AGENDA

• Transportation Demand Management: goals, strategies and stakeholders
• Scope of Work
• Existing Conditions in Minnetonka
• Takeaways from Research and Interviews
• Recommended TDM Policy Framework
TDM GOALS

• Reduction of peak-hour demand
• Strategies to shift/eliminate trips
• Air-quality compliance, energy conservation
TDM STRATEGIES
TDM STAKEHOLDERS

- Municipality
- Transportation Management Organization
- Business Community
  - Developers, property owners, employers (and employees)
SCOPE OF WORK

• Develop citywide TDM policy framework
  ▫ Advance 2030 Comprehensive Guide Plan goals to reduce peak hour commuter trips
  ▫ Business-friendly approach
  ▫ Research meaningful, appropriate enforcement strategy
RECOMMENDATIONS

• Use Two-Stage TDM Policy Framework
• Establish TDM Focus Areas
• Integrate with Existing Development Review
• Implement Annual Reporting and Evaluation
EXISTING CONDITIONS
EXISTING ZONING DISTRICTS
COMMUTING IN MINNETONKA
COMMUTING IN MINNETONKA
EMPLOYMENT DENSITY
CURRENT CONGESTION (2005)
TRANSIT SERVICE
EXISTING TDM PLANS
CASE STUDIES

- BLOOMINGTON, MN
- PASADENA, CA
- NORTH BRUNSWICK, NJ
- ARLINGTON COUNTY, VA
- KING COUNTY, WA
STAKEHOLDER PERSPECTIVES

- 494 Commuter Services
- Anoka County Transportation Management Organization
- Employers and Developers
TDM LITERATURE REVIEW

- Ridesharing and Parking
- Alternative Work Arrangements
- Transit
- Bicycle Infrastructure
SIMPLICITY OVER COMPLEXITY

- Minimize confusion and red-tape for developers + employers
- Integrate TDM policy with existing municipal development review process
- Set Reachable TDM Goals
CONTINUED INVOLVEMENT

• Create long-term mechanisms for monitoring and enforcement

• Involve TMOs to Relieve Administrative Burdens for Developers + Employers

• Engage Employees to Reach TDM goals
CONTEXT SENSITIVE SOLUTIONS

• Match TDM strategies to existing land use and transportation constraints.

• Create community support for TDM policies.

• Invest in transportation infrastructure that supports TDM policies.
SCALED TO DEVELOPMENT SIZE

• Reflect theoretical rates of trip generation.

• Reflect ability of development to implement TDM plan commitments.

• Allows city to focus on enforcing TDM policies where it matters.
TWO DISTINCT TDM PHASES

• TDM strategies apply at different stages in development life-cycle.
  ▫ Physical infrastructure and improvements
  ▫ On-going, programmatic strategies

• Different actors, incentives and enforcement mechanisms.
RECOMMENDATIONS
RECOMMENDATIONS

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- Implement Annual Reporting and Evaluation
TWO-STAGE TDM POLICY FRAMEWORK

- Development TDM Plan
  - Enable non-peak, non-auto commute trips
  - Site design and construction elements
  - Submitted during development approval process
  - Becomes part of development agreement
TWO-STAGE TDM POLICY FRAMEWORK

• Operational TDM Plan
  ▫ **Encourage** non-peak, non-auto commute trips
  ▫ Incentives, pricing, outreach, etc.
  ▫ Initially submitted during development approval
  ▫ Ongoing reporting and updates
ESTABLISH TDM FOCUS AREAS

• Guide selection of TDM plan components
• Not requirements
• Sensitive to local context
  ▫ Transit
  ▫ Non-motorized transportation
  ▫ Village Areas
TRANSPORT TDM FOCUS AREAS

• Encourage TDM strategies that complement transit service
  ▫ Constructing quality waiting areas
  ▫ Transit pass subsidies
TRANSIT TDM FOCUS AREAS
NON-MOTORIZED TDM FOCUS AREAS

- Encourage TDM strategies that complement non-motorized facilities
  - Connections to bike trails
  - Employee reward programs
NON-MOTORIZED TDM FOCUS AREAS
VILLAGE AREAS

- Incorporate both Transit and Non-Motorized TDM Focus Areas
- Community and Neighborhood Village Areas
VILLAGE AREAS
INTEGRATE WITH EXISTING DEVELOPMENT REVIEW

• TDM Plans are part of development approval
  ▫ Review & negotiation process already exists
  ▫ Approved plans become part of development agreement

• Reduce burden for city

• Ease adoption by developers
IMPLEMENT ANNUAL REPORTING AND EVALUATION

- Development TDM Plans: one-time actions
- Operational TDM Plans: ongoing actions
  - Annual report of activities and effectiveness
  - Plan updates when employment or use changes
RECOMMENDATIONS

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THRESHOLDS

- Full TDM requirements burden small businesses, City
- Requirements applied based on threshold
  - 300+ parking spaces
  - 20% increase in parking spaces
  - Includes reuse of existing vacant property
- Thresholds should be evaluated and adjusted by City
THRESHOLDS

• Below threshold:
  ▫ City develops “Small Business TDM Handbook”
  ▫ Arranges consulting session with 494 Commuter Services
QUESTIONS?