Application

04752 - 2016 Travel Demand Management (TDM)

04886 - Shared Mobility, Community Outreach and Development Program, Twin Cities Demonstration Project

Regional Solicitation - Transit and TDM Projects

Status:	Submitted
Submitted Date:	07/14/2016 12:18 PM

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

Organization Information

Name:	CAREFREELIFE
Jurisdictional Agency (if different):	

Organization Type:	In-State not for profit
Organization Website:	
Address:	2516 West 22nd Street
*	Minneapolis (City) / Minnesota (State/Province) / 55405 (Postal Code/Zip)
County:	Hennepin
Phone:*	612-310-4822 Ext.
Fax:	
PeopleSoft Vendor Number	

Project Information

Project Name	The Shared Mobility, Community Outreach and Development Program, Twin Cities Demonstration Project
Primary County where the Project is Located	Hennepin, Ramsey
Jurisdictional Agency (If Different than the Applicant):	

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

The Shared Mobility, Community Outreach and Development Program, Twin Cities Demonstration Project, is designed to promote and facilitate voluntary growth in car-free and car-light living through educational outreach and enhanced connectivity to all alternative transportation suppliers and car-light living resources, in selected neighborhoods in Minneapolis and St. Paul.

When community members relinquish cars and adopt a more sustainable car-light lifestyle, numerous and significant benefits accrue to both the households doing it, and to the broader community at large, including congestion mitigation. For several reasons however, and despite the recent market developments that are supportive of car-light living, relinquishing a car can be a difficult thing for many households to do. The difficulty stems from several factors:

(1) Social change requires consumer attitudes to change as well. With the exception of several large urban centers, over the past 70 years the term Car-free has primarily been associated with people who were either to poor or disabled to own or operate a car. Changing consumer attitudes involves teaching and messaging new meanings and benefits as well as connecting them with the depth and breadth of community members who are living car-light lifestyles.

(2) Relinquishing a car means switching from a single source comprehensive transportation solution for all travel occasions (owned car), to a menu of suppliers, each of which operates in a specific and limited niche. To do this effectively requires new planning skills and knowledge on the part of the consumer.

The content of the educational program includes

teaching area residents: (1) WHY they may want to consider reducing their dependence on individually owned cars. (2) WHAT the alternative mobility and other supplier resources in their area are. And (3) HOW to access the resources and suppliers necessary to make relinquishing a car easier.

The goals of the program include reducing the rate of car ownership as measured through car registrations data in the selected areas, increased demand and use of alternative transportation methods and services including transit, and the generation of data on the effectiveness of various messaging methods and strategies employed.

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

TIP Description Guidance (will be used in TIP if the project is selected for funding)

Community outreach and development program to foster voluntary growth in car-free and car-light living in selected areas.

Project Length (Miles)

100.0

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

$200,000.00

Match Amount

$50,000.00

Minimum of 20% of project total

Project Total

$250,000.00

Match Percentage

20.0%

Minimum of 20%
Compute the match percentage by dividing the match amount by the project total

Source of Match Funds

CarFreeLife Inc. A Minnesota not for profit

A minimum of 20% of the total project cost must come from non-federal sources; additional match funds over the 20% minimum can come from other federal sources

Preferred Program Year

Select one:

2018

For TDM projects, select 2018 or 2019. For Roadway, Transit, or Trail/Pedestrian projects, select 2020 or 2021.

Additional Program Years:

2017, 2018

Select all years that are feasible if funding in an earlier year becomes available.

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 (do not include in cost effectiveness measure)	$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
Contingencies	$0.00
Right-of-Way	$0.00
Other Transit and TDM Elements	$0.00
Totals	**$0.00**

Transit Operating Costs

Number of Platform hours	0
Cost Per Platform hour (full loaded Cost)	$0.00
Substotal	$0.00
Other Costs - Administration, Overhead,etc.	$250,000.00

Totals

Total Cost	$250,000.00
Construction Cost Total	$0.00
Transit Operating Cost Total	$250,000.00

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 2040 Transportation Policy Plan, the 2040 Regional Parks Policy Plan (2015), and the 2040 Water Resources Policy Plan (2015).

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

2.The project must be consistent with the 2040 Transportation Policy Plan. Reference the 2040 Transportation Plan objectives and strategies that relate to the project.

List the goals, objectives, strategies, and associated pages:

2040 Transportation Policy Plan

Page 62:
Goal: Access to Destinations

Objectives: A. Increase availability of multimodal travel options, especially in congested corridors.

D. Increase transit ridership and the share of trips using transit, bicycling, and walking.

E. Improve multimodal travel options for people of all ages and abilities to connect to jobs and other opportunities, particularly for historically underrepresented populations.

Page 63:

Strategies: Multimodal options include a variety of transit services from bus and train service to dial-a-ride or shared ride, as well as bicycling and walking.

Page 64:

Goal: Competitive Economy

Objectives: A. Improve multimodal access to regional job concentrations identified in Thrive MSP 2040.

B. Invest in multimodal transportation system to attract and retain businesses and residents.
Strategies: Providing people safe and convenient transportation choices such as walking, bicycling, and transit can remove cars from highways and streets, and increase the quality of life for everyone. An integrated multimodal transportation system helps to retain and grow existing businesses and industries, and attracts new ones. It also attracts and retains talent, which the market shows is

increasingly seeking a less auto-dependent lifestyle.

Page 66:

Goal: Healthy Environment

Objectives: A. Reduce transportation-related air emissions.
C. Increase the availability and attractiveness of transit, bicycling, and walking to encourage healthy communities and active car-free lifestyles.
Page 68:

Strategies: Transportation can play a significant role in fostering personal and community health by increasing pedestrian and bicycle infrastructure, including the connectivity of these facilities region-wide.

Page 70:

Goal: Leveraging transportation Investment to Guide Land Use.

Objectives: A. Focus regional growth in areas that support the full range of multimodal travel.

Page 72:

Strategies: More walkable and bikeable communities where residents can choose to use their car less (or not at all) to go shopping, get to a transit stop or station, get to work and school and recreation areas.

3.The project or the transportation problem/need that the project addresses must be in a local planning or programming document. 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 the Minnesota Department of Transportation 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:

Minneapolis Comprehensive Plan

Page 2-1: Transportation

Minneapolis will build, maintain and enhance access to multi-modal transportation options for residents and businesses through a balanced system of transportation modes that supports the City?s land use vision, reduces adverse transportation impacts, decreases the overall dependency on automobiles, and reflects the city?s pivotal role as the center of the regional transportation network.

Building the City Through Multi-modalism

The concept of a multi-modal system is one that integrates a wide range of transportation choices into a functioning, flexible network. The City continues to encourage investment in an interconnected multi-modal transportation system that supports sustainable growth.

City of St. Paul Comprehensive Plan / Transportation

Page 10:

Strategy2: Provide Balance and Choice

A more balanced system spurs new opportunities for infill housing and economic development that can be served predominantly by modes other than the single occupancy automobile.
Page 12:

2.7 Expand Commuter Options with Travel Demand Management

b. Explore individual incentives, employer

programs, and parking policies that encourage alternatives to single-occupancy automobiles.
c. Support the work of public agencies and the private sector to market transit, carpooling, biking and walking, flexible work hours, and telecommuting.

4.The project must exclude costs for studies, preliminary engineering, design, or construction engineering. Right-of-way costs are only eligible as part of bicycle/pedestrian projects, transit stations/stops, transit terminals, park-and-ride facilities, or pool-and-ride lots. Noise barriers, drainage projects, fences, landscaping, etc., are not eligible for funding as a standalone project, but can be included as part of the larger submitted project, which is otherwise eligible.

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

5.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

6.Applicants must not submit an application for the same project elements in more than one funding application category.

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

7.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. Funding amounts by application category are listed below.
***Transit Expansion:** $500,000 to $7,000,000*
***Travel Demand Management (TDM):** $75,000 to $300,000*
***Transit System Modernization:** $100,000 to $7,000,000*

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

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

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

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

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

10.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

11.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

12.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

13.The project applicant must send written notification regarding the proposed project to all affected state and local 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

For Transit Expansion Projects Only

1.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.

2. 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 three-year funding period for transit operating funds.

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

3.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. However, Transit Modernization projects are eligible to apply in multiple solicitations if new project elements are being added with each application.

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

Transit Expansion and Transit System Modernization projects only:

4.The applicant must affirm that they are able to implement a Federal Transit Administration (FTA) funded project in accordance with the grant application, Master Agreement, and all applicable laws and regulations, using sound management practices. Furthermore, the applicant must certify that they have the technical capacity to carry out the proposed project and manage FTA grants in accordance with the grant agreement, sub recipient grant agreement (if applicable), and with all applicable laws. The applicant must certify that they have adequate staffing levels, staff training and experience, documented procedures, ability to submit required reports correctly and on time, ability to maintain project equipment, and ability to comply with FTA and grantee requirements.

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

Project Information-Transit and TDM

County, City, or Lead Agency	Hennepin County, Minneapolis MN, CarFreeLife Inc.
Zip Code where Majority of Work is Being Performed	55418
(Approximate) Begin Construction Date	07/02/2018
(Approximate) End Construction Date	12/31/2018
Name of Park and Ride or Transit Station:	NA

i.e., MAPLE GROVE TRANSIT STATION

TERMINI:(Termini listed must be within 0.3 miles of any work)

From: **(Intersection or Address)**	NA
To: **(Intersection or Address)**	NA

DO NOT INCLUDE LEGAL DESCRIPTION

Or At:	NA
Primary Types of Work	NA

Examples: GRADE, AGG BASE, BIT BASE, BIT SURF, SIDEWALK, CURB AND GUTTER,STORM SEWER, SIGNALS, LIGHTING, GUARDRAIL, BIKE PATH, PED RAMPS, PARK AND RIDE, ETC.

Measure A: Project's Use of Existing Infrastructure

Response (Limit 2,800 characters; approximately 400 words):

This project is a community educational outreach program designed to teach residents why they may want to reduce their dependence on individually owned cars, and how to do it if they choose to. The program is focused on the 55116 zip code area (primarily Ward 3 in St Paul) and on the 55418 zip code area (primarily Ward 1 Minneapolis).

The program is designed to raise the demand for alternative transportation service modes of all types including: transit services, car-share services, bike-way services, bike-share services, ride-sourcing services, ride-share and van-pool services, and rentals including both peer to peer and traditional commercial operations. To the extent that these services may not currently be available in the designated areas (car-share for example) this program will try to create the demand necessary to attract them and work with them to expand into the area.

In terms of existing infrastructure in the 55418 zip code project area we have:

Number 10 high frequency transit line on Central Avenue.
Number 11 high frequency transit line on 2nd Street.

Number 32 line service expansion.
Several additional commuter transit lines.

Significant bike-way development in the area.

Significant Bike share facilities.

In the 55116 zip code project area we have:

Number 54 high frequency transit line along 7th Street.

A Line high frequency BRT Line on Snelling and Ford Pkwy

Significant bike-way development in the area.

Measure A: Average Weekday Users

Average Weekday Users

2922

Response (Limit 2,800 characters; approximately 400 words):

The project areas combined have a total population of 53,323 people and 24,066 households. Those households have a combined 49,129 car registrations or 2.04 cars per household.

55418 is currently below the Twin Cities median car registrations per household at 1.78. (1.92 is the Twin Cities median cars per household).

55116 is currently above the Twin Cities median car registrations per household at 2.34.

The Twin Cities (all 551 zip codes and 554 zip codes combined) median car registrations per household is 1.92 cars per household. To bring the project area combined total down to the Twin Cities median would mean reducing registrations by 2,922 cars.
The project plan is to reach every one of those 24,066 households with information, resources, and incentives within the one year time frame of the project.

Measure A: Project Location and Impact to Disadvantaged Populations

Response (Limit 2,800 characters; approximately 400 words)

Both of the project areas (55116 and 55418) contain significant areas Above the Regional Average Concentration of Race / Poverty. Additionally, the 55418 project area has pockets of Concentrated Poverty and Concentrated Poverty > 50% Residents of Color.
The cost of housing and transportation combined is over 50% of income for many households. Neighborhoods and areas that can be lived in without owning a car, significantly reduces the cost of living for residents, particularly beneficial for those households at the lower end of the income scale. Additionally, according to a University of Minnesota Economic Impact study initiated by CarFreeLife, $5,538.00 per year in new economic output is generated in the local economy every time a community member relinquishes a car.
Neighborhoods that can be lived in without owning a car are neighborhoods with good transit services, compact designs that allow residents to be able to reach transit facilities, adequate bike-ways, and enough demand so that alternative services such as car-share, provide area coverage. While both of the areas within this projects scope meet the transit and bike-way and design requirements, neither is served by car-share service at this time. The best way to change that is to increase, organize, and demonstrate demand, and then work with the car-share companies and other service suppliers to expand service offerings in the area.
Our program in a nutshell: stimulate residents to relinquish cars where possible, leading to maximized demand for alternative transportation services, leading to expansion of area services.

Measure B: Affordable Housing

City/Township

Affordable Housing Scoring - To Be Completed By Metropolitan Council Staff

City/Township	Population in City	Score	Population/Total Populations	Housing Score Multiplied by Population percent
	0	0	0	0

Affordable Housing Scoring - To Be Completed By Metropolitan Council Staff

Total Population in City	0
Total Housing Score	0

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

Response (Limit 2,800 characters; approximately 400 words):

This project is focused on educational outreach in the 55116 zip code area (primarily Ward 3 St. Paul) and the 55418 zip code area (primarily Ward 1 Minneapolis). These areas are both part of the urban center of the Twin Cities, have combined car registrations above the Twin Cities median, and both border areas with less car registrations per person and per household indicating the potential for movement. Additionally these areas are both well served by high frequency transit service, including new routes (Route 11 and A line). Our research into car registration data indicates a correlation between high frequency transit service and the prospects for reduced car ownership and registrations. Both areas are also served by multiple bikeways, and contain neighborhoods with concentrations of poverty

The content of the outreach program is designed to educate residents as to the benefits of relinquishing a car in their household, and how to utilize the alternative transportation services available in their area to make up for the relinquished car. The transportation alternatives include public transit, car-share services, taxi services, networked ride-sourcing services like Uber and Lyft, bike-ways and bike-share services, and rental services both peer to peer and traditional commercial services. The program is focused on relinquishing cars rather than just higher transit utilization for several reasons: People who commute to work by transit, but continue to maintain a car for non-work activities (majority of transit users): 1. Do not receive most of the financial benefits associated with relinquishing a car. 2. Do not use transit or other alternative mode services at off-peak times. 3. Continue to contribute to the SOV problem. 4. The community does not receive many of the benefits associated with relinquished cars including, enhanced economic activity, and reduced pollution emissions, and reduced space devoted to parked cars to name a few.

Resent research conducted by the Shared Mobility Center (TCRP J-TASK 21 Dated March 2016) found that:
Key Finding 1. The more people use shared modes, the more likely they are to use public transit, own fewer cars, and spend less on transportation overall.
Key Finding 2. Shared modes compliment public transit, enhancing urban mobility.

Key Finding 3. Shared modes will continue to grow in significance, and public entities should engage with them to ensure that benefits are widely and equitably shared.

Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:	5844
Average Commute Trip Length (Default 12.1):	12.1

Response (Limit 2,800 characters; approximately 400 words):

5844 trips x 12.1 miles = 70,712.40 miles.
Our program in a nutshell: stimulate residents to relinquish cars where possible, leading to maximized demand for alternative transportation services, leading to expansion of area services.
The project areas combined (55116 and 55418) have a total population of 53,323 people and 24,066 households. Those households have a combined 49,129 car registrations or 2.04 cars per household. The Twin Cities (all 551 zip codes and 554 zip codes combined) median car registrations per household is 1.92 cars per household. To bring the project area combined total down to the Twin Cities median would mean reducing registrations by 2,922 cars, or approximately 6%. If the project was successful in accomplishing this goal it would result in 5844 weekday commute reductions (2922 x2).
A commute centric calculation however undervalues the emissions reductions benefits associated with people relinquishing cars as opposed to simply keeping the car and using transit or some other alternative to commute to work. While utilizing transit or other alternatives and keeping the car is better than SOV driving commutes, it does not deliver the benefits to the consumer or to the community that relinquishing a car does. The benefits significantly change when a car is relinquished as opposed to changes in car use, including, economic benefits to the community and the consumer, emissions reductions from non-commute trips, reduced VMT as the consumer switches from a fixed cost transportation system to variable cost systems, parked car space reductions, off-peak transit use, demand enhancement for other alternative suppliers such as ride-sourcing, car-share, bike-share, and rentals.
The project plan is to reach every one of those 24,066 households with multiple contacts with information, resources, and incentives within the one year time frame of the project.

Measure: Innovation

Response (Limit 2,800 characters; approximately 400 words)

First, many of the benefits associated with reduced auto dependency are tied to relinquishing cars not just using them less or on certain travel occasions. They include: (1) economic dividends to both the community and the households participating, as the money that would have left the area stays in the local economy, (2) reduced Vehicle Miles Traveled (VMT) as the consumer switches from a fixed cost transportation system to a variable cost system, (3) added demand for shared transportation systems, (4) expanded off-peak transit system use, (5) contributes to a community health dividend, (6) increased community space as the number of parked cars is reduced. As a result, this project has used car registration data to identify its selected geographic areas, and will use car registration data to measure the impact of the program. We believe the use of car registration data is unique to this project.

Second, the individually owned car is a comprehensive solution for all travel occasions; short duration, long duration, all weather conditions, time flexible or not. Each of the shared mobility suppliers operate with-in specific transportation occasion niches. None of them individually can offer the customer a comprehensive solution on all travel occasions. Only together can they offer a comprehensive solution that would allow the customer to relinquish a car. This program is designed to help Twin Cities residents learn about and access the many transportation modes available in their area.

Third, transportation projects typically work on the supply side of the development process. They provide infrastructure or other amenities designed to increase user demand. (Supply leading to demand.) The Shared Mobility, Community Outreach and Development Program, Twin Cities Demonstration Project, works on the demand side of the development process. (Demand leading to supply.) It seeks to maximize the demand for multi-

modal solutions in specific areas through educational outreach and facilitation. Increased demand will lead to absorption of current excess capacity in transit and other multimodal transportation systems as well as generate demand for the deployment of new suppliers and mode options including bike-share, car-share, and ride-sourcing through (TNC) Transportation Networked Companies. (The more people use shared modes, the more likely they are to use public transit, own fewer cars, and spend less on transportation. Reference: Shared Mobility and the Transformation of Public Transit, March 2016, TCRP J-11/TASK21 Key Finding 1)

Measure A: Organization's Experience and Resources

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

CarFreeLife Inc. is a Minnesota not for profit organization dedicated to promoting and facilitating voluntary car-free and car-light living in the Twin Cities. We have sponsored and been involved in the production of several important research efforts including an Economic Impact Analysis conducted by the University of Minnesota on the community economic impact of residents relinquishing cars, a consumer market study on the potential effectiveness of utilizing the airport rental car facilities to support car-light living, and an analysis of car registration patterns in the Twin Cities. The car registrations study in particular has informed this project. We found correlations in car registrations to the high frequency transit network and that data has factored into where and how to conduct this program. CarFreeLife maintains a website at www.carfreelife.org.

CarFreeLife is a small organization with small overhead. The benefit of this is that a much higher amount of the project resources can be directed to getting our messages to the consumers. In fact we can state that 100% of the granted funds through this application would be used for direct communications and messaging with the residents in the targeted areas. All overhead associated with the program will be covered within the 20% match portion of the program.

Measure B: Project Financial Plan

Project funding sources are identified and secured to continue the project past the initial funding period, and/or carry on the project to a future phase:

Applicant has identified potential funding sources that could support the project beyond the initial funding period:

Yes

Applicant has not identified funding sources to carry the project beyond the initial funding period:

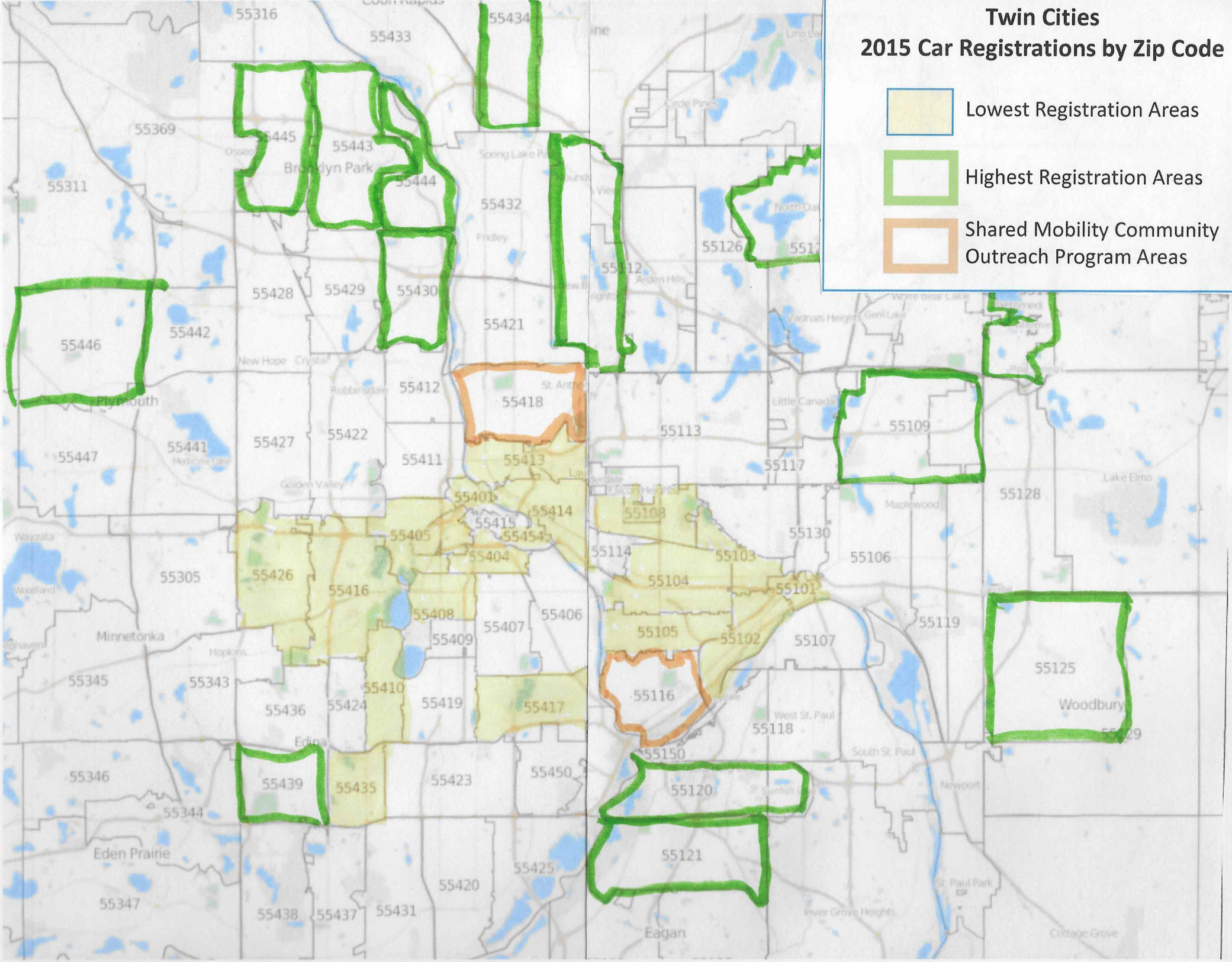
Response (Limit 2,800 characters; approximately 400 words):	This Travel Demand Management (TDM) program (Shared Mobility, Community Outreach and Development Program, Twin Cities Demonstration Project) has a total budget of $250,000.00. The grant request being applied for with this application is for $200,000.00 total. Additionally, there is an outside match requirement of 20% or $50,000.00 minimum. The financial plan for this TDM program is to spend $100,000.00 in each of the two designated areas, on the production and dissemination of media and presentations communicating our messages with residents. All of the overhead associated with the project will come from other CarFreeLife sources, including transportation or other suppliers, foundations, or other CarFreeLife revenue sources. The communications methods employed in this project will include, multiple forms of media, mailings, social media, website development, and live presentations in community centers, area churches, and other venues. We also intend to partner and work closely with neighborhood associations, other civic or neighborhood groups, and car-free living suppliers where possible to help efficiently disseminate our messages and incentivize area residents. A project budget is attached to this application.

Measure A: Cost Effectiveness

Total Project Cost (entered in Project Cost Form):	$0.00
Enter Amount of the Noise Walls:	$0.00
Total Project Cost subtract the amount of the noise walls:	$0.00
Points Awarded in Previous Criteria	
Cost Effectiveness	$0.00

Other Attachments M

File Name	Description	File Size
Match Letter.docx	Local Match Letter and Summary	36 KB
Project Budget.xlsx	Project Budget	12 KB
Registration Map.pdf	Twin Cities car registration map	413 KB
Socio-economic map 55116.pdf	Socio-economic map of 55116 project area	216 KB
Socio-economic map 55418.pdf	Socio-economic map of 55418 project area.	212 KB
Zip Code Registration Data.pdf	Twin Cities car registration data.	271 KB

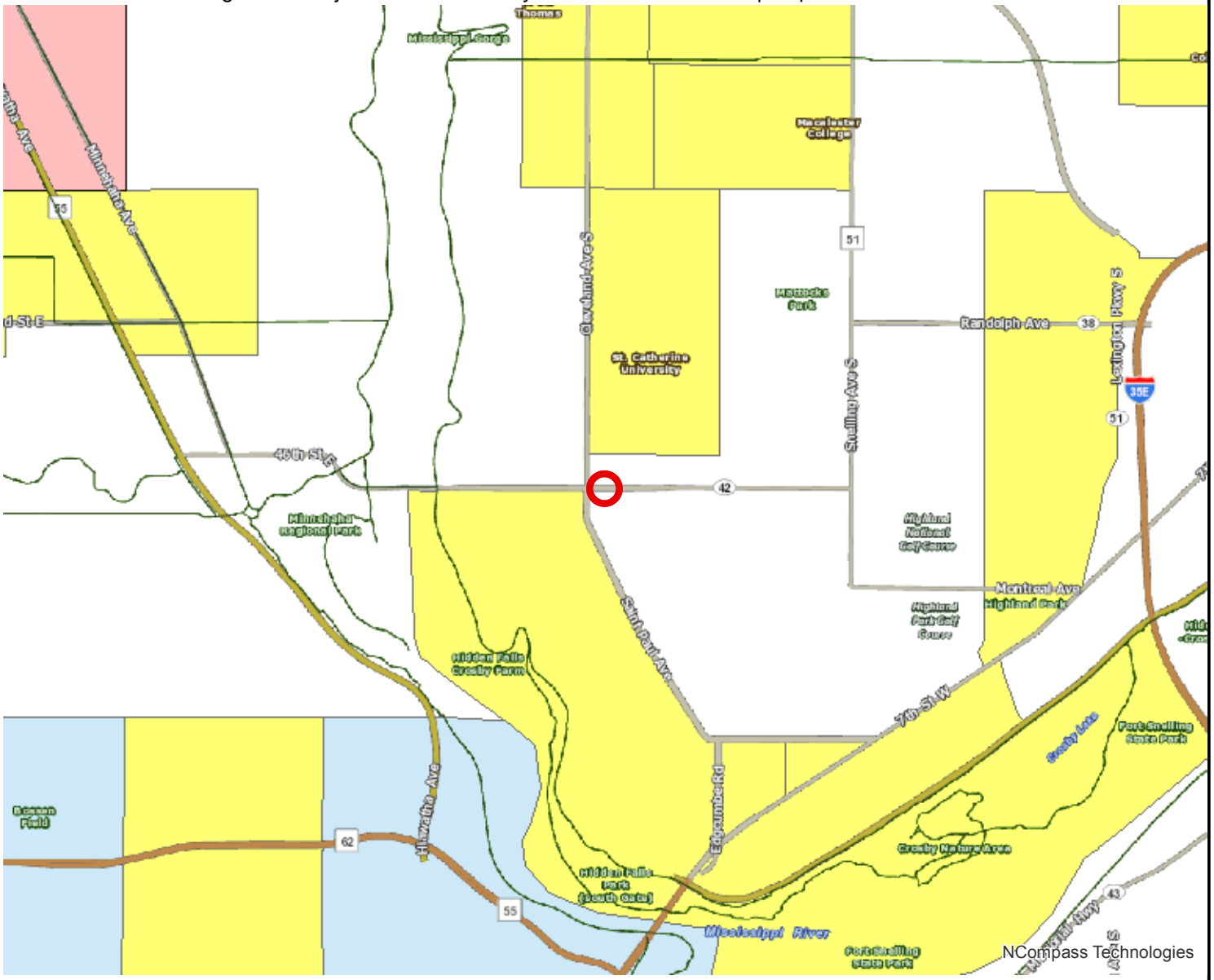

Twin Cities
2015 Car Registrations by Zip Code
Lowest Registration Areas
Highest Registration Areas
Shared Mobility Community Outreach Program Areas
55316
55433
55434
55369
55445
55443
55444
55311
55432
55126
55112
55428
55429
55430
55421
55446
55442
55412
55418
55109
55447
55441
55427
55422
55411
55413
55113
55117
55401
55414
55415
55405
55404
55108
55130
55114
55103
55106
55305
55426
55416
55104
55101
55408
55406
55407
55119
55105
55102
55107
55409
55125
55345
55343
55410
55424
55419
55417
55116
55436
55118
55150
55439
55435
55423
55450
55120
55346
55344
55121
55425
55420
55347
55438
55437
55431

Socio-Economic Conditions

Travel Demand Management Project: Shared Mobility Educational Outreach | Map ID: 1467818834563

Results

Project located in
a census tract that is below
the regional average for
population in poverty
or populations of color,
or includes children,
people with disabilities,
or the elderly:
(0 to 12 Points)



Project Points

Area of Concentrated Poverty

Area of Concentrated Povertry > 50% residents of color

Above reg'l avg conc of race/poverty

0 0.375 0.75 1.5 2.25 3 Miles

Created: 7/6/2016
LandscapeRSA2

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

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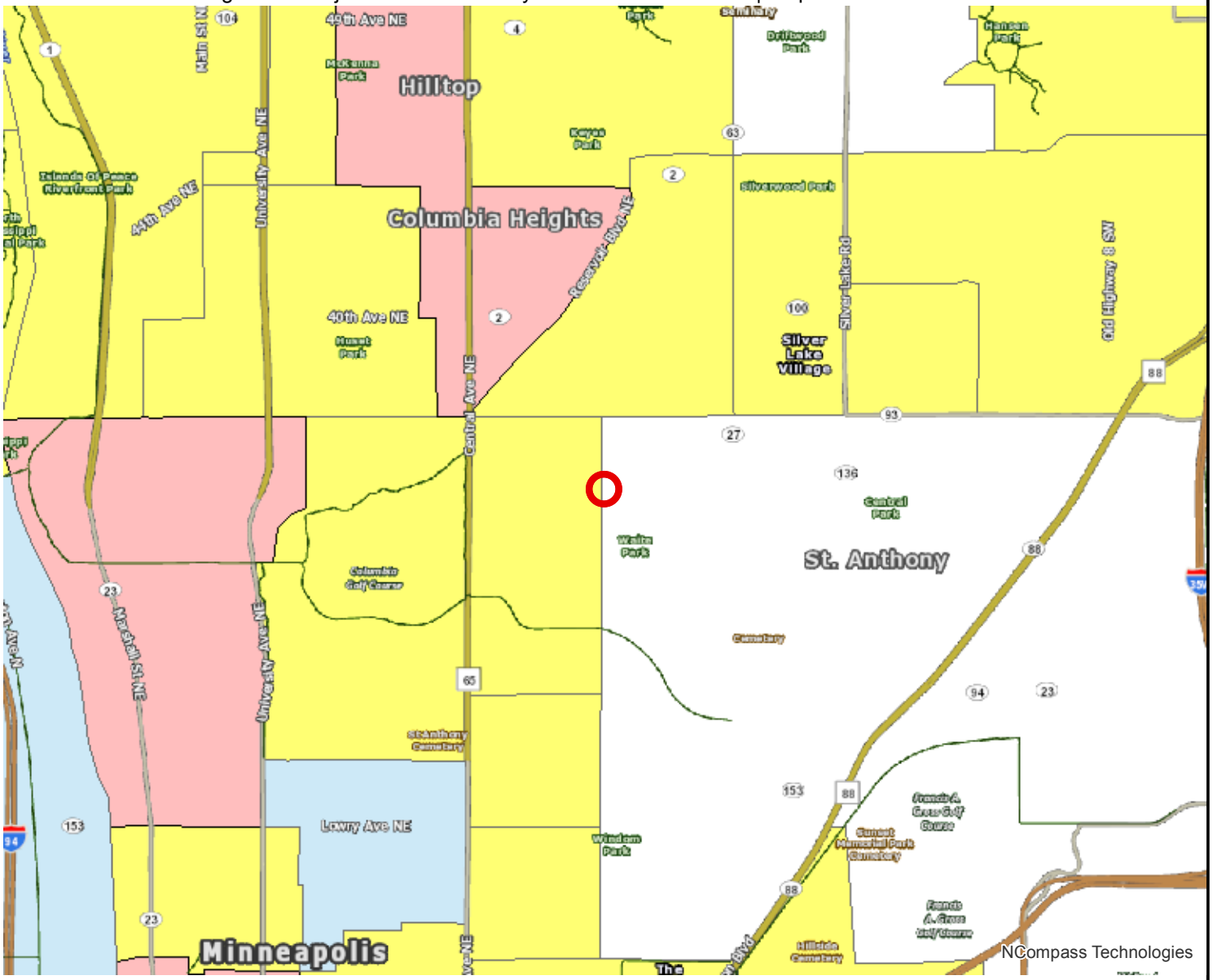
Socio-Economic Conditions

Travel Demand Management Project: Shared Mobility Educational Outreach | Map ID: 1467818364233

Results

Project located in
a census tract that is below
the regional average for
population in poverty
or populations of color,
or includes children,
people with disabilities,
or the elderly:
(0 to 12 Points)



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Twin Cities 2015

Car Registrations by Zip Code

Zip Code	Population	Households	P/HH	HH Income	PP Income	Registrations	Cars/ PP	Cars / HH	
55454	8,125	2,961	2.74	$ 14,360	$ 5,233	2,323	0.29	0.78	
55403	14,985	10,121	1.48	$ 30,072	$ 20,311	8,765	0.58	0.87	
55414	28,495	10,169	2.80	$ 28,426	$ 10,144	9,327	0.33	0.92	
55404	27,121	11,793	2.30	$ 20,923	$ 9,098	11,760	0.43	1.00	
55405	15,411	7,356	2.10	$ 40,368	$ 19,269	9,151	0.59	1.24	
55408	29,981	14,454	2.07	$ 34,216	$ 16,496	18,460	0.62	1.28	
55102	18,207	9,230	1.97	$ 34,756	$ 17,619	12,456	0.68	1.35	
55101	5,592	3,490	1.60	$ 31,155	$ 19,444	4,949	0.89	1.42	
55413	12,934	6,094	2.12	$ 33,774	$ 15,913	8,899	0.69	1.46	
55435	11,592	6,273	1.85	$ 42,478	$ 22,987	9,273	0.80	1.48	
55401	6,590	4,382	1.50	$ 40,716	$ 27,074	6,783	1.03	1.55	
55108	14,688	6,205	2.37	$ 43,277	$ 18,283	9,628	0.66	1.55	
55104	43,248	17,136	2.52	$ 38,237	$ 15,151	26,744	0.62	1.56	
55416	29,027	14,837	1.96	$ 55,252	$ 28,242	23,220	0.80	1.57	
55105	28,455	10,883	2.61	$ 53,879	$ 20,607	17,466	0.61	1.60	
55406	32,112	14,765	2.17	$ 40,867	$ 18,791	24,401	0.76	1.65	
55410	19,340	8,535	2.27	$ 64,084	$ 28,281	14,334	0.74	1.68	
55103	12,991	4,806	2.70	$ 29,558	$ 10,935	8,293	0.64	1.73	
55426	24,945	11,472	2.17	$ 47,145	$ 21,682	19,922	0.80	1.74	
55417	24,875	10,739	2.32	$ 52,127	$ 22,504	18,798	0.76	1.75	
55407	37,881	13,848	2.74	$ 37,462	$ 13,695	24,253	0.64	1.75	
55415	2,604	981	2.65	$ 30,156	$ 11,361	1,726	0.66	1.76	
55409	11,615	4,822	2.41	$ 55,424	$ 23,009	8,512	0.73	1.77	
55114	3,100	1,527	2.03	$ 26,895	$ 13,248	2,703	0.87	1.77	
55130	17,575	5,331	3.30	$ -	$ -	9,483	0.54	1.78	
55418	29,472	12,891	2.29	$ 41,344	$ 18,084	22,997	0.78	1.78	Designated Program Area
55423	35,375	14,875	2.38	$ 45,598	$ 19,174	26,914	0.76	1.81	
55422	27,820	11,990	2.32	$ 51,885	$ 22,362	21,696	0.78	1.81	
55419	26,406	10,831	2.44	$ 63,513	$ 26,051	19,670	0.74	1.82	
55412	22,148	8,167	2.71	$ 38,818	$ 14,314	14,835	0.67	1.82	
55113	38,994	17,114	2.28	$ 50,616	$ 22,215	31,784	0.82	1.86	
55118	27,548	11,753	2.34	$ 50,325	$ 21,471	22,280	0.81	1.90	
55436	13,138	5,604	2.34	$ 72,361	$ 30,866	10,656	0.81	1.90	
55425	8,952	3,790	2.36	$ 44,538	$ 18,856	7,246	0.81	1.91	
55438	16,249	7,271	2.23	$ 70,011	$ 31,328	13,908	0.86	1.91	
55437	17,484	7,816	2.24	$ 58,483	$ 26,144	15,284	0.87	1.96	
55427	22,919	9,750	2.35	$ 55,685	$ 23,689	19,070	0.83	1.96	
55411	27,428	8,505	3.22	$ 28,434	$ 8,817	16,720	0.61	1.97	
55119	38,966	14,990	2.60	$ 45,666	$ 17,567	29,906	0.77	2.00	
55421	27,035	11,430	2.37	$ 39,526	$ 16,711	22,842	0.84	2.00	
55441	17,848	7,516	2.37	$ 63,068	$ 26,559	15,030	0.84	2.00	
55432	30,027	12,342	2.43	$ 48,370	$ 19,882	24,877	0.83	2.02	
55442	13,217	5,472	2.42	$ 84,451	$ 34,964	11,052	0.84	2.02	
55428	29,357	11,643	2.52	$ 43,970	$ 17,439	23,555	0.80	2.02	
55447	21,187	8,455	2.51	$ 75,029	$ 29,941	17,295	0.82	2.05	
55106	52,730	17,609	2.99	$ 36,560	$ 12,209	36,074	0.68	2.05	
55431	18,435	7,914	2.33	$ 57,197	$ 24,554	16,279	0.88	2.06	
55122	30,346	12,468	2.43	$ 60,298	$ 24,774	25,737	0.85	2.06	
55433	33,613	13,265	2.53	$ 52,128	$ 20,572	27,437	0.82	2.07	
55424	9,685	3,435	2.82	$ 93,481	$ 33,155	7,141	0.74	2.08	
55107	14,776	5,206	2.84	$ 39,552	$ 13,935	10,842	0.73	2.08	
55126	25,140	10,437	2.41	$ 68,941	$ 28,621	21,830	0.87	2.09	
55429	26,751	9,935	2.69	$ 43,511	$ 16,159	20,819	0.78	2.10	
55117	41,649	15,815	2.63	$ 40,132	$ 15,239	33,148	0.80	2.10	
55420	21,767	9,112	2.39	$ 47,295	$ 19,798	19,182	0.88	2.11	
55128	28,113	11,229	2.50	$ 55,632	$ 22,221	23,683	0.84	2.11	
55109	31,444	12,611	2.49	$ 50,614	$ 20,299	26,615	0.85	2.11	
55112	43,250	16,873	2.56	$ 54,365	$ 21,209	35,642	0.82	2.11	
55125	43,281	16,198	2.67	$ 73,754	$ 27,603	34,262	0.79	2.12	
55446	18,695	7,380	2.53	$ 91,431	$ 36,093	15,663	0.84	2.12	
55124	49,084	18,875	2.60	$ 70,253	$ 27,015	40,180	0.82	2.13	
55121	7,861	3,516	2.24	$ 54,358	$ 24,313	7,488	0.95	2.13	
55430	21,508	7,756	2.77	$ 39,620	$ 14,287	16,994	0.79	2.19	
55127	16,782	6,878	2.44	$ 75,091	$ 30,776	15,116	0.90	2.20	
55434	28,823	10,993	2.62	$ 54,887	$ 20,934	24,426	0.85	2.22	
55110	37,759	15,122	2.50	$ 59,373	$ 23,778	34,174	0.91	2.26	
55123	26,030	9,274	2.81	$ 82,004	$ 29,216	21,090	0.81	2.27	
55448	27,863	10,267	2.71	$ 60,226	$ 22,192	23,525	0.84	2.29	
55116	23,851	11,175	2.13	$ 46,863	$ 21,957	26,132	1.10	2.34	Designated Program Area
55115	8,607	3,156	2.73	$ 72,877	$ 26,722	7,435	0.86	2.36	
55120	4,352	1,766	2.46	$ 73,901	$ 29,988	4,175	0.96	2.36	
55443	32,462	10,889	2.98	$ 62,347	$ 20,914	27,095	0.83	2.49	
55439	8,750	3,411	2.57	$ 87,302	$ 34,033	8,500	0.97	2.49	
55129	18,697	6,400	2.92	$ 93,218	$ 31,909	16,301	0.87	2.55	
55444	15,667	5,163	3.03	$ 65,043	$ 21,435	13,657	0.87	2.65	
55449	23,277	8,267	2.82	$ 67,617	$ 24,015	22,002	0.95	2.66	
55402	368	303	1.21	$ 30,921	$ 25,459	826	2.24	2.73	
55445	9,879	3,374	2.93	$ 63,662	$ 21,743	10,284	1.04	3.05	
	1,774,354	720,487	2.46	$ 50,908	$ 21,050	1,373,000	0.77	1.91	