

TRAVEL DEMAND MANAGEMENT (TDM)

Prioritizing Criteria and Measures

2050 TPP Goal: We lead on addressing climate change.

2050 TPP Objectives or Policies:

- The region’s transportation system minimizes its greenhouse gas emissions.
- By 2050, the region reduces vehicle miles traveled by 20 percent per capita below 2019 levels.
- Use travel demand management (TDM) to plan, fund, and promote multimodal travel options and alternatives to driving alone.

Category Definition: The Travel Demand Management (TDM) application category seeks to fund projects that reduce trips, emissions and single occupancy vehicle usage, as well as support access to services and sustainable travel choices for regional commuters and residents. TDM projects should focus on connecting people to their places of employment and/or other activities and influence longer-term individual travel behavior mode choices that support an efficient use of the transportation system. Base-level TDM funding for the Transportation Management Organizations (TMOs) and Metro Transit Commuter Programs are not part of this application process.

Scoring

Criteria and Measures	%
1. Vehicle Miles Traveled (VMT) Reduction	30
Measure A – Average weekday users and miles shifted to non-single occupancy vehicle travel or trip reduction	30
2. Connections to Jobs, Educations, and Opportunity	25
Measure A – Connections to jobs, education, and other opportunities	25
3. Project Effectiveness Evaluation	20
Measure A – Plan and methods to evaluate project outcomes	20
4. Innovation	5
Measure A – Completely new, new to the region, or serving new communities	5
5. Community Considerations	20
Measure A – Community data and context	6.7
Measure B – Community need and future engagement	6.7
Measure C – Community benefits	6.7
Total	100

Examples of Eligible Projects

Please note that this list is not exhaustive and is intended only to provide examples. For questions regarding project eligibility, see the qualifying requirements for this application category and contact the Metropolitan Council.

- Shared mobility program promotion
- Telework & flexible work schedules
- Parking reduction management
- TDM ordinance & plan development
- Technology for TDM integration
- Traveler incentive programs
- Local bikesharing infrastructure, marketing, and promotion
- Local carsharing infrastructure, marketing, and promotion
- Support, programming, and promotion of carpooling
- Support and promotion of vanpooling

Application Criteria and Measures

1. Vehicle Miles Traveled (VMT) Reduction Potential

This criterion measures the project's potential to reduce Vehicle Miles Traveled (VMT).

A. Average Weekday Users & Miles Shifted to Non-Single Occupancy Vehicle (SOV) Travel or Trip Reduction

Provide estimates, including methodology, of average weekday users & miles shifted to non-SOV travel or trip reduction (400 words or less): ___

Scoring Guidance

Consider the information and narrative provided by the applicant and rate projects based on the benchmarks provided below. Projects may be rated at any point along the scale based on their performance against the stated criteria.

- **High:** The highest rated projects in this measure will have the strongest potential to significantly reduce VMT and make a strong case as to how the project will do it. The response will include quantitative metrics showing significant VMT reduction using an established methodology.
- **Medium-High**
- **Medium:** Mid-range projects in this measure may have good potential to reduce VMT and make a strong case by using a less established methodology. Similarly, mid-range projects may have quantitative data and an established methodology but only offer moderate potential reduction in VMT.
- **Medium-Low**
- **Low:** Low-rated projects will have limited potential to reduce VMT or may use less established or unclear methodology to estimate the VMT reduction potential.
- **Non-responsive/Not relevant:** Projects that do not have potential to reduce VMT should receive zero points in this measure.

2. Connections to Jobs, Education & Opportunity

This criterion measures the project's ability to support people traveling to jobs, education, and other opportunities using sustainable transportation options.

A. Connections to Jobs, Education, and other Opportunities

Provide a brief narrative that describes how the proposed project supports people connecting to jobs, education or other opportunities using sustainable transportation options. Include how connections will be made, number of connections, and who and how many people will benefit. Provide quantitative information as applicable (400 words or less): __

If you provided quantitative information above, provide a brief narrative of the data and methodology you used to quantify the project impact (400 words or less): __

Scoring Guidance

Consider the information and narrative provided by the applicant and rate projects based on the benchmarks provided below. Projects may be rated at any point along the scale based on their performance against the stated criteria.

- **High:** The highest rated projects in this measure will have the strongest potential to increase the number of people using sustainable travel choices when traveling to jobs, education and other opportunities. The response will include quantitative metrics showing these connections using an established methodology.
- **Medium-High**
- **Medium:** Mid-range projects in this measure may have good potential to increase the number of people using sustainable transportation options when traveling to jobs, education and other opportunities and make a strong case using a less established methodology. Similarly, mid-range projects may have quantitative data and an established methodology but only offer moderate connections to jobs, education, or other opportunities.
- **Medium-Low**
- **Low:** Low rated projects have limited potential to increase connections to jobs, education or other opportunities based on the information provided.
- **Non-responsive/Not relevant:** Projects that do not improve connections to jobs, education or other opportunities should receive zero points in this measure.

3. Project Effectiveness Evaluation

This criterion measures the effectiveness of proposed TDM strategies.

A. Plan and Methods to Evaluate Project Outcomes

Project results and impacts will be captured in a coordinated survey tool that collects project launch/baseline data, mid-project execution data (where applicable), and post project data. Tools to aid in evaluation are listed below, but additional tools may be used as well.

- FHWA CMAQ Emissions Calculator Toolkit resource to estimate emissions reductions
- Met Council GHG Scenario Planning Tool
- [CAPCOA GHG Handbook](#)

Describe the plan for the project and methods to evaluate project outcomes (400 words or less):

Scoring Guidance

Consider the information and narrative provided by the applicant and rate projects based on the benchmarks provided below. Projects may be rated at any point along the scale based on their performance against the stated criteria.

- **High:** The highest rated projects in this measure will provide a well thought out project or program plan with sound methods documented to evaluate the project outcomes. The response will include quantitative metrics that speak to how many, how much or how often and show these connections using an established methodology.
- **Medium-High**
- **Medium:** Mid-range projects in this measure may provide a well thought out project or program plan with sound methods documented to evaluate the project outcomes but using a less established methodology. Qualitative data could be used to gather in-depth insights that are not easily measured attributes or characteristics and lead to a better understanding of why and how. Similarly, mid-range projects may have quantitative data and an established methodology but only offer moderate project or program effectiveness.
- **Medium-Low**
- **Low:** Low rated projects provide minimal information on the project or program plan, or the plan lacks detail to be effective.
- **Non-responsive/Not relevant:** Projects that do not include a project or program plan or have a plan that does not demonstrate effectiveness should receive zero points in this criterion.

4. Innovation

This criterion measures how well the project introduces new concepts to the region or expands to a new geographic region. Innovative TDM projects may involve the deployment of new creative strategies for the region, expand the geographic scope of a project to a new geographic area, serve populations that were previously unserved, or incorporate enhancements to an existing program.

A. Completely New, New to the Region, or Serving New Communities

Check all innovation categories that apply for your project (the list below is in priority order for scoring):

- Project introduces a new policy, program, or creative strategy (3 points)
- Project applies research from another organization (1 point)
- Project replicates a project done in another region (but not done in the Twin Cities region) (1 point)
- Project expands the geographic scope of an existing successful project (1 point)
- Project serves or engages a new group of people (1 point)
- Project significantly enhances an existing program (1 point)

Describe your innovation based on the category/categories above (400 words or less): ____

Scoring Guidance

Projects that introduce new TDM ideas or apply research and/or touch on multiple innovation categories above will receive the most points along with projects that address multiple innovation categories. For scoring, follow the rubric below; points are cumulative for a total of 5 points:

- **3 points:** New policy, program or creative strategy
- **1 point:** Applies research from another organization, replicates a project done in another region or expands the geographic scope of an existing successful project
- **1 point:** Project serves or engages a new group of people or significantly enhances the impacts of an existing program

5. Community Considerations

See separate Community Considerations criteria document.