



Application

01976 - 2015 Travel Demand Management (TDM)

03781 - Mobility Ecosystem

Regional Solicitation - Transit and TDM Projects

Status: Submitted
Original Submitted Date: 09/11/2015 3:10 PM
Last Submitted Date: 09/15/2015 11:38 AM

Primary Contact

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What Grant Programs are you most interested in?	Regional Solicitation - Transit and TDM Projects			

Organization Information

Name: Metro Transit

Jurisdictional Agency (if different):

Organization Type:

Metropolitan Council

Organization Website:

Address:

600 7th Street North

*

Minneapolis

Minnesota

55406

City

State/Province

Postal Code/Zip

County:

Outside MN

Phone:*

651-602-1000

Ext.

Fax:

PeopleSoft Vendor Number

METROTRANSIT

Project Information

Project Name

Mobility Eco System Coordinator

Primary County where the Project is Located

Multiple

Jurisdictional Agency (If Different than the Applicant):

Metropolitan Council Region

The transportation sector is currently at a juncture characterized by both great challenges

and opportunities. The introduction of new technologies, new business interests and changing customer behaviors provide us with a climate ripe for new collaboration and innovation. For our region to adequately respond to increasing consumer and business demand for a seamless multimodal network, we must evolve from delivering transportation to delivering solutions. We must evolve from a system dominated by

single-occupancy vehicles where everything else is considered alternative to an integrated Multimodal Ecosystem.

As the region's largest public transportation provider, we are creating a new business model in which we develop stronger partnerships with public, private and nonprofit organizations representing a variety of modal options. Through this collaboration we work toward reducing carbon emissions and improving quality of life across the Twin Cities Metropolitan Area. The specific benefits of this effort could include:

more sustainable mobility choices

improved coordination among travel options in the region solutions for the first-mile and last-mile connections to transit

reduced traffic congestion

reduced fossil fuel consumption

increased public transit use

Brief Project Description (Limit 2,800 characters; approximately 400 words)

more mobility choices for those who cannot or choose not to own and maintain a vehicle

This project proposes Metro Transit hire a Mobility Ecosystem Coordinator to develop recommendations for a regional multimodal partnership and its long-term strategic efforts. The position would work towards this goal by working with public agencies, transportation non-profits and private business to develop recommendations and a plan to create the tool(s) to make this available to the people of the Twin Cities, allowing seamless integration of positive transportation choices into their personal transportation plan.

The deliverables of this project will be a catalog of resources and technologies, a definition and selection of a working ecosystem model and a long-term implementation strategy for a Regional Mobility Ecosystem. These deliverables would guide implementation of the Regional Mobility Ecosystem in phase II. (Not included in this application) The end goal would be to create a system in which all non-drive alone modes in the Twin Cities region would be able to be accessed, used and integrated (on their own or via multimodal trip chaining) and paid for under a single tool set (app, fare card, etc).

Include location, road name/functional class, type of improvement, etc.

Project Length (Miles)

0

Connection to Local Planning:

Reference the name of the appropriate comprehensive plan, regional/statewide plan, capital improvement program, corridor study document [studies on trunk highway must be approved by MnDOT and the Metropolitan Council], or other official plan or program of the applicant agency [includes Safe Routes to School Plans] that the project is included in and/or a transportation problem/need that the project addresses. List the applicable documents and pages.

Connection to Local Planning

Thrive 2040 - pg 38 Equity, pg 48 Livability, pg 52 Complete Streets, pg 58 and 62 Sustainability/Leadership, pg 66 - Principles of Thrive

Project Funding

Are you applying for funds from another source(s) to implement this project?	No
If yes, please identify the source(s)	
Federal Amount	\$300,000.00
Match Amount	\$75,000.00
<i>Minimum of 20% of project total</i>	
Project Total	\$375,000.00
Match Percentage	20.0%
<i>Minimum of 20%</i>	
<i>Compute the match percentage by dividing the match amount by the project total</i>	
Source of Match Funds	Metro Transit
Preferred Program Year	
Select one:	2016

MnDOT State Aid Project Information: Transit and TDM Projects

County, City, or Lead Agency	Metro Transit
Zip Code where Majority of Work is Being Performed	55411
(Approximate) Begin Construction Date	
(Approximate) End Construction Date	
LOCATION	
From: (Intersection or Address)	whole region
<i>Do not include legal description; Include name of roadway if majority of facility runs adjacent to a single corridor.</i>	
To: (Intersection or Address)	whole region

Type of Work

Examples: grading, aggregate base, bituminous base, bituminous surface, sidewalk, signals, lighting, guardrail, bicycle path, ped ramps, bridge, Park & Ride, etc.)

Specific Roadway Elements

CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES	Cost
Mobilization (approx. 5% of total cost)	\$0.00

Removals (approx. 5% of total cost)	\$0.00
Roadway (grading, borrow, etc.)	\$0.00
Roadway (aggregates and paving)	\$0.00
Subgrade Correction (muck)	\$0.00
Storm Sewer	\$0.00
Ponds	\$0.00
Concrete Items (curb & gutter, sidewalks, median barriers)	\$0.00
Traffic Control	\$0.00
Striping	\$0.00
Signing	\$0.00
Lighting	\$0.00
Turf - Erosion & Landscaping	\$0.00
Bridge	\$0.00
Retaining Walls	\$0.00
Noise Wall	\$0.00
Traffic Signals	\$0.00
Wetland Mitigation	\$0.00
Other Natural and Cultural Resource Protection	\$0.00
RR Crossing	\$0.00
Roadway Contingencies	\$0.00
Other Roadway Elements	\$0.00
Totals	\$0.00

Specific Bicycle and Pedestrian Elements

CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES	Cost
Path/Trail Construction	\$0.00
Sidewalk Construction	\$0.00
On-Street Bicycle Facility Construction	\$0.00
Right-of-Way	\$0.00
Pedestrian Curb Ramps (ADA)	\$0.00
Crossing Aids (e.g., Audible Pedestrian Signals, HAWK)	\$0.00
Pedestrian-scale Lighting	\$0.00
Streetscaping	\$0.00
Wayfinding	\$0.00

Bicycle and Pedestrian Contingencies	\$0.00
Other Bicycle and Pedestrian Elements	\$0.00
Totals	\$0.00

Specific Transit and TDM Elements

CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES	Cost
Fixed Guideway Elements	\$0.00
Stations, Stops, and Terminals	\$0.00
Support Facilities	\$0.00
Transit Systems (e.g. communications, signals, controls, fare collection, etc.)	\$0.00
Vehicles	\$0.00
Transit and TDM Contingencies	\$0.00
Other Transit and TDM Elements	\$0.00
Totals	\$0.00

Transit Operating Costs

OPERATING COSTS	Cost
Transit Operating Costs	\$375,000.00
Totals	\$375,000.00

Totals

Total Cost	\$375,000.00
Construction Cost Total	\$0.00
Transit Operating Cost Total	\$375,000.00

Requirements - All Projects

All Projects

1. The project must be consistent with the goals and policies in these adopted regional plans: Thrive MSP 2040 (2014), the 2030 Transportation Policy Plan (amended 2013), the 2030 Regional Parks Policy Plan (amended 2013), and the 2030 Water Resources Management Policy Plan (2005).

Check the box to indicate that the project meets this requirement. Yes

2. Applicants that are not cities or counties in the seven-county metro area with populations over 5,000 must contact the MnDOT Metro State Aid Office prior to submitting their application to determine if a public agency sponsor is required.

Check the box to indicate that the project meets this requirement. Yes

3.Applicants must not submit an application for the same project in more than one funding sub-category.

Check the box to indicate that the project meets this requirement. Yes

4.The requested funding amount must be more than or equal to the minimum award and less than or equal to the maximum award. The cost of preparing a project for funding authorization can be substantial. For that reason, minimum federal amounts apply. Other federal funds may be combined with the requested funds for projects exceeding the maximum award, but the source(s) must be identified in the application. Transit expansion applications must be between \$500,000 and \$7,000,000. Transit System Modernization applications must be between \$100,000 and \$7,000,000. Travel Demand Management applications must be between \$75,000 and \$300,000.

Check the box to indicate that the project meets this requirement. Yes

5.The project must comply with the Americans with Disabilities Act.

Check the box to indicate that the project meets this requirement. Yes

6.The project must be accessible and open to the general public.

Check the box to indicate that the project meets this requirement. Yes

7.The owner/operator of the facility must operate and maintain the project for the useful life of the improvement.

Check the box to indicate that the project meets this requirement. Yes

8.The project must represent a permanent improvement with independent utility. The term independent utility means the project provides benefits described in the application by itself and does not depend on any construction elements of the project being funded from other sources outside the regional solicitation, excluding the required non-federal match. Projects that include traffic management or transit operating funds as part of a construction project are exempt from this policy.

Check the box to indicate that the project meets this requirement. Yes

9.The project must not be a temporary construction project. A temporary construction project is defined as work that must be replaced within five years and is ineligible for funding. The project must also not be staged construction where the project will be replaced as part of future stages. Staged construction is eligible for funding as long as future stages build on, rather than replace, previous work.

Check the box to indicate that the project meets this requirement. Yes

10.The project applicant must send written notification regarding the proposed project to all affected communities and other levels and units of government prior to submitting the application.

Check the box to indicate that the project meets this requirement. Yes

Requirements - Transit and TDM Projects

Transit and TDM Projects Only

1.The project must exclude costs for studies, preliminary engineering, design, or construction engineering (except if the project does not involve construction such as signal re-timing). Noise barriers, drainage projects, fences, landscaping, etc., are not eligible for funding unless included as part of a larger project, which is otherwise eligible. Right-of-way costs are not eligible as a stand-alone proposal, but are eligible when included in a proposal to build or expand transit hubs, transit terminals, park-and-ride facilities, or park-and-pool lots).

Check the box to indicate that the project meets this requirement. Yes

For Transit Expansion Projects Only

2.The project must provide a new or expanded transit facility or service(includes peak, off-peak, express, limited stop service on an existing route, or dial-a-ride).

Check the box to indicate that the project meets this requirement.

3.The applicant must have the capital and operating funds necessary to implement the entire project and commit to continuing the service or facility project beyond the initial funding period.

Check the box to indicate that the project meets this requirement.

4. The project is not eligible for either capital or operating funds if the corresponding capital or operating costs have been funded in a previous solicitation. A previously selected project is not eligible unless it has been withdrawn or sunset prior to the deadline for proposals in this solicitation.

Check the box to indicate that the project meets this requirement.

Other Attachments

File Name	Description	File Size
Go-To cards can now be used for both transit and car sharing - StarTribune.pdf	Star Tribune article from 9-7-2015 about beginnings of our multi modal integration	174 KB
Hourcar letter or support for Mobility Coordinator.pdf	Hour Car letter of support for Mobility Coordinator	430 KB
Internal Grant Applicationbudget - mobility Ecosystem.docx	Mobility Eco system budget	15 KB
Letter of Support - CTS_for Metro Transit.pdf	University of Minnesota Letter of support	35 KB
letterof suppoort DT council.pdf	letter of support DT Council Mobility Ecosystem Coordinator	162 KB
Mobility Eco system coordinator.docx	Project Budget Mobility Ecosystem	12 KB
Nice Ride LOS.docx	Nice Ride letter of support for Mobility Coordinator	131 KB

Measure: Project Location Relative to Jobs, Manufacturing, and Education

Select all that apply:

- | | |
|--|-----|
| Direct connection to or within a Job Concentration | Yes |
| Direct connection to or within an Educational Institution | Yes |
| Direct connection to or within a Manufacturing/Distribution Location | Yes |
| Project provides a direct connection to or within an existing local activity center identified in an adopted county or city plan | Yes |

City or County Plan Reference

Response (Limit 700 characters; approximately 100 words)

This project will lay the ground work to connect all areas of the Twin Cities using the exisiting transit system and other modes to provide complete coverage and access to work, school and recreation with out needing to own a single occupant vehicle.

Measure B: Project's Use of Existing Infrastructure

Response (Limit 1,400 characters; approximately 200 words)

This project will capitalize on existing transit infrastructure and facilities and our regions vast selection of services from public and private mobility providers such as Nice Ride, HourCar, Car2Go, Zipcar etc..

Measure A: Total Annual Project Cost per User

Total Project Cost	\$0.00
Annual Users	1014000
Cost Effectiveness	\$0.00

According to the 2015 State of the Commute Survey more than 1.3 million people in the seven-county Metro area work full-time. Seventy-eight percent (1,014,000) of those fulltime workers usually commute alone by car; 23% (23,322) of those drivers are finding their commute more difficult.

Description (Limit 1,400 characters; approximately 200 words)

If this project benefits and/or converts trips for only those drivers finding their commute more difficult (23,322), the cost per person per year over the two year project grant period would be approximately \$8.00 per person. However, we think this project will benefit the entire region (2,979,343 from Census data) through better access to employment center and central business districts, congestion reduction, and improved air quality. The annual cost over the two year project grant period would be approximately \$0.13 per Twin Cities resident.

Measure A: Project Location and Impact to Disadvantaged Populations

Select all that apply:

Projects service directly connects to Racially Concentrated Area of Poverty Yes

Projects service directly connects to Concentrated Area of Poverty Yes

Projects service directly connects to census tracts that are above the regional average for population in poverty or population of color Yes

Projects service does not directly connect to one of these identified geographic areas listed in 1-3; however, people of color or low-income populations are included in the project service area in lower concentrations, or children, people with disabilities, or the elderly are included in the project service area Yes

Response (Limit 1,400 characters; approximately 200 words)

Upload Map regional economy Mobility Intergatio Coordinator.pdf

Measure B: Affordable Housing

City/Township

- Anoka County
- Hennepin County
- Ramsey County
- Washington Couty
- Dakota County
- Carver County
- Scott County
- Minneapolis
- St Paul
- Bloomington
- Edina
- Richfield
- Eden Prairie
- Andover
- Bethel
- Blaine
- Circle Pines
- Columbia Heights
- Columbus TWP
- Coon Rapids

East Bethel
Fridley
Ham Lake
Ham Lake
Hilltop
Lexington
Lino Lakes
Linwood Twp
Nowthen
Oak Grove
Ramsey
St Francis
Spring Lake Park
Benton Twp
Camden Twp
Carver
Chanhassen
Chaska
Cologne
Dahlgren Twp
Hamburg
Hancock
Hancock Twp
Hollywood twp
Laketown Twp
Mayer
New Germany
Norwood Young America
San Francisco Twp
Victoria
Waconia
Waconia Twp
Water Town
Watertown Twp
Young AmericaTwp

Apple Valley
Burnsville
Castle Rock twp
Coates
Douglas Twp
Eagan
Empire Twp
Eureka Twp
Farmington
Greenvale Twp
Hampton
Hastings
Inver Grove Heights
Lakeville
Lilydale
Marshan Twp
Mendota
Mendota heights
Mendota heights
Miesville
New Trier
Nininger Twp
Randolph
Randolph Twp
Ravenia Twp
Rosemount
Scotia Twp
South St Paul
Sunfish Lake
Vermillion
Vermillion Twp
Waterford Twp
West St Paul
Woodland
Wayzata

Tonka Bay
Spring Park
Shorewood
Shorewood
St Louis Park
St Bonifacius
St Anthony Village
Rogers
St Anthony
St Bonifacius
Plumouth
Osseo
Orono
New Hope
Mound
Minnetrista
Minnetonka Beach
Minntonka
Scandia
St Marys Point
St Paul Park
Stillwater
Stillwater Twp
West Lakeland
Willernie
Woodbury
Brooklyn Park
Champlin
Crystal
Dayton
Deephaven
Excelsior
Golden Valley
Greenfield
Greenwood

Hassan Twp
Hopkins
Independance
Hopkins
Independance
Long lake
Loretto
Maple Grove
Maple Plain
Medicine Lake
Medina
Arden Hills
Falcon Heights
Gem Lake
Lauderdale
Little Canada
Maplewood
Mounds View
New Brighton
North Oaks
North St Paul
Roseville
Shoreview
Vadnais Heights
White Bear Twp
White Bear Lake
Belle Plaine
Belle Plaine Twp
Blakely Twp
Cedar Lake Twp
Cedar Lake Twp
Credit River
Elko-New Market
Helena Twp
Jackson Twp

Jordan
Louisville
New Market Twp
Prior Lake
St Lawrence twp
Sand Creek Twp
Savage
Shakopee
Shakopee
Spring Lake Twp
Afton
Bayport
Baytown Twp
Birchwood
Cottage Grove
Dellwood
Dellwood
Denmark Twp
Forest Lake
Grant
Grey Cloud Twp
Hugo
Lake Elmo
Lakeland
Lake St Croix Beach
Landfall
Mahtomedi
Marine on St Croix
May Twp
Newport
Oakdale
Oak Park Heights
Pine Springs

Affordable Housing Scoring - To Be Completed By Metropolitan Council Staff

City/Township	Score	Number of City
Afton	0	1
	0	1.00

Affordable Housing Scoring 2 - To Be Completed By Metropolitan Council Staff

Total of Score /Total of Cities 0

Measure A: Areas of Traffic Congestion and Reduction in SOV Trips

Response (Limit 1,400 characters; approximately 200 words)

According to our 2015 State of the Commute survey, seventy-eight percent (1,014,000) of our region's full-time workers usually commute alone by car during peak travel periods. If even a fraction of these drivers were moved to use alternatives to driving alone by using seamless multimodal trip planning weekly, this would have a major impact on our most congested roadways during peak periods of travel.

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced	520500
Average Commute Trip Length	12.1
VMT Reduction	6298050.0
CO Reduced	0
NOx Reduced	0
CO2e Reduced	0
PM2.5 Reduced	0
VOCs Reduced	0

Measure A: Project Innovation

Art Guzzetti, vice president of policy for the American Public Transportation Association, quoted in a recent Star Tribune

article: The Twin Cities is one of the pioneers, he said. We are now more geared to a quick card flash and cashless travel. Why have one flash pass for one mode of travel and another for another? Cant you have one card that works for all of them? Many people are aspiring to this and there is a movement toward this. The rest of the country will be

watching the Twin Cities.

Response (Limit 1,400 characters; approximately 200 words)

In our 2015 State of the Commute Survey, sixty-one percent of the respondents said that it is important to them to have an integrated transportation network. We believe that introducing this advancement in travel accessibility in the Twin Cities will

be well received and allow more people to use the regions transportation system instead of driving alone or as an alternative to buying a car.

Measure B: Project Elements New to Geographic Area or Population

Integration of mobility options allows users to reach locations where there is little or no transit service, make a last- mile connection to transit and make it easier to forego car ownership. This will also facilitate trip chaining to supplement transit service in Areas of Concentrated Poverty and workplaces with lower income workers where car ownership may not be an option.

Response (Limit 1,400 characters; approximately 200 words)

Measure B: Organization's Experience and Resources

This project fits within the agency's goals of delivering sustainable transportation choices to residents, employees, and visitors of our region. This project will use many existing Council Resources. Employees from IS, Marketing,

Response (Limit 1,400 characters; approximately 200 words)

Transit Information, Commuter Programs, Strategic Initiatives, MTS and TOD will work together to plan this project and support it through implementation (Phase 2 not included in this application) based on the deliverables of the created plan.

Measure C: Project Financial Plan

Response (Limit 1,400 characters; approximately 200 words)

This project is supported by Senior Staff at Metro Transit and we plan to implement the recommendations of the final project plan.

Transit Projects Not Requiring Construction

If the applicant is completing a transit or TDM application, only Park-and-Ride and other construction projects require completion of the Risk Assessment below. Check the box below if the project does not require the Risk Assessment fields, and do not complete the remainder of the form. These projects will receive full points for the Risk Assessment.

Check Here if Your Transit Project Does Not Require Construction

Measure A: Risk Assessment

1)Project Scope (5 Percent of Points)

Meetings or contacts with stakeholders have occurred Yes

100%

Stakeholders have been identified Yes

40%

Stakeholders have not been identified or contacted

0%

2)Layout or Preliminary Plan (5 Percent of Points)

Layout or Preliminary Plan completed

100%

Layout or Preliminary Plan started Yes

50%

Layout or Preliminary Plan has not been started

0%

Anticipated date or date of completion

12/31/2018

3)Environmental Documentation (10 Percent of Points)

EIS

EA

PM

Document Status:

Document approved (include copy of signed cover sheet)

100%

Document submitted to State Aid for review

75%

Document in progress; environmental impacts identified

50%

Document not started

0%

Anticipated date or date of completion/approval

4)Review of Section 106 Historic Resources (15 Percent of Points)

No known potential for archaeological resources, no historic resources known to be eligible for/listed on the National Register of Historic Places located in the project area, and project is not located on an identified historic bridge Yes

100%

Historic/archeological review under way; determination of no historic properties affected or no adverse effect anticipated

80%

Historic/archaeological review under way; determination of adverse effect anticipated

40%

Unknown impacts to historic/archaeological resources

0%

Anticipated date or date of completion of historic/archeological review:

Project is located on an identified historic bridge

5)Review of Section 4f/6f Resources (15 Percent of Points)

(4f is publicly owned parks, recreation areas, historic sites, wildlife or waterfowl refuges; 6f is outdoor recreation lands where Land and Water Conservation Funds were used for planning, acquisition, or development of the property)

No Section 4f/6f resources located in the project area Yes

100%

Project is an independent bikeway/walkway project covered by the bikeway/walkway Negative Declaration statement; letter of support received

100%

Section 4f resources present within the project area, but no known adverse effects

80%

Adverse effects (land conversion) to Section 4f/6f resources likely

30%

Unknown impacts to Section 4f/6f resources in the project area

0%

6)Right-of-Way (15 Percent of Points)

Right-of-way or easements not required

Yes

100%

Right-of-way or easements has/have been acquired

100%

Right-of-way or easements required, offers made

75%

Right-of-way or easements required, appraisals made

50%

Right-of-way or easements required, parcels identified

25%

Right-of-way or easements required, parcels not identified

0%

Right-of-way or easements identification has not been completed

0%

Anticipated date or date of acquisition

7)Railroad Involvement (25 Percent of Points)

No railroad involvement on project

Yes

100%

Railroad Right-of-Way Agreement is executed (include signature page)

100%

Railroad Right-of-Way Agreement required; Agreement has been initiated

60%

Railroad Right-of-Way Agreement required; negotiations have begun

40%

Railroad Right-of-Way Agreement required; negotiations not begun

0%

Anticipated date or date of executed Agreement

8)Construction Documents/Plan (10 Percent of Points)

Construction plans completed/approved (include signed title sheet)

100%

Construction plans submitted to State Aid for review

75%

Construction plans in progress; at least 30% completion

50%

Construction plans have not been started

0%

Anticipated date or date of completion

9)Letting

Anticipated Letting Date

LOCAL

Go-To cards can now be used for both transit and car sharing

Partnership between Hourcar and Metro Transit could lead to more fare payment integration.

By Tim Harlow (<http://www.startribune.com/tim-harlow/10644986/>) Star Tribune |

SEPTEMBER 7, 2015 — 8:54AM

A new partnership between Metro Transit and Hourcar is allowing members of the car-sharing organization to use their Go-To transit cards to access Hourcar vehicles anywhere in its metro area network, making it easier to seamlessly switch between transit and car sharing.

Hourcar users previously had to carry a specially designed key fob to unlock their pre-reserved vehicles. Now, they can just scan a card reader and drive.

While the change to a single-access smart card might seem insignificant, it is an incremental step that could pave the way to a more integrated system that would allow commuters to use one card to pay fares, fees and more easily hop from one mode of transportation to another.

Go-To cards already allow commuters to switch between the metro area's transit systems, but allowing commuters to use one pass to access multiple forms of transportation is unprecedented in the United States, said Art Guzzetti, vice president of policy for the American Public Transportation Association.

"The Twin Cities is one of the pioneers," he said. "We are now more geared to a quick card flash and cashless travel. Why have one flash pass for one mode of travel and another for another. Can't you have one card that works for all of them? Many people are aspiring to this and there is a movement toward this. The rest of the country will be watching the Twin Cities."

"We wanted to integrate with Metro Transit since so many people already have these cards, and we wanted to make it as seamless as possible to switch between modes," said Megan Hansen, Hourcar's program manager. "You might not always have your keys with you, but you always have your transit card. We think that is how we will get more people to give up their car and switch to a multimodal lifestyle. Having one card, especially one you already have, will make it really easy for people."

The partnership officially goes live Monday, but some Hourcar members were able to take advantage of it during a soft launch last week.

Jean James, of St. Paul, took a Green Line train from downtown St. Paul to the Spruce Tree Center at University and Snelling avenues where on Friday morning she tagged her Go-To card to a transponder inside a maroon Honda Civic, then drove off for a day of shopping in the Uptown area of Minneapolis.

"This is going to be nice," said James, who after 40 years of owning a car gave it up last year and now uses public transportation and Hourcar to get around. Pointing to her Go-To card, she said, "I always have this. The buses, the trains, the car, now I can just swipe things. I can keep track of all my transportation costs in one place."

Hourcar, a program of the Neighborhood Energy Connection, is believed to be the first car sharing organization in the United States to enter into a partnership with a transit agency, Hansen said.

Hourcar used a federal grant administered by the Met Council to upgrade technology and install transponders capable of reading chips that are embedded in Metro Transit's Go-To, U-Pass, College Pass and Metropass cards in vehicles parked at 60 locations.

Hourcar has about 2,500 members in the Twin Cities, and a survey conducted by the car-sharing organization last year found that nearly 90 percent of members have transit cards.

That, plus the fact that Metro Transit has allowed Hourcar to park vehicles at some of its light-rail platforms and transit centers over the past 10 years played a role in the newly formed partnership, said Adam Mehl, a marketing development specialist for Metro Transit.



(http://stmedia.startribune.com/images/ows_144159024157563.j)
ELIZABETH FLORES • EFLORES@STARTRIBUNE.COM

Riders will be able to use the same card for Metro Transit and Hourcar, a union that some believe is unprecedented in the United States.



(http://stmedia.startribune.com/images/ows_1441590)

Megan Hansen of Hourcar demonstrated a new program that will allow Metro Transit Go-To card holders to check out a vehicle. The new progra...

“The goal of the project is to reduce barriers to accessing different modes,” Mehl said. “They [Hourcar members] already have Go-To cards in their pockets. Now they can have as close to instantaneous access to a vehicle without having to have Hourcar send out a special key or fob. It lowers the barrier of entry.”

There have no plans to expand to other car-sharing services, such as Car2Go or Zipcar, in the metro at this time.

Total integration is still a long ways off, Guzzetti said, as there are technical and financial policy issues to be ironed out. For now, Hourcar members will still have to pay their rental and membership charges separately, but the partnership could be the seed of something to blossom. Eventually it could lead to integrated fare payment, Mehl said.

Greg Griffin of the Texas A&M Transportation Institute called the move “innovative” in the United States and sees the concept as one of many ways transportation systems are beginning to merge. He pointed to a pilot study in Berkeley, Calif., tackling parking and congestion issues by offering free bus passes and deeply discounted car sharing benefits to get people to leave their cars at home. The goal was to remove or reduce the pay barrier to the use of transit and car sharing. Results showed an increase in transit use, bicycling, car sharing and a drop in the number of people who drove alone.

“The availability of car sharing options reduce people’s anxiety about using other modes other than a personal car,” he said.

Frank Douma, a research fellow who studies transportation policy at the U’s Humphrey School of Public Affairs, said the goal of being able to use one card for multiple transit uses has been the holy grail.

“The idea of car sharing works best when you give tools for mobility in the transportation toolbox,” Douma said. “Otherwise you deal with two applications and two fobs. Now with one-stop shopping, you can choose the mode you want at a particular time, you are more confident that you can give up your car. This lowers the hurdles to overcome.”

harlow@startribune.com 612-673-7768



September 10, 2015

To the selection committee:

I am writing to express my support for the mobility ecosystem project proposed by Metro Transit. I know from my experience managing a car-sharing program that the transportation sector is evolving very rapidly both locally and nationally. From public transit to bike sharing to car sharing, there are many more options than there were even a few years ago. As a result, it is now easier than ever to get around without owning a car. This is wonderful progress, but it also creates very real challenges that need to be overcome.

As transportation options have increased, people have become much more interested in giving up their personally owned vehicles and adopting a healthier and more cost-effective multi-modal lifestyle. Unfortunately, it has also become harder for people, especially those new to alternative transportation, to navigate the many options. Among our own users we encounter a lot of fear, confusion and frustration as people trying to understand and choose among the many options. Ultimately, this kind of struggle discourages people from making the leap to multi-modal transportation.

The Twin Cities has the capacity to be at the forefront of the move toward streamlined multi-modal transportation. HOURCAR recently partnered with Metro Transit to allow our members to use their Go-To cards to access HOURCAR vehicles. We believe this to be the first partnership of its kind in the United States, and it has been received extremely well by our users, the public at large and even car sharing providers in other states. More work in this area is desperately needed, and Metro Transit, as a trusted public transit provider, is ideally positioned to form the partnerships it requires. I urge you to support their application.

Sincerely,

A handwritten signature in black ink that reads "Megan Hansen". The signature is fluid and cursive.

Megan Hansen

HOURCAR Program Manager

UNIVERSITY OF MINNESOTA

Twin Cities Campus

Center for Transportation Studies

*200 Transportation Safety Building
511 Washington Avenue S.E.
Minneapolis, MN 55455*

*Office: 612-626-1077
Fax: 612-625-6381
<http://www.cts.umn.edu>
Email: cts@umn.edu*

Regional Solicitation: Travel Demand Management
Metropolitan Council
390 North Robert Street
St. Paul, Minnesota 55101
Attn: Elaine Koutsoukos, TAB Coordinator

Re: Metro Transit Mobility Eco System

September 9, 2015

Dear Project Selection Recommendation Committee,

The Center for Transportation Studies (CTS) at the University of Minnesota supports the above-referenced proposal from Metro Transit to hire a Mobility Ecosystem Coordinator to develop a Multi Modal Ecosystem in the Twin Cities. The proposed Mobility Ecosystem Coordinator would develop a new business model to work with public, private, and nonprofit organizations representing a variety of modal options to integrate technologies and, ultimately, develop a more robust multimodal system in the Twin Cities.

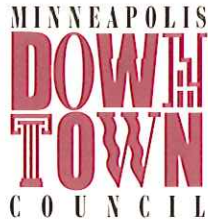
Moreover, Metro Transit's ultimate goal to improve access to regional destinations by combining resources and data into a seamless system connects well with work at the University of Minnesota, especially the SmarTrAC project led by CTS Scholar and Associate Professor Yingling Fan. With future advancement, the SmarTrAC project will produce a smartphone-based tool that has data collection functionalities for collecting continuous data on multi-modal travel behavior as well as learning and recommendation capabilities for encouraging modal shifts from driving to alternative transportation. The SmarTrAC work at the University of Minnesota can provide a useful foundation for Metro Transit's advancement of the Multi-Modal Mobility Eco System.

CTS looks forward to working with Metro Transit on this project and seeking opportunities to integrate projects at the University of Minnesota (e.g., the SmarTrAC work mention above) with this unique Metro Transit project for promoting transit and non-motorized modes of travel in the Twin Cities region.

Regards,



Laurie McGinnis
Director
Center for Transportation Studies
University of Minnesota
511 Washington Ave. SE
Minneapolis, Minnesota 55455



September 11, 2015

TO: Theresa Cain, Metro Transit

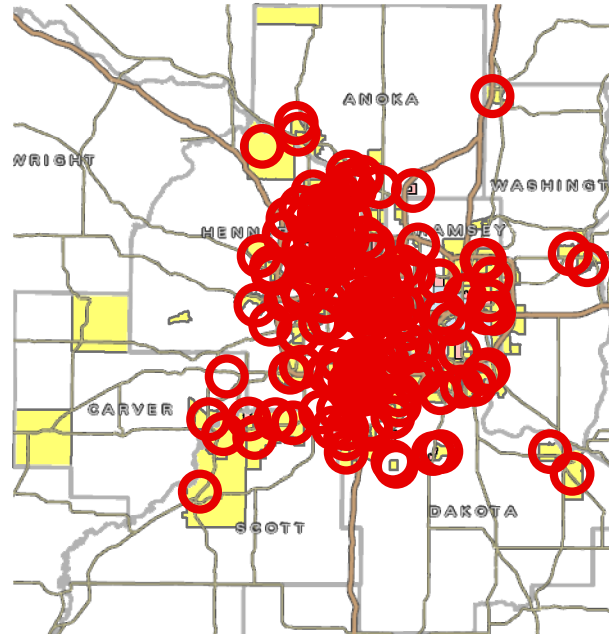
FROM: Steve Cramer, President/CEO Minneapolis Downtown Council

RE: Metro Transit Mobility Eco System Project





On behalf of our organization, I am writing in support of Metro Transit's application to fund the above referenced project. In the Downtown Council's Intersections 2025 Plan, one of our ten key goals to insure the future vibrancy of downtown Minneapolis is to "lead the nation in transportation options". The plan conceives of achieving this goal via a multi-modal approach. The integration and coordination of modes, using technology as appropriate and helpful, is essential. We applaud Metro Transit's willingness to lead in this area. Count on our support as the project moves forward.

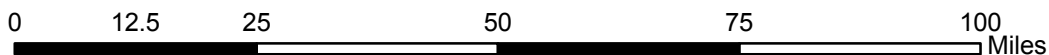
Results

Project **IN** a racially concentrated area of poverty.



NCompass Technologies

-  Project Points
-  Area of Concentrated Poverty
-  Area of Concentrated Poverty > 50% residents of color
-  Above reg'l avg conc of race/poverty



Created: 9/11/2015
LandscapeRSA2



For complete disclaimer of accuracy, please visit
<http://giswebsite.metc.state.mn.us/gissitenew/notice.aspx>

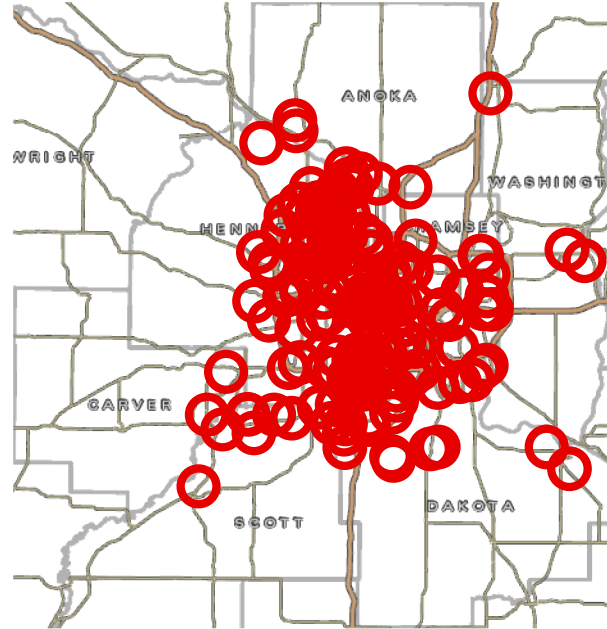


Results

Project **IN** area of Job Concentration.

Project **IN** area of Manufacturing and Distribution.

Project **CONNECTED** to area of Education Institutions.



NCompass Technologies

 Project Points



Created: 9/11/2015
LandscapeRSA5



For complete disclaimer of accuracy, please visit
<http://giswebsite.metc.state.mn.us/gissitenew/notice.aspx>



Internal Grant Application

Project Details

Project Title _Mobility Ecosystem Coordinator_____
Project Start Date _October 1, 2016 Project End Date December 31, 2018_____
Council Project Manager __Adam Mehl_____

For projects that have Subrecipients, complete the information below for each Subrecipient. This is now required by the Department of Labor (DOL) and for Federal reporting and audit purposes.

Subrecipient Project Manager/Title _Adam Mehl_
Subrecipient Agency __Metro Transit_____
Subrecipient Address __560 6th ave N_____
(Must include 9-digit zip) __55411_____
Phone and Fax __612-349-7104_____
Email Address __Adam.mehl@metrotransit.org_____

Fund Details

Funding sources - FTA awards require a match of 20% in most cases; Subrecipients usually provide their own match.

Table with 3 columns: Fund Type, Amount, and Source. Rows include Award Amount (\$300,000.00), Local Match (RTC), Local Match (Other) (\$75,000.00), and Total Funding (\$375,000.00). Source for Local Match (Other) is Individual donations.

Mobility Eco system coordinator

Federal Grant \$300,000

Local Match Provided by Metro Transit \$75,000

Total Budget \$375,000

Funds will be used to cover salary and expenses of this position over 2 years



10 September 2015

Regional Solicitation: Travel Demand Management
Metropolitan Council
390 North Robert Street
St. Paul, MN 55101
Attn: Elaine Koutsoukos, TAB Coordinator

Re: Metro Transit Mobility Eco System

Dear Project Selection Recommendation Committee,

I'm writing in support of Metro Transit's application for funding for the Mobility Ecosystem Project.

Nice Ride is actively convening local stakeholders and national entrepreneurs to discuss urban mobility integration, which we define as: making it so convenient to use transit, car share, ride share, bike share, and other transportation services seamlessly that consumers will choose a car-free or car-lite lifestyle over the costs of car ownership.

Advances in mobile payment and unlocking technology, the rapid growth of transportation apps, and enormous private-sector investment have made urban mobility integration the most promising tool to change attitudes towards transit and alternative transportation and reduce congestion and environmental impacts of burning fossil fuels in single occupancy vehicles. USDOT has signaled that it will invest in pilot projects in innovative cities to demonstrate the positive impacts of integration.

To position MSP to be an innovative pilot city, maintain our current ranking on the Innovation Transportation Index, and meet the needs of a growing workforce choosing livable urban communities over long communities, we need to develop strong and nimble public-private partnerships. In the public sector, we need dedicated staffing

2701 36th Avenue South | Minneapolis, MN 55406

WWW.NICERIDEMN.ORG



focused on evaluating technological developments, comfortable working with entrepreneurs, and empowered to act on opportunities at appropriate times. This application will put Metro Transit in position to do that.

Sincerely,

A handwritten signature in black ink, appearing to read 'B. Dossett', written in a cursive style.

Bill Dossett, Executive Director
Nice Ride Minnesota