

**ACTION TRANSMITTAL No. 2014-21**

**DATE:** February 21, 2014  
**TO:** Technical Advisory Committee  
**FROM:** TAC Funding and Programming Committee  
**PREPARED BY:** Katie White, Planner (651-602-1716)  
**SUBJECT:** 2013 TDM Solicitation Project List  
**REQUESTED ACTION:** Metropolitan Transportation Services requests a recommendation for TAB approval of the project list for the 2013 TDM Solicitation for \$1.2 million in CMAQ funds.  
**RECOMMENDED MOTION:** Recommend that TAB approve the 2013 TDM Solicitation project list.

**BACKGROUND AND PURPOSE OF ACTION:** In August of 2013, TAC-Funding & Programming recommended the authorization of a \$1.2 million solicitation for CMAQ funds for transportation demand management (TDM) activities. The Metropolitan Council released the solicitation on September 25, 2013. Evaluation criteria for the projects included: (1) project clarity and readiness; (2) integration and coordination; (3) innovation; (4) impact on congestion; and (5) impact on air quality. The minimum request amount was \$25,000 with a maximum of \$300,000.

The application deadline was November 6, 2013. MTS received 13 applications for a total request of \$2,091,679 of the \$1.2 million available.

A scoring committee was established with representatives from: Metro Transit Service Development; MnDOT Metro District; Metropolitan Transportation Services; Best Buy; and an independent consultant with a background in TDM issues.

The scoring committee recommended that six projects be fully funded, and one project be partially funded. Please see the attached spreadsheet summary document. There was one appeal, which was executed in the manner described in the solicitation packet. Tele-Commuter Resources petitioned their score, and the resulting changes increased their point total from 44 to 45.5, but still did not result in a funding recommendation.

**RELATIONSHIP TO REGIONAL POLICY:** TDM activities are consistent with Strategy 3d of the Transportation Policy Plan (TPP).

**STAFF ANALYSIS:** Staff recommends that TAC Funding and Programming Committee recommends that TAB approve the project list.

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**ROUTING**

| <b>TO</b>                             | <b>ACTION REQUESTED</b> | <b>DATE COMPLETED</b> |
|---------------------------------------|-------------------------|-----------------------|
| TAC Funding and Programming Committee | Review & Recommend      | February 20, 2014     |
| Technical Advisory Committee          | Review & Recommend      |                       |
| Transportation Advisory Board         | Review & Approve        |                       |
| Metropolitan Council                  | Information             |                       |

| <i>Sponsor</i>                  | <i>Project</i>                     | <i>Description</i>                                                                                                                                                     | <i>Score</i> | <i>Ranking</i> | <i>Funding Request</i> | <i>Funding Recommended</i> |
|---------------------------------|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------|----------------|------------------------|----------------------------|
| Metro Transit                   | Mobile App                         | Create a mobile app for iOS and Android phones. Improve service for existing riders, new riders, and out of town visitors. Improved data collection for Metro Transit. | 78.00        | 1              | \$300,000              | \$300,000                  |
| Cycles for Change               | Earn-a-Bike                        | A training program that provides free bicycles, locks, and helmets upon completion of service hours. Promote bicycle use in underserved communities.                   | 74.0         | 2              | \$230,136              | \$230,136                  |
| Commuter Services               | Telework Week                      | Summit and campaign using existing resources to maximize exposure to and comfort with telecommuting, for employers and employees.                                      | 73.0         | 3              | \$80,000               | \$80,000                   |
| University of Minnesota         | eWorkplace                         | Outreach to employers to create awareness of the benefits of telework. Consulting and training to encourage lasting change within organizations and for employees.     | 70.0         | 4              | \$300,000              | \$300,000                  |
| NEC/HourCar                     | Multi-modal Access Pass            | Integrate the HourCar member access keyfob with Metro Transit GoTo Card technology. Improve multi-modal accessibility region-wide.                                     | 69.5         | 5              | \$144,000              | \$144,000                  |
| Transit for Livable Communities | Green Transportation Certification | Shift trips from driving to transit, specifically among non-profits along the Green Line. Maximize use of service improvements.                                        | 63.5         | 6              | \$74,876               | \$74,876                   |
| Nice Ride                       | Infill and Densification           | Increase the availability of Nice Ride racks and bicycles in areas with demonstrated high use. Improve Nice Ride availability to recommended standards                 | 63.5         | 6              | \$300,000              | \$70,988                   |
| Commuter Connection             | ZAP Twin Cities                    | Bicycle data tracking system that is user-friendly. Encourages, educates, and rewards users.                                                                           | 63.0         | 8              | \$52,772               |                            |
| Smart Trips                     | Anchor                             | Targeted outreach to "meds and eds" institutions in St. Paul to encourage alternative modes of travel among employees.                                                 | 60.0         | 9              | \$74,000               |                            |
| Metro Transit                   | Gameification                      | Web-based game to motivate the use of alternative transportation modes. Encourages sharing information with friends and competition.                                   | 56.5         | 10             | \$100,000              |                            |
| Smart Trips                     | Frogtown                           | Neighborhood-focused evaluation of transportation choices and behaviors utilizing existing youth engagement framework.                                                 | 52.0         | 11             | \$36,000               |                            |
| Scott County                    | Message Boards on TH 169 and CH83  | Install changeable message boards along CH83 and TH169.                                                                                                                | 50.0         | 12             | \$100,000              |                            |
| Tele-Commuter Resources         | eWorkplace II                      | Software designed to encourage tele-work use by employers and employees.                                                                                               | 45.5         | 13             | \$299,895              |                            |