planning?

Local comprehensive plans guide land use and development congruent with the infrastructure and systems needed to support that development. Travel demand management strategies provide a connection between planned land use and infrastructure need, with TDM specifically used to reduce the need for infrastructure expansion by influencing demand. Many TDM strategies are applied as part of local development review and ordinances that implement comprehensive plans. Similarly, local and regional TDM strategies can be an important part of delivering on community goals, such as reducing greenhouse gas emissions, providing affordable transportation options, and reducing congestion during peak periods.

### GUIDANCE FOR TRAVEL DEMAND MANAGEMENT COMPREHENSIVE PLAN REQUIREMENTS

**This section describes what travel demand management (TDM) is (and is not) for the region, how it relates to regional system planning, and the relationship to local comprehensive planning.**

The 2050 Comprehensive Plan Update requirement for travel demand management is as follows:

“Describe and document existing local travel demand management policies, ordinances or practices, if applicable. Include any activities or plans to collaborate with regional TDM partners on outreach and promotional activities that support sustainable travel choices.”

How a community meets this requirement will vary based on their local circumstances, goals, ordinances, and policies. The following sections describe typical TDM strategies that might be included in a comprehensive plan, how TDM relates to typical comprehensive plan chapters, and example language for including TDM in a comprehensive plan.

Comp plans may include goals and objectives that relate to TDM, in addition to strategies. For example, a community may have a goal or objective to reduce vehicle miles traveled where multiple strategies address it and TDM is just one of them.

### Example Comprehensive Plan TDM Strategies

The following table describes local TDM strategies that may or may not exist in your community but are example TDM elements that can be included in comprehensive plans. As you develop your comprehensive plan update, consider whether your community has any of these strategies in place (or plan to put in place) and include them in your comprehensive plan.

TDM Strategy	Typical Comprehensive Plan Approach
<p><b>TDM ordinance</b> for development review, often with specific requirements to address travel impacts of developments in order to help a community reach its transportation goals. This can include incentives or bonuses when requirements are exceeded.</p>	<p><b>TDM ordinances</b> may apply to certain land uses, areas, or development types and these should be identified in the Comp Plan’s land use chapter and approach to land regulation. They can also be discussed or referenced in a travel demand management section in the transportation section of the Comp Plan.</p>
<p><b>TDM incentives or promotions</b> can encourage residents or visitors of a community to try a travel option other than driving alone. These can be offered by the city or coordinated with a TDM implementing partner like a transportation management organization (TMO).</p>	<p>If a community has TDM incentives or promotions that they directly support or actively partner with another organization to provide, these should be discussed in detail in the transportation section of the Comp Plan. If the community is served by an external TDM organization, the organization should be mentioned and their role in the community briefly described in the transportation section of the Comp Plan.</p>
<p><b>Land use regulations</b> that impact travel demand can be helpful tools in TDM, if implemented with intentionality to encourage alternatives to driving alone. Examples include:</p> <ul style="list-style-type: none"> <li>• Site auto parking maximum limits and requirements to include bicycle parking</li> <li>• Site plan requirements like setbacks and access point locations for both site and buildings</li> <li>• Requirements to include streetscape elements</li> </ul>	<p>Land use requirements may be discussed in detail in the land use section of the Comp Plan or the land use implementation components. Any regulation that is intended to have an impact on encouraging other options to driving alone should at least be included via reference in the transportation section of the Comp Plan.</p>
<p><b>Shared mobility options</b> that are available in a community can support TDM strategies. Options may be provided directly by a community or provided by other entities. Shared mobility can also be supported with intentional planning of public spaces to accommodate these options, such as curbs or mobility hubs</p>	<p>A community may address shared mobility across multiple sections of the Comp Plan, have a dedicated section on shared mobility, or address it as part of a TDM section in transportation. Regardless of the approach, references to these components should be included in a TDM component in the transportation section of the Comp Plan.</p>

## METROPOLITAN COUNCIL'S PREFERRED APPROACH TO TDM IN COMP PLAN

The Met Council would prefer communities to include a dedicated travel demand management section of the Comp Plan located within the transportation section or chapter. There are a variety of approaches that this approach could take.

- If your community has limited TDM strategies they directly provide but is served by a TDM partner, the section can state, "The [community] does not have any TDM policies, ordinances or practices but is served by [name of TDM partner]." Provide a description of the TDM partner work in the community to support sustainable travel choices. At a minimum, include organizations referenced in your system statement.
- If your community has some TDM strategies that they directly provide, there are two options:
  - Provide a detailed description of the TDM strategies entirely with the transportation section of the Comp Plan, including descriptions of any TDM partner work as noted above.
  - Provide a synopsis of the TDM strategies that are described in other sections of the Comp Plan (e.g., land use section, implementation section) and reference the sections where it can be found and include descriptions of any TDM partner work as noted above.

Below are example descriptions of TDM partners for communities to use in their Comp Plan:

### Commuter Services

*[Community name] is served by Commuter Services, a non-profit Transportation Management Organization that assists member city employers and multiunit residential communities with complimentary sustainable commute option programs, incentives, and strategies. Member cities include Bloomington, Eden Prairie, Edina, Minnetonka, and Richfield. Commuter Services engages employees and residents with regular communications and incentives for pledging to try a new travel mode. They also deploy telework and commuter surveys to their client base and end-user marketing lists to capture data pertaining to effectiveness. They participate in many member-city public-facing events, like festivals and fairs, to talk about transportation options with event attendees. Their outreach has also included congestion mitigation support for major transportation construction projects.*

### Anoka County Commute Solutions

*[Community name] is served by Anoka County Commute Solutions, a program provided by Anoka County that offers complimentary sustainable travel options for commuters. They serve all residents, businesses, and agencies in the Anoka County area. Commute Solutions support includes outreach and incentives to employers and multiunit residential communities, communication of regional programs and initiatives to Anoka County residents and employees, and support for multimodal usage that is active within the County. Their outreach has also included congestion mitigation support for major transportation construction projects.*

### Move Minneapolis

*[Community name] is served by Move Minneapolis, a non-profit Transportation Management Organization that assists Downtown and North Loop neighborhood employers and multiunit residential communities with complimentary transportation and commute option programs, incentives, and strategies. Move Minneapolis supports its clients by offering commuter benefits reviews and surveys, on-site employee engagement events, sustainable transportation webinars and resources, and customized client outreach to support employee commutes and residential community residents' transportation. They also provide personalized commute consultations and have created a commute ambassador program that engages employees who want to share resources with colleagues about sustainable commuting. sustainable travel options for commuters. They serve all residents, businesses, and agencies in the Anoka County area. Commute Solutions support includes outreach and incentives to employers and multiunit residential communities, communication of regional programs and initiatives to Anoka County residents and employees, and support for multimodal usage that is active within the County. Their outreach has also included congestion mitigation support for major transportation construction projects.*

### Move Minnesota

*[Community name] is served by Move Minnesota, a non-profit Transportation Management Organization that assists St. Paul employers and multiunit residential communities with complimentary transportation and commute option programs, incentives, and strategies. Move Minnesota focuses their client focused activities on employers, property managers and developers that influence travel behaviors. Move Minnesota provides education on transportation options, surveying to measure mode shift and to assess support needs, recommended solutions that emphasize mode option awareness and mode shift and also hold in-person events. Move Minnesota reviews City of St Paul TDM Plans for developments for new, non-residential development projects.*

## Metro Transit Commuter Program

*[Community name] is served by Commuter Programs, a department of the Metropolitan Council's Metro Transit division that provides targeted complimentary assistance in collaboration with interested employers, multiunit residential communities and post-secondary education institutions in areas that are not served by other TMOs in the region. They provide consultations to businesses, postsecondary education institutions, and multi-family residences to start or enhance their clients' commuter benefits programs. Commuter Programs provides education on transportation options, surveying to measure mode shift and to assess support needs, participate in tabling events to provide personalized commute information and increase mode awareness, and co-create client specific transportation benefit programs, services and incentives. These efforts are meant to encourage the use of more sustainable modes like transit, carpool, vanpool, biking, walking, and telework. They also lead major projects and campaigns that include more than one TMO or are regional in nature.*

## ADDITIONAL RESOURCES

- [TDM Ordinance Reference Guide](#), Association for Commuter Transportation
- [Transportation Demand Management Plan](#), City of Bellevue Washington
- [TDM Site Plan Conditions for Development](#) (pg. 57-62), Arlington County Virginia
- If you need help creating or adapting TDM content for your community, contact your sector rep or Metropolitan Council TDM Program Manager, Wendy Duren [wendy.duren@metc.state.mn.us](mailto:wendy.duren@metc.state.mn.us).