

Travel Demand Management Policy for the City of Brooklyn Center

September 23, 2015



INTRODUCTION

During the better part of the past 50 years, road building has focused on moving as many cars as possible as quickly as possible. Following the oil and energy crises in the 1970's, both the 1980's and the 1990's had relatively low and stable oil prices; this contributed to significant increases in motor vehicle travel. These increases are directly related to people choosing to travel by car more often and for greater distances and indirectly because cities developed tracts of suburban housing, distant from destinations and from workplaces. As motor vehicle travel increased rapidly, so too did the ratio of single-occupant commuter trips. To reduce the number of these trips and to save energy, improve air quality, and reduce peak period congestion, better options than single-occupant commuter travel needed to be provided.

Travel demand management is an application of strategies and policies to reduce travel demand, or to redistribute this demand in space, time or to more efficient modes. A travel demand management approach to transportation also has the potential to deliver better environmental outcomes, improved public health, stronger neighborhoods, and a more prosperous and livable Brooklyn Center.

Recognition of the need for travel demand management has grown with recent trends, including:

- Transportation options are increasing, causing people to move to other modes of transportation beside the single occupant motor vehicle.
- The World Health Organization states: Increases in motor vehicle travel are linked to a range of health problems, including poor urban air quality, road injuries and fatalities, and reduced physical activity.
- Motor vehicle travel in the United States is declining with potentially far-reaching economic and social impacts. Countries and cities where the car is one of many travel choices are more likely to prosper, as people can choose to drive less but are still able to travel by transit, bike, foot or other mode, or choose to work or study from home.
- A growing sustainable transport movement is mobilizing public demand for investment in safer, more livable cities with a greater range of travel choices.

As a component of travel demand management in reducing single-occupant-vehicle trips, travel demand management planning can encourage the integration of physical activity into daily routines through activities such as biking, walking and/or taking transit. Such activities promote active living which has the following benefits:

- Improves physical and mental health
- Decreases risk of chronic disease
- Reduces medical costs associated with chronic disease
- Reduces transportation costs
- Reduces pollution and improves air quality
- Builds safer, stronger communities
- Increases quality of life

The City of Brooklyn Center is a member of Active Living Hennepin County (ALHC), a partnership of cities, businesses, state and local agencies, and the county. The goals of ALHC members are: increase opportunities for active living through policy change, infrastructure planning, marketing and communications, mentoring new and potential organizations, and education. The funding provided by ALHC through the Statewide Health Improvement Program was instrumental in the development of this policy, which was considered and adopted by the Brooklyn Center City Council by resolution on September 28, 2015.

BACKGROUND

Benefits

The benefits to adopting and implementing a travel management demand policy include those that are measurable and immeasurable. Those benefits include a program that:

- Supports an efficient transportation system. An integrated transportation system increases overall capacity and reduces congestion.
- Improves transportation equity. Not everyone uses a personal vehicle 40 percent of Minnesotans do not drive because they are too young, have age-related health problems, cannot afford a car, have a disability or choose not to drive (Minnesota Complete Streets Coalition, Blue Cross and Blue Shield of Minnesota). It is important to provide transportation options everyone.
- Improves public health and fitness. As reliance on the personal vehicle has increased, so has the rate of obesity. Currently, more than 60 percent of Minnesotans are overweight, which, if left unchecked will result in \$3.7 billion additional health care costs by 2020 (Blue Cross and Blue Shield of Minnesota and the Minnesota Department of Health). By providing residents and workers with options to bike and walk, more may be willing to do so, helping to reduce health care costs and obesity rates.
- Lessens oil dependence. Alternative transportation options include those which are more energy efficient.
- Improves environmental health. Reducing motor vehicle use diminishes noise impacts and emissions that negatively impact air and water quality.

POLICY

This Travel Demand Management Policy includes the triggers to determine when a Travel Demand Management Plan (TDMP) is required, specific plan requirements and templates, and administration and compliance guidance as follows:

Travel Demand Management Plan Triggers

Recognizing that development size and land use type directly affect traffic generation, the City has two levels of travel demand management applicability- Tier 1 and Tier 2. Tier 1 TDMPs apply to larger developments and Tier 2 TDMPs apply to smaller developments, defined as follows.

- (1) A Tier 1 TDMP is required for all new development and/or redevelopment consisting of:
 - (A) New developments where the City Code requires the provision of more than 200 motor vehicle parking spaces attributable to office, institutional, industrial, and warehouse uses; or
 - (B) Redevelopments and/or additions to existing non-residential developments that result in a 25 percent or greater increase in motor vehicle parking area attributable to office, institutional, industrial, and warehouse uses, and the total amount of required parking attributable to office, institution, industrial, and warehouse uses is 200 or more spaces; or
 - (C) Other development as requested by City Engineer, Planning Department, Planning Commission or City Council.
- (2) A Tier 2 TDMP is required before commencing the construction or major alteration of a structure, except one and two family dwellings and buildings accessory thereto, in accordance to Section 35-230 of the City Code, provided a Tier 1 TDMP is not required.

The following uses may be considered exempt from Tier 1 and Tier 2 TDMP requirements unless special transportation circumstances, impacts or benefits are expected:

- Parks and recreational facilities
- Institutional uses that are not customarily in operation between the peak weekday traffic period (6:30 to 9:00 AM and 3:00 to -6:00 PM)
- Retail
- Construction or alterations the City Engineer, Planning Department, Planning Commission or City Council deems to not require a Tier 1 or Tier 2 TDMP.

TDMP Requirements

- (1) Tier 1 TDMP consists of a study, plan, agreement and annual report as follows (see Appendix A for Tier 1 TDMP template):
 - (A) A TDMP study must be prepared by a qualified traffic professional that includes:
 - (i) A description of the projected transportation and parking impacts of the development at full site development, forecasts of single occupant vehicle trips generated and the likely timing of those trips, and anticipated parking demand. The TDMP study must be conducted in accordance with accepted methodology approved by the City Engineer.
 - (B) A TDMP prepared by the applicant that includes:
 - (i) Description of the TDMP goals, including peak hour single occupant vehicle trip reduction goals; and
 - (ii) Description of TDMP strategies, implementation measures and anticipated single occupant vehicle trip reduction associated with each strategy. Suggested TDMP measures include but are not limited to: onsite transit facilities, preferential location of car and van pool parking, telecommuting, onsite bicycle and pedestrian facilities and applicant or employer subsidized transit passes; and
 - (iii) Description of evaluation measures and process used to determine the effectiveness of the TDMP strategies used and progress toward achieving the single occupant vehicle trip

- reduction goals; and
- (iv) Proposed total expenditures to implement the TDMP strategies for at least three years following the issuance of the Certificate of Occupancy; and
- (v) The TDMP must be prepared in format specified in Appendix A of this policy maintained by the City Engineer.

(C) A TDMP agreement prepared by the City Attorney's office, executed by the property owner and the City, and filed by the property owner with the records for that property in the Registrar of Titles' or Recorder's Office of Hennepin County with proof thereof presented to the Issuing Authority prior to issuance of a building permit or certification of occupancy;

(D) A TDMP Annual Status Report must be provided annually in the format specified in Appendix C of this policy maintained by the City Engineer, or otherwise approved by the City Engineer, hereinafter referred to as the "TDMP Annual Status Report".

(2) Tier 2 TDMP consist of a plan as follows (see Appendix B for Tier 2 TDMP template):

- (A) A plan describing the TDMP strategies the property owner agrees to implement to reduce peak single occupant vehicle trip generation. The TDMP must be prepared in the format specified in Appendix B of this policy maintained by the City Engineer.

Administration

The City Engineer will administer Tier 1 and Tier 2 TDMP, including, but not limited to:

- A) Review and approval of TDMP;
- B) Maintenance of files for approved TDMP;
- C) Monitoring progress toward implementation of TDMP strategies and evaluating success of efforts to achieve TDMP goals;

Compliance

Tier 1 TDMP property owner or its successors and assignees must demonstrate a good faith effort to implement strategies described in an approved Tier 1 TDMP by submitting a TDMP Annual Status Report on March 1 and every year following. The City Engineer will review the TDMP Annual Status Report, within 30 days of receipt, to determine if a good faith effort has been made to implement the strategies described in an approved Tier 1 TDMP or have otherwise achieved the approved TDMP goals. The TDMP Annual Status Report included in Appendix C must be used and must include at least the following:

- A) Results of the survey questions included in the TDMP Annual Status Report to determine the effectiveness and participation in TDMP strategies; and
- B) Documentation of annual expenditures made to implement TDM strategies; and
- C) Documentation of the implementation of TDMP strategies listed in the approved Tier 1 TDMP and an evaluation of the success of each strategy based on the survey results: a property owner may use other verifiable method of measurement such as a follow-up traffic study, if approved by the City Engineer.

The following guidelines will be used to evaluate Tier 1 TDMP Annual Status Reports for compliance:

- A) Failure to develop and/or submit on time a complete TDMP program; or

- B) Failure to implement an approved TDMP program, unless the program elements that are carried out can be shown through quantifiable evidence to meet or exceed goals as specified in this policy; or
- C) Submission of late or false data in response to survey requirements; or
- D) Failure to make a good faith effort, as defined in this chapter.

Noncompliance will result in a \$250 fee per month (or other amount) as agreed and incorporated into the property's Development Agreement.

Tier 2 TDM plans annual compliance checks will not be required.

Appendix A

Tier 1 Travel Demand Management Plan Template

Mission Statement:

The Travel Demand Management Plan (TDMP) for _____ is established to reduce single occupant vehicle travel to and from the property. _____ also desires to reduce the demand for motor vehicle parking at its property. _____ will use a variety of travel demand management strategies to achieve said goals.

Travel Demand Management

Travel demand management strategies enhance the existing regional transportation infrastructure to provide more accessible opportunities for employees to use sustainable forms of transportation rather than single occupant vehicle trips. Travel demand management includes a mix of strategies, as further described in this plan, to encourage transit use, carpooling, bicycling, walking and working off site.

It is expected that the TDMP 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.

Program Goals

1. **Education and Awareness.** Inform and educate all employees at _____ about the availability of better options than commuting by single occupant motor 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. **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.
4. **Evaluate performance on an ongoing basis.**

TDMP Analysis

This section outlines the projected transportation and parking impacts of the site at full development. The extent of the traffic analysis is dependent on several factors including size, type, and location of the development. All development projects require documentation of the expected traffic impacts of the development forecast of single occupant vehicle trips generated and the likely timing of those trips. Document the size and type of development and the corresponding daily, AM and PM traffic generation.

Objective of TDMP and Goals

The objective of this TDMP is to assist in the reduction of motor vehicle trips by [Company X] employees during peak travel hours. The TDMP, prepared with assistance from [xxxxxxx], identifies actions to be taken by [Property Management Company] and [Company X] (or any future tenants). It includes strategies to manage travel demand and minimize peak period site-generated traffic.

The goal of the [Company X] TDMP is for x percent peak period of daily commuters to the site to use a better option than driving alone – such as bus, carpool, vanpool, bicycle, walking or telecommuting.

TDMP

This section describes several different strategies, implementation measures and anticipated single occupant vehicle trip reduction set forth in the [Company X] TDMP . The implementation of the following actions is the responsibility of the building owner ([Property Owner X], [Company X], or any future tenant of this property. [Company X] will work within the TDMP to increase awareness of the TDMP strategies available to [Company X] employees and to encourage as much participation in these programs as possible.

Evaluation

This section describes the evaluation measures and process used to determine the effectiveness of the strategies used aid progress toward achieving the single occupant vehicle trip reduction goals.

Designate an Employee Transportation Coordinator

The _____ for [Company X] will serve as the Employee Transportation Coordinator (Coordinator). The Coordinator will function as the point of contact to the following agencies, which will provide supporting information and resources for TDMP efforts:

The Coordinator’s main responsibility is to serve as the conduit for providing up-to-date commuter program information to all building occupants. Much of the information distributed by the Coordinator will be developed and provided by the agencies listed above.

Implement Communication and Education Strategies

Most of the strategies listed on the following pages can be implemented through use of intra-company communications, facilitated through the Coordinator. Whenever possible, efforts will be made to utilize existing company resources and methods of communication. To maintain an overall awareness of alternative modes of transportation, information will primarily be distributed through email, with occasional posters or fliers posted in prominent locations.

Strategies for Achieving the TDMP Goals

Upon completion of construction of the property, there will be various TDMP elements available to employees including but not limited to the strategies listed below:

General/education

Basic

- A Transportation Coordinator (a single point of contact to coordinate commute programs)
- Commuter multilingual brochures for employees/tenants
- Commute Information Dissemination (at the time of hire and in employee benefits summary, messaging to employees about the commute programs and incentives)
- Brown Bag Lunches Construction Projects, vanpooling, overview of commuting options/resources
- Regular commuting articles in the newsletter
- Promotion and special prizes for commuter campaigns (Commuter Challenge, Bike to Work Week, Carpool to Work Month)
- Website

Advanced

- Telework (eligible employees work from home on a predictable basis)
- Compressed work week, staggered hours
- BBQ or luncheon for people who use modes other than single-occupant motor vehicles
- Parking cash-out or financial assistance for metro passes
- Transit app

Carpools and Vanpools

Basic

- Preferential Carpool Parking Spaces for Carpoolers (signed spaces closest to main entrances)
- Promotion the Metro Transit Guaranteed Ride Home Program

Advanced

- Financial Incentive/Subsidy for Carpoolers or Vanpoolers
- Participation in the regional Metro Vanpool Program sponsored by Metropolitan Council
- Carsharing (such as Car2Go, Hour Car, V car, etc.)

Biking

Basic

- Secure bike parking (use Hennepin County Bike guidelines)
- Annual bike to work clinic
- Onsite bicycle tune up event
- Promote the Metro Transit Guaranteed Ride Home program
- Map to bicycle facilities and regional trails

Advanced

- Provide shower facilities
- Bike fleet for employee use
- Pay not to park
- Loaner bicycles available to check-out for short term use (to bicycle for errands or to food establishments and as a means to reduce the need for a vehicle after arriving at work)

Transit

Basic

- Provide a transit stop easement for transit stops adjacent to the property
- Display a transit map or transit route brochures in a prominent location
- Allow employees to purchase discounted transit passes pre-tax
- Promote the Guaranteed Ride Home program

Advanced

- Work with Metro Transit to provide a concrete pad, bench and or shelter at the nearby transit stop
- Pay not to Park
- Offer employees free or pre-tax discounted transit passes (Metropass, Go To Cards) last mile measures, shuttles, etc.

TDMP Annual Status Report

The TDMP Annual Status Report (see Appendix C) shall be included as part of this approved TDMP and shall be completed with expected and targeted year 1 results and information. The annual status report shall be modified per approved TDMP.

Appendix B

Tier 2 Travel Demand Management Plan Template

Mission Statement:

The Travel Demand Management Plan (TDMP) for _____ is established to reduce single occupant vehicle travel to and from the property. _____ also desires to reduce the demand for motor vehicle parking at its property. _____ will use a variety of travel demand management strategies to achieve said goals.

Travel Demand Management

Travel demand management 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. Travel demand management includes a mix of strategies, as further described in this plan, to encourage transit use, carpooling, bicycling, walking and working from home or off site.

It is expected that the TDMP 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.

Program Goals

1. **Education and Awareness.** Inform and educate all employees at _____ about the availability of better options than commuting by single occupant motor 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. **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.
4. **Evaluate performance on an ongoing basis.**

Strategies for Achieving the TDMP Goals

Upon completion of construction of the property, there will be various TDM elements available to employees including but not limited to the strategies listed below:

General/education

Basic

- A transportation coordinator (a single point of contact to coordinate commute programs)
- Commuter multilingual brochures to employees/tenants

- Commuter information dissemination (at the time of hire and in employee benefits summary, messaging to employees about the commute programs and incentives)
- Brownbag lunches – construction projects, vanpooling, overview of commuting options/resources
- Regular commuting articles in the newsletter
- Promotion and Special Prizes for Commuter Campaigns (examples include Commuter Challenge, Bike to Work Week, Carpool to Work Month)
- Website

Advanced

- Telework (eligible employees allowed to work from home on a predictable basis)
- Compressed work week, staggered hours
- BBQ or luncheon for people who use alternative modes
- Parking cash-out
- Transit app

Carpools and Vanpools

Basic

- Preferential carpool parking spaces for carpoolers (signed spaces closest to main entrances)
- Promote the Metro Transit Guaranteed Ride Home program

Advanced

- Financial incentive/subsidy for carpoolers or vanpoolers
- Participation in the regional Metro Vanpool Program sponsored by Metropolitan Council
- Carsharing (such as Car2Go, Hour Car, V car, etc.)

Biking

Basic

- Secure bike parking (use Hennepin County Bike guidelines)Annual bike to work clinic
- Onsite bicycle tune up event
- Promote the Metro Transit Guaranteed Ride Home program
- Map to bicycle facilities and regional trails

Advanced

- Provide shower facilities
- Bike fleet for employee use
- Pay not to park
- Loaner bicycles available to check-out for short term use (to bicycle for errands or to food establishments and as a means to reduce the need for a motor vehicle after arriving at work)

Transit

Basic

- Provide a transit stop easement for transit stops adjacent to the property
- Display a transit map or transit route brochures in a prominent location
- Allow employee to purchase discounted transit passes pre-tax
- Promote the Metro Transit Guaranteed Ride Home program

Advanced

- Work with Metro Transit to provide a concrete pad, bench and or shelter at the nearby transit stop
- Pay not to Park
- Offer employees free or pre-tax discounted transit passes (Metropass, Go To Cards), last mile measures, shuttles, etc.

TDMP Annual Status Report

A TDMP Annual Status Report is not required with a Tier 2 TDMP.

Appendix C

Travel Demand Management Plant Annual Status Report

The City of Brooklyn Center Travel Demand Management policy requires Tier 1 developments to develop Travel Demand Management Plans (TDMP) and to implement programs that encourage employees to reduce single occupant motor vehicle trips to help relieve traffic congestion, allow parking flexibility and reduce air pollution.

Developers/property owners affected by the policy must submit an annual status report form each year. The information is used by the City of Brooklyn Center to determine if the developer/property owner has put forth a good faith effort to implement the strategies in their approved TDMP.

Please complete the following report as accurately and completely as you can. Specific instructions are included in sections requiring detailed answers. If you would like to provide more information about your TDM program, attach additional pages. **[The following is a template, to be modified to match the TDMP as part of the approved TDMP.]**

Worksite Information

Date Submitted	Property ID	
Work Site Name		
Site Address	City, State	Zip
TDM Contact Name	Title	Phone
TDM Contact mailing address	Email Address	Fax

Employee Information

Total number of building employees		Total occupied square feet of building(s)	
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Program information & Promotion

Does your work site...

Distribute a summary of your worksite's TDM program to employees?	Yes	No
Provide information about the worksite TDM during new employee orientations or hiring packets?	Yes	No
Provide information via a commuter information center?	Yes	No
Post TDM promotional materials for employees?	Yes	No
Give TDM presentations to managers?	Yes	No
Give TDM presentations to current employees on a regular basis?	Yes	No
Conduct transportation events/fairs and/or participate in city/county/state TDM promotions/campaigns?	Yes	No
Send electronic mail messages about the TDM program?	Yes	No
Publish TDM articles in employee or building newsletters?	Yes	No

Conduct and employee ride match campaign?	Yes	No
Publish and update an employee TDM website?	Yes	No

What changes to the program information and or promotion, if any are anticipated in the next 12 months (attach additional sheets, if necessary)?

Worksite Characteristics

Are any of the following facilities located on site or within 3 blocks of this worksite and accessible to employees?

- Metro Transit bus stop(s)
- Shuttle system
- Bikeway (bike lanes or trails)
- Bike parking
- Sidewalk or pedestrian trails

No	Onsite	Within 3 Blocks

Worksite Parking Information and Parking Management

Parking costs: include items such as leasing costs, security, maintenance and signage.

How many total motor vehicle parking spaces does this worksite have for employee use that are controlled by the employer?

How many of the total parking spaces identified above are reserved for high occupancy vehicle (carpool/vanpool) parking?

Onsite	Off-site
#	#
#	#

Briefly explain how you manage and monitor you worksite parking program below or attach additional sheets, if necessary. What changes to incentives and subsidy programs, in any are anticipated in the next 12 month:

Financial Incentives & Subsidies

Attach additional sheets describing in detail an incentive programs including amounts spent and employee/tenant participation.

	Do you offer		How many employees using?
	Yes	No	
Transit pass subsidy (Metro Transit Bus, LRT)			
Shuttle system			
Vanpool subsidy			
Carpool subsidy/incentive			
Walking subsidy/incentive			
Bicycling subsidy/incentive			
Other transportation allowance/stipend			
Opportunity for TDM participants to receive cash or prizes, paid leave, other incentives			

What changes to incentives and subsidy programs, in any are anticipated in the next 12 months:

Site Amenities

Check the facilities provided...

	Yes	No	How many offered?
Long Term Bicycling parking (lockers, office garage, etc.)			
Short Term Bicycling parking (rack)			
On-site loading/unloading zones or shelters for non-SOV			
On-site kiosks that display information on TDM			
Commercial nodes within walking distance			

What changes in site facilities, if any are anticipated in the next 12 months:

Work Schedules & Schedule Changes

Does your worksite offer compressed work week schedules used to support your TDM program?		
Schedule (days/hours)	Yes	No
Explain:		

Flextime and Telework

Does your work site offer flex time (allow employees to vary their start and end times outside of the peak period, 7 to 9 a.m. & 4 to 6 p.m.?)	Yes	No
Does your worksite allow employees to eliminate a commute trip by working at home, telework center or satellite office?	Yes	No

Explain:

Other Programs

Fleet Vehicle

Does your worksite offer employer provided vehicles?

Guaranteed/Emergency ride home	Yes	No
Vanpooling	Yes	No
Carpooling	Yes	No
Work-related business trips	Yes	No
Non-work related errands	Yes	No

Other Services Available at the work site

Are the following services provided?

Employer-provided shuttle or van?	Yes	No
Guaranteed/Emergency ride home program, in addition to the four taxi ride reimbursements	Yes	No

per year offered by the Metropolitan Council?

Employer provided bicycles	Yes	No
Internal ride match services	Yes	No
Flex car or other shared car program	Yes	No

What changes to other programs, if any, are anticipated in the next 12 months?

Other TDM Activities or Program Elements

Please provide a brief summary of you TDM plan, how it is working, how you are monitoring it and what if anything, needs to be done to improve or modify the existing plan to meet the goals set in your original plan. Attach additional sheets, as necessary.

TDMP GOALS

Average total number of daily commuters:		
Average total number of daily commuters during am peak (7-9am) and pm peak (4-6pm)	AM	
	PM	
Percent of daily commuters not arriving/departing during the peak periods. Average total number of daily commuters during am peak (7-9am) and pm peak (4-6p)	AM	
	PM	

Worksite Commitment

I understand that our worksite is required by the City of Brooklyn Center to submit an Annual TDMP Status Report to implement the program it describes. These actions comply with the City of Brooklyn Center Travel Demand Management Policy.

I am aware that the goals of the program are to promote more efficient utilization of existing transportation facilities, reduce traffic congestion and mobile source pollution and to ensure that worksites are design to maximize the potential for transportation other than single occupant motor vehicles.

I have reviewed the referenced document and commit to the implementation of all the elements listed and submitted for your approval. I will ensure that the City of Brooklyn Center is notified if information in the document changes.

Signature	Date
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