



**COMMUTER
CONNECTION**
A PROGRAM OF THE DOWNTOWN MINNEAPOLIS TMO



Downtown Minneapolis Transportation Management Organization (Downtown TMO)

d/b/a Commuter Connection





Downtown TMO History

- *Formed in 1991*
- *Public-private partnership between the City of Minneapolis and Downtown Community*
- *Multi-modal transportation system is needed to support continued economic growth and prosperity*
- *Advisory Committee to Mayor/City Council*
- *Primary funding is federal grant*





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Downtown TMO Mission

*The Downtown Minneapolis TMO
advocates for and promotes a
sustainable transit and transportation
system that supports a vital and
growing Downtown Minneapolis.*





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Downtown TMO Board Committees

Executive Committee

Advocacy Committee

Nominating
Committee

Outreach Committee

Downtown TMO Key Partners

City of Minneapolis

Downtown Council/
DID

Hennepin County

Metro Transit

Downtown TMO Staff

Dan MacLaughlin
Executive Director

Bill Andre
Outreach Manager

John Barobs
Communications/ZAP

Gerald Fregin
Store Manager





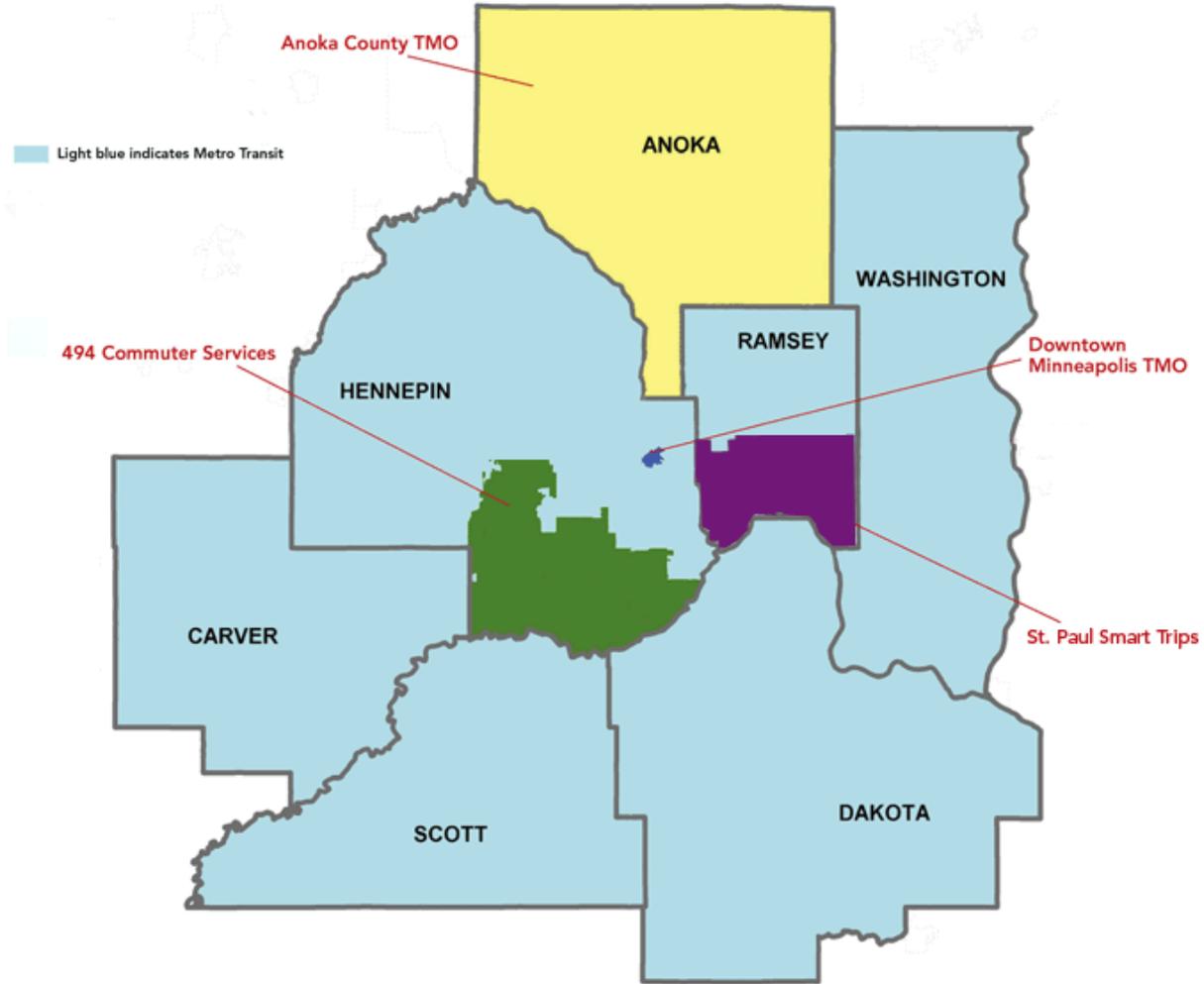
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2015 Work Plan

Ongoing Annual Projects

- **Transit:** Transit Store, Metropass
- **Rideshare:** Carpool Registrations
- **Bicycling:** ZAP Twin Cities
- **Regional Promotions:** Commuter Choice Awards, Bike Week, Carpool Month, Switch My Trip





2015 Work Plan

Special Projects

- **Outreach:** Breathe Easy Campaign
- **Mission Expansion & Rebranding:**
Employers + Visitors + Residents
- **Visitor Information Center:** August 1, 2015
- **Residential Outreach Pilot**
- **Web Redesign + Social Media**
- **Onboarding Videos**





2015 Work Plan

Budget

- **Federal Grant 80%:** \$330,898
- **Local Match 20%:** \$ 82,725
- **Total 2015 Cost:** \$413,623



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Thank you!

Dan MacLaughlin

Executive Director

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