



Management Committee \$3.9M Advancing Equity in the Region

Advancing Equity in the Region - \$3.9M



Use of General-Purpose Levy –
Equity Investments

- 1) Transportation
- 2) Reducing Racial Disparities
- 3) Housing
- 4) Sustainability

Advance Equity in the Region through Contracting

Desired Outcome: Reducing racial disparities through advancing equity in contracting

Time Frame: 2 years

Amount: \$500,000

Description: This collaborative proposal includes: 1) Financial incentives for exceeding MCUB goals 2) Funding to support the creation of on-the-job training opportunities in the construction trades, and 3) Building capacity for MCUB business.

These three initiatives work together to reduce gender and racial disparities that exist in our regional construction market.

Measurement: Success will be measured by project data. Project data to be measured and reported includes: Women/BIPOC-owned business participation, contract dollars distributed to MCUBs in excess of the established goal, MCUB revenue, number of women & BIPOC individuals employed on Council projects and feedback from MCUBs

Sponsors: Jody Jacoby, Director, Procurement; Cyrenthia Jordan, Director, OEO and Marcy Syman, HR Director

Division: RA



Local Housing Incentives Account Program

Desired Outcome: LHIA funding can reduce racial disparities in housing stability and housing affordability by creating a full range of housing options across the region.

Time Frame: 2021 Grant Cycle

Amount: Up to \$3.9M

- **Short Description:** LHIA is an existing annual program that provides grants to create or preserve affordable housing, prioritizing deeply affordable, larger family units and supportive housing for households experiencing homelessness.
- **Measurements:**
 - # new units compared to forecasted need for additional affordable housing
 - # preserved units funded compared to number of housing cost burdened households
 - Disparities in housing stability and access can also be tracked, though LHIA is a small portion of all available affordable housing funding.

Presenter(s): Tara Beard, Livable Communities
Manager

Division: CD



Manufactured Home Connection Assistance to Metropolitan Disposal System

Desired Outcome: Preserve at-risk affordable housing type, keep residents connected to the opportunities in their community, improve water quality and environment through connection to the Metropolitan Disposal System

Time Frame: June 2021 – Dec 2022

Amount: \$500,000 - \$1,000,000

- Short Description: Partner with CD and customer communities/MH Parks to pay 50/50 or more of SAC conversion fees and/or include up to 50% of construction costs associated with the connection. Program would require agreements with park owners to a keep the MHP an MHP and rents reasonable.
- Measurement:
 - # of converted/connected Manufactured Homes
 - Preserved affordable housing units
 - Environmental and water quality benefits of removing underperforming privately operated treatment facilities from the watershed

Presenter(s): Ned Smith – ES Finance, Freya Thamman – CD Planning

Division: ES & CD



SAC grant for Affordable Housing

Desired Outcome: Provide additional incentive for developing affordable housing in the region

Time Frame: June 2021-June 2022

Amount: \$500,000

- Short Description: Partner with CD and customer communities /developers to cover SAC charges for affordable housing. Can be a portion or all of the fee (Currently \$1,863 per affordable unit). May channel through LHIA mechanism for efficiency
- Measurement:
 - Affordable housing units built under the program

Presenter(s): Ned Smith – ES Finance, Tara Beard – CD Livable Communities

Division: ES & CD



Environmental Services Youth Job Skills Program

Desired Outcome: Increase training and hiring of people of color so ES workforce is more reflective of the region that we serve

Time Frame: June 2021-Dec 2022

Amount: \$100,000

- **Short Description:** Target youth from underserved communities that face barriers to employment and community inclusion. ES will address a missed opportunity and workforce gap by building a talent pipeline of candidates through a region-wide job readiness program for careers in wastewater operations, trades, and maintenance positions.
- **Measurement:**
 - Students of color hired into and completing the program
 - Program participants accepted into full-time positions

Presenter(s): Ned Smith – ES Finance Aaron Koski- Transit

Division: ES



Equity Evaluation of Regional Transportation Investment

Desired Outcome: Specific recommendations and legislation for changing transportation funding allocations and planning and programming processes to reduce structural racial inequities

Time Frame: 18-months

Amount: \$400,000 (consultant contract)

- Short Description: This project will engage a representative Project Advisory Committee in an in-depth evaluation of state and regional funding, planning and programming processes to identify and prioritize changes and strategies that would result in more equitable transportation system decision-making and outcomes.
- Measurements:
 - Transportation funding distribution by mode and geography
 - Increased BIPOC representation within transportation decision-making processes
 - Improved BIPOC transportation engagement

Presenter(s): Nick Thompson, Amy Vennewitz

Division: MTS



Grow Transit Assistance Program

Desired Outcome: Improve mobility for people in low-income households

Time Frame: 2021

Amount: \$375,000

- **Short Description:** Metro Transit would engage in several activities to increase TAP enrollment and utilization, including (1) providing grants for partner organizations to expand access to TAP, (2) pre-load value for new TAP cards, and (3) reward TAP users for riding the previous month.
- **Measurement:**
 - Increase number of active TAP users
 - Increase number of rides per month for TAP users
 - Increase the number of partners who certify and distribute TAP cards to clients

Presenter(s): Ed Petrie, Metro Transit Finance Director, or Nick Eull, Senior Manager-Revenue Operations

Division: MT



Streamlined Multimodal Program Enrollment for TAP-Eligible Customers

Desired Outcome: Improve mobility for people in low-income households

Time Frame: 2021-2022 (12 months) Amount: \$400,000

- **Short Description:** Work with metro counties or MN DHS and shared mobility providers on a unified eligibility verification system, so travelers can seamlessly enroll in reduced fare transportation programs across the region
- **Measurement:**
 - Number of people enrolled
 - Improved mobility & cost savings for low-income residents
 - Number of TAP users using other modes

Presenters: Meredith Klekotka, Shared Mobility Program Manager &
Andrea Kiepe, TAP Outreach Coordinator

Division: MT



Maintenance Technician Training

Desired Outcome: Reduce barriers to maintenance technician careers

Time Frame: Start program development in 2021, first class in early 2022 **Amount:** \$200,000 (for program development)

- **Short Description:** Funds will be used to develop a Maintenance Technician Training Program. The focus of this program will be to offer a combination of required classroom and hands-on training delivered by Metro Transit staff to substitute for the college degree requirement. Candidates will be selected from non-Technicians within Bus Maintenance, other employees from Metro Transit, and at least half from the communities we serve. Additional funding will be needed to implement the program in CY2022.
- **Measurement:**
 - Identify 10-12 participants including 50% from outside the organization
 - Number who complete program and pass pre-employment test
 - Demographics of participants and graduates

Presenter(s): Brian Funk, Deputy Chief Operating Officer – Bus, or Matt Dake,
Director of Bus Maintenance

Division: MT



Public Art Equity Project

Desired Outcome: Improve transit environment through engagement and public art to increase feelings of safety and belonging among riders and community members

Time Frame: 2021 - 2022

Amount: \$300,000

- **Short Description:** Engage communities and artists surrounding Lake Street BRT and Franklin Avenue LRT stations – places where communities have experienced systemic inequality – to develop and install permanent large-scale public art that portrays the underrepresented communities neighboring these stations.
- **Measurement:** Equity/Impact will be measured through engagement metrics, short-term surveys and testimonials, and long-term maintenance data and testimonials.

Presenters: Anna Flintoft, Manager – Planning and Urban Design and Mark Granlund, Public Arts Administrator, Metro Transit Engineering & Facilities Department

Update the 2016 Childcare and Transit Study

Desired Outcome: Inform transit planning decisions to better serve working parents who need transit connections to childcare

Time Frame: 2021

Amount: \$30,000

- **Short Description:** Contract with Wilder Research to update the 2016 study on transit access to childcare facilities. The study included surveys of parents at transit stops, an analysis of Census data of where working (especially low-income) parents live in relation to childcare locations, .
- **Measurement:** The study will rate high frequency transit corridors as to the adequacy of transit-accessible childcare for the amount of working parents living in the corridor.

Presenter: Lucy Galbraith, Director – Transit Oriented Development

Division: MT



Expanding Multicultural Marketing Reach & Frequency

Desired Outcome: Strengthen Metro Transit marketing activities and approaches to more effectively reach and resonate with the diverse communities we serve

Time Frame: 2021

Amount: \$150,000

- **Short Description:** Invest in several initiatives to strengthen Metro Transit's marketing, including holding a multicultural focus group, contracting with multicultural media, and developing a MCUB vendor recruitment campaign.
- **Measurement:**
 - Increased presence in multicultural media and other channels identified by the focus group as having strong potential to reach BIPOC community members

Presenter(s): Bruce Howard, Director, Marketing & Transit Information
Jessica Cross, Marketing Specialist

Division: MT



Investing in Transit Information Technologies

Desired Outcome: Increase access and availability of essential transit information for blind and low-vision (BLV) customers, LEP customers and customers in ACP50 areas

Time Frame: 2021

Amount: \$168,000

- **Short Description:** Investment will introduce new tools, enhance existing tools and systems and improve training for Transit Information Center reps. Wayfinding & navigation app pilot for BLV, Real-time displays in ACP50s, Spanish language training for TIC reps, additional language options for NexTrip
- **Measurement:**
 - Tools and system usage by target customers, customer satisfaction surveys, usability testing and evaluation of transit information reps skills and abilities

Presenter(s): Bruce Howard, Director, Marketing & Transit Information
Ben Rajkowski, Manager, Transit Information

Division: MT

