A map of Southeastern Minnesota showing county boundaries and names. A dark blue rectangular box is overlaid on the map, containing white text. The text includes the title 'SE MN TMO Study', the subtitle 'Final Report', a small orange horizontal line, and the date 'June 23, 2025'. The map shows counties such as Rice, Steele, Dodge, Wabasha, Winona, Fillmore, Mower, and Houston, with various cities and towns marked with blue dots.

SE MN TMO Study

Final Report

June 23, 2025

Agenda

- Study Background, Objectives, & Process
- TMO Feasibility Framework & Key Findings
- Economic Benefits Analysis
- Proposed TMO Structure & Activities
- Next Steps

Study Background, Objectives, & Process



Study Background & Objectives

Study Objectives

Determine an **organizational structure** that can deliver resources to address the region's transportation needs related to workforce transportation, access to healthcare and education, access to services, and quality of life.

What is a TMO?

- A Transportation Management Organization (TMO) coordinates and manages transportation services and initiatives within a defined area.
- Services include promoting transportation solutions, convening stakeholders, and advocating for improvements.

Study Process

Fact Finding

Stakeholder Engagement Phase 1

- Employer Interviews
- Discussion Groups
- Survey

Technical Analysis

- Previous Plans & Studies Review
- Transportation Services Inventory
- Transportation Behavior Analysis

December

TMO Feasibility

Stakeholder Engagement Phase 2

- Targeted One-on-One Meetings

Feasibility Analysis

- Continued Research and Analysis

February/March

Implementation Plan

Organizational and TMO Service Recommendations
Economic Benefits Analysis

June

TMO Feasibility Framework & Key Findings



Assessing the TMO Feasibility Framework

1. Area Characteristics

Demographic, economic, land use factors

2. Transportation Challenges

Barriers to access and service gaps

3. Stakeholder Commitment

Interest, capacity, and leadership from regional partners

4. Financial Sustainability

Funding mechanisms and multi-year viability

1. Area Characteristics

- Predominantly rural with small towns
- Mid-sized cities serve as regional hubs for employment, healthcare, and education
- Aging population
- Unmet needs of transit-dependent populations

Key takeaway:

A flexible approach that balances urban and rural needs will be critical to success.

2. Transportation Challenges Identified

- Transit service gaps
- Lack of integration between agencies
- Unmet traveler needs
- Lack of centralized information & trip planning support
- Declining transit ridership

Key takeaway: Clear need for a dedicated entity to coordinate, advocate for, and raise awareness about transportation solutions.

3. Stakeholder Support

- Regional Collaboration: History exists, but no formal regional transportation coordinating council
- Regional Champions: SE MN Together and emerging stakeholder group show strong support

Key takeaway: Strong support from regional partners and a collective willingness to collaborate and address existing transportation gaps.



4. Financial Sustainability

- Hosted model chosen
- Cost-effective pathway for launch identified
- Southeast Service Cooperative (SSC) to provide administrative support
- Potential funding sources identified

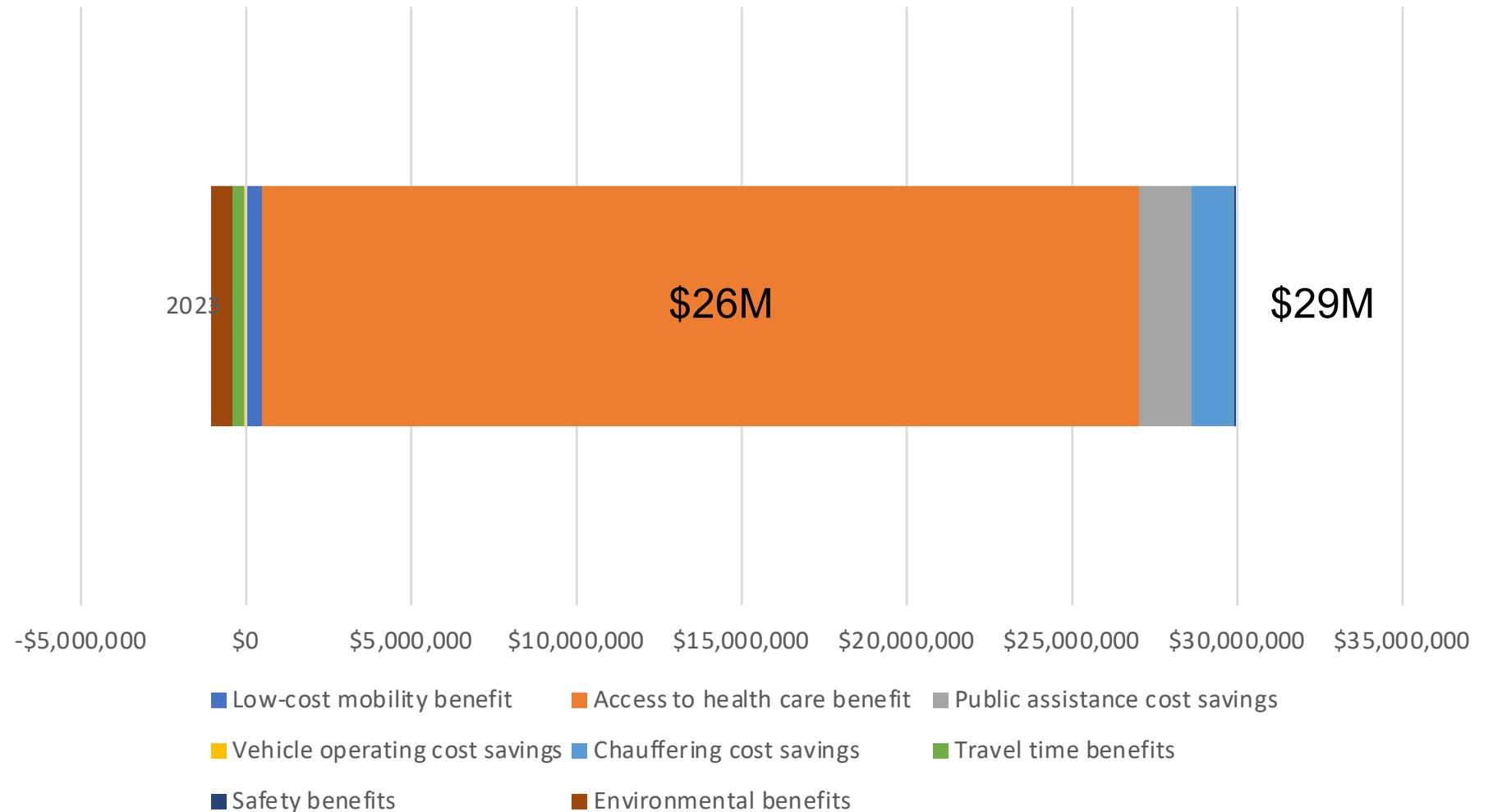
Key takeaway: A regional TMO can be fiscally feasible, especially when launched as a hosted model to reduce startup costs and administrative expenses.

Economic Benefits Analysis



Key Findings

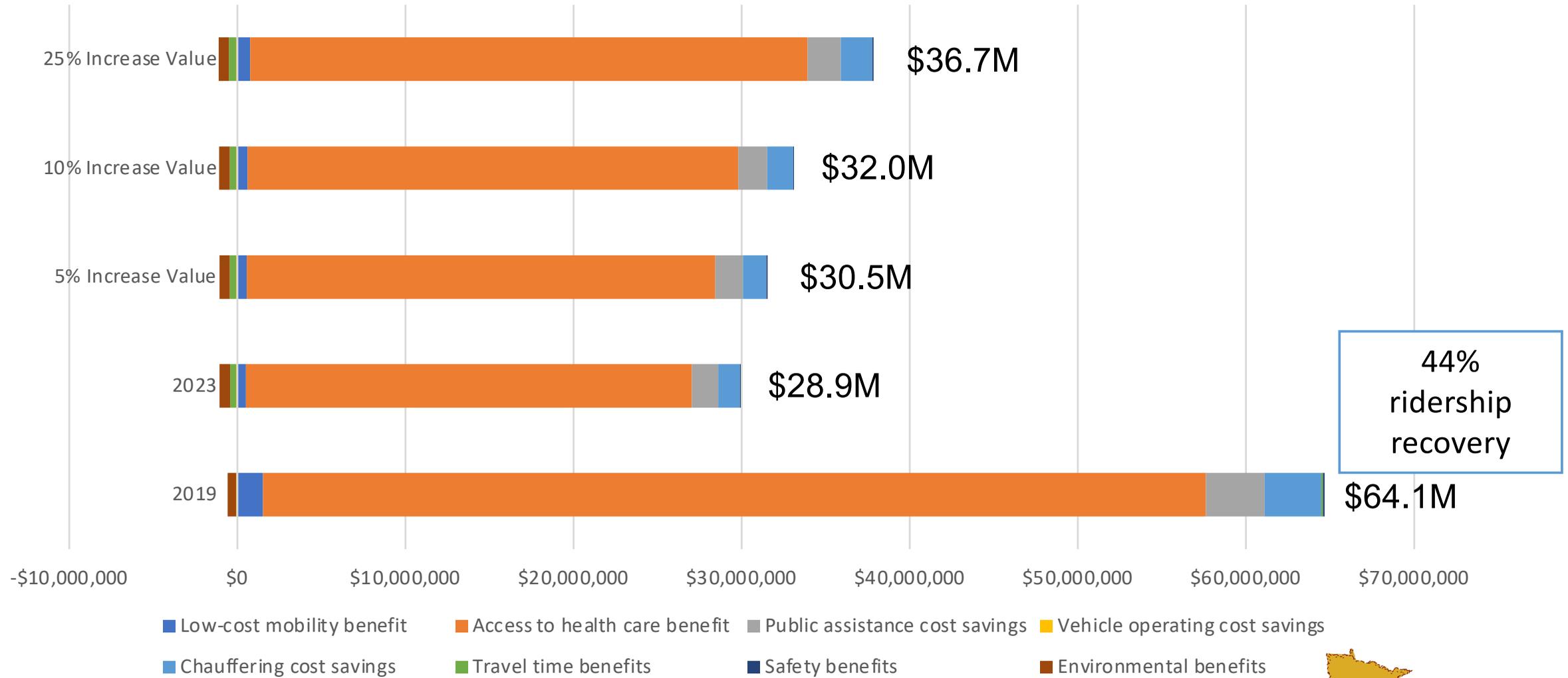
- Public transit in SE Minnesota generated approximately **\$29 million** in monetized mobility and efficiency benefits (2023 data).
- Benefit/cost ratio: average 1.4. ***Transit pays for itself!***



Results derived from applying the economic benefits model from NDSU (2020).



Economic Benefits Under Ridership Recovery Scenarios

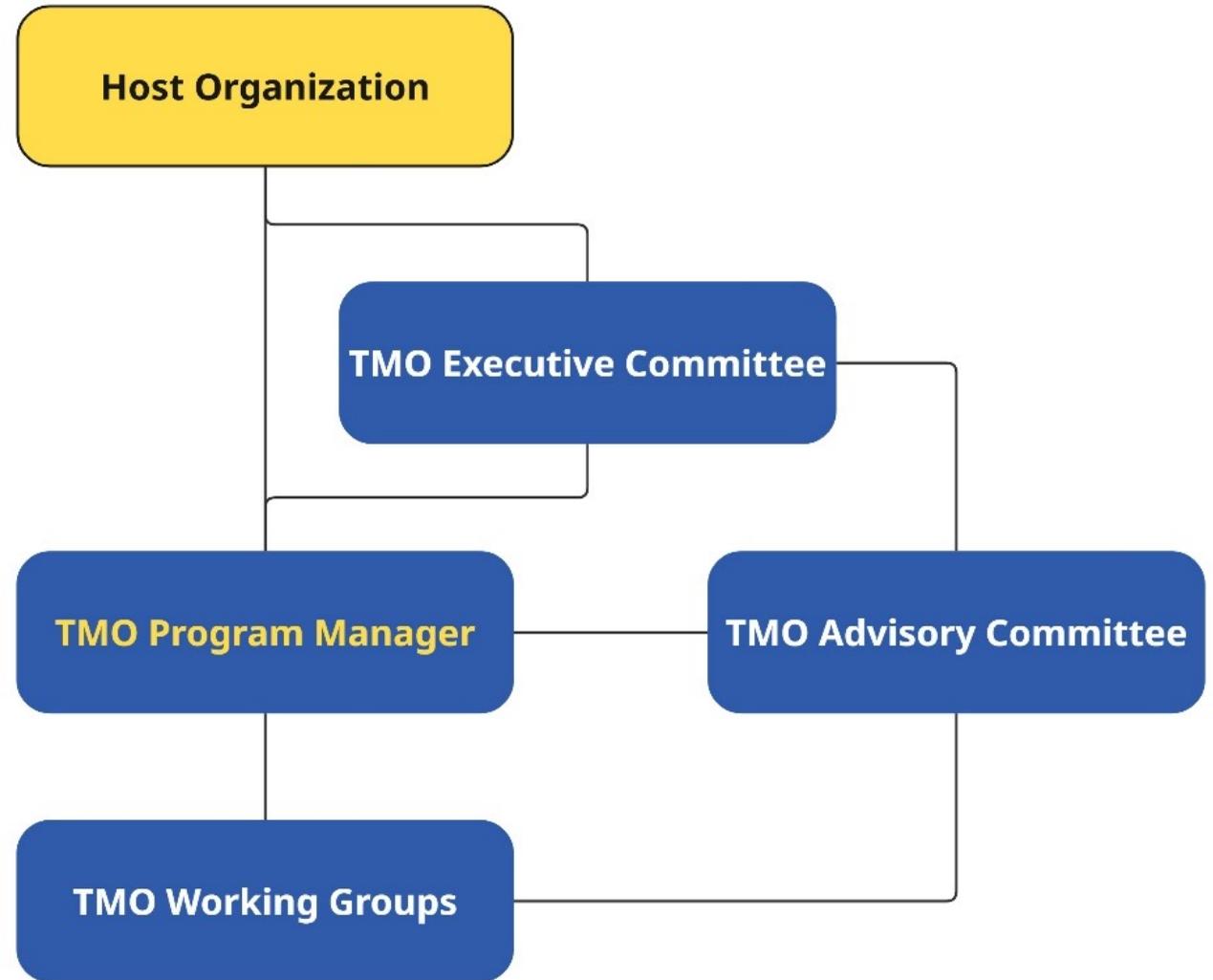


Proposed TMO Structure



What will a TMO look like?

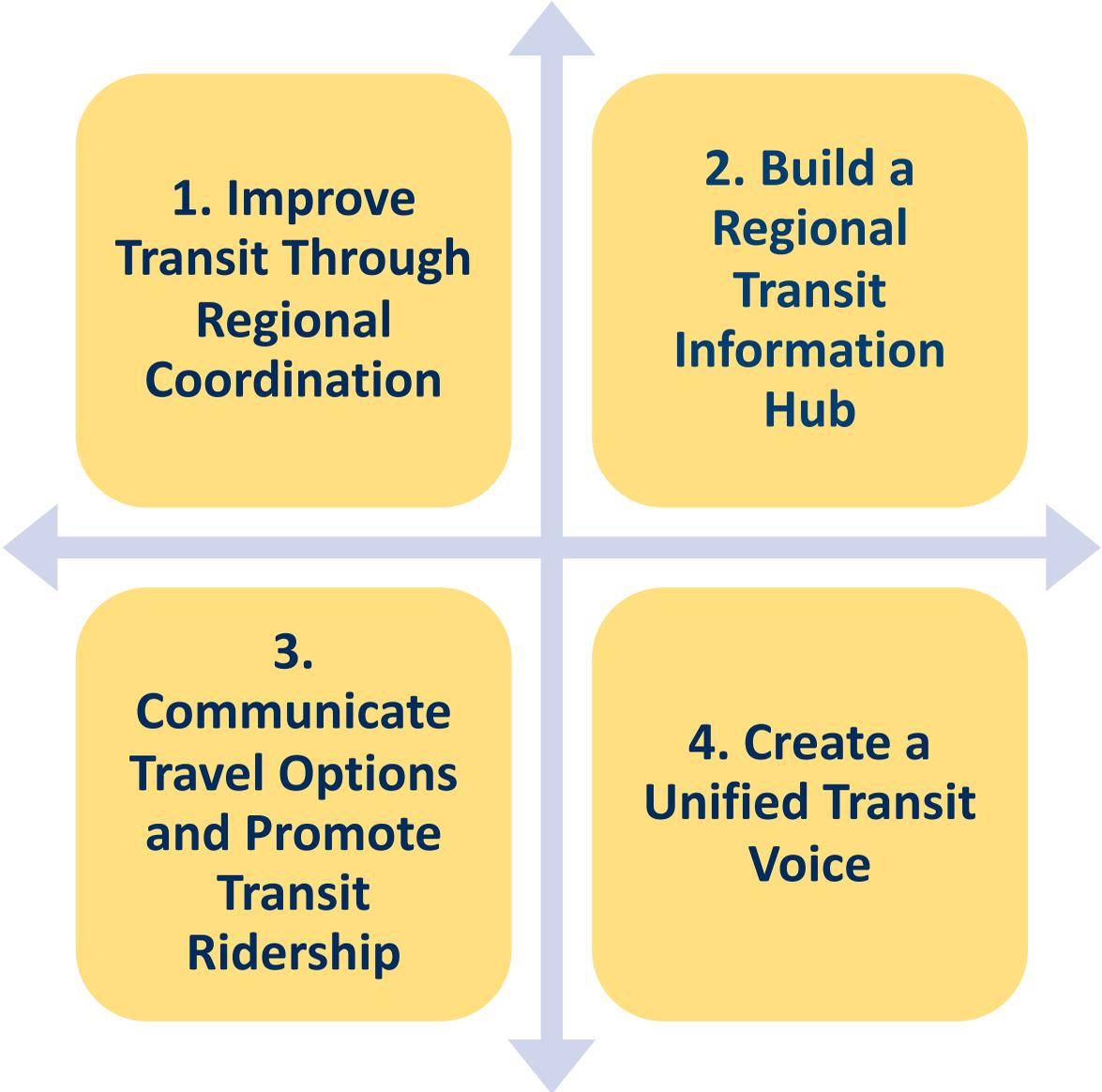
Proposed Organizational Structure for Southeast Minnesota TMO



Proposed TMO Activities



TMO Core Roles & Key Ideas



1. Improve Transit Through Regional Coordination

Establish a Transit Coordinating Committee to align agencies, employers, and advocates around improving regional transit connections, coordination, and investment.

- Facilitate partnerships between transit agencies and employers
- Identify opportunities to coordinate specialized transportation services (e.g., non-emergency medical transportation)
- Establish a coordinated advocacy strategy to advocate for investment in a connected, regional transit network
- Support intercity, rural, and first/last-mile connections

2. Build a Regional Transportation Information Hub

Develop and maintain a Regional Transportation Tool/Website to provide residents and workers with a single, trusted source for transportation information.

- Develop an online transportation tool that centralizes transportation information in the region
 - Interactive trip planner with information about fixed-route, on-demand, and vanpool services
 - Integrate with existing transit planner platforms
 - Investigate opportunities to integrate into a single platform to purchase fares

3. Communicate Travel Options and Promote Transit Ridership

Lead an inclusive, regional outreach and education strategy to inform and inspire new travel choices across the region.

- Create multi-lingual and accessible transportation options resources
- Build employer partnerships
- Conduct community outreach through social media, public events & in-person outreach
- Lead “Try Transit” campaigns

4. Create a Unified Transit Voice

Lead a unified regional transit voice to boost support, visibility, and funding for transit in Southeast Minnesota.

- Develop and equip partners with powerful messaging of transit's value
- Coordinate advocacy at legislative levels
- Launch regional campaigns to build understanding and support
- Influence policy and funding decisions



Next Steps



What's Next

1. **Continued engagement** with interested steering committee members
2. **Develop and launch a compelling roadshow** presenting study findings
3. **Create resolutions** to obtain commitments from transit agencies, municipal partners, and others
4. **Develop a hosting services agreement** with Southeast Service Cooperative to formalize the partnership
5. **Develop funding** requests and applications