



Application

04752 - 2016 Travel Demand Management (TDM)

05312 - Colleges as Hubs for TDM Innovation

Regional Solicitation - Transit and TDM Projects

Status:

Submitted

Submitted Date:

07/15/2016 1:56 PM

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## Primary Contact

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Saint Paul

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55404

City

State/Province

Postal Code/Zip

Phone:\*

651-224-8555

23

Phone

Ext.

Fax:

What Grant Programs are you most interested in?

Regional Solicitation - Transit and TDM Projects

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## Organization Information

Name:

ST PAUL SMART TRIPS

Jurisdictional Agency (if different):

**Organization Type:** In-State not for profit

**Organization Website:**

**Address:** 56 5TH STREET EAST  
Suite 202

**\*** ST. PAUL Minnesota 55101  
City State/Province Postal Code/Zip

**County:** Ramsey

**Phone:\*** 651-224-8555  
Ext.

**Fax:**

**PeopleSoft Vendor Number**

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## Project Information

**Project Name** Colleges as Hubs for TDM Innovation

**Primary County where the Project is Located** Hennepin, Ramsey

**Jurisdictional Agency (If Different than the Applicant):**

In this two-year pilot program, St. Paul Smart Trips will work intensively with a total of five colleges in the Twin Cities to develop and apply a model for TDM innovation at the college level. The goal is to produce a customizable toolkit for local colleges to a) shift travel behavior and b) create greater equity in transportation access, with a focus on students, faculty, and staff. Through surveying and data analysis, we will be addressing key questions, such as: What are the best strategies to change travel behavior at a college level? How can incentives and disincentives be implemented in an equitable manner? How are students using the options currently available to them? What are their needs? What kind of transit products serves these needs? Which TDM strategies are colleges in the region doing well and what can be replicated at other colleges?

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

We will use this input to create a multi-tiered approach to shifting travel behavior in the college setting. We will work on systemic, institutional and individual level.

**Systemic:** We will partner with Metro Transit to gather information about needs and analyze different pricing and structural models for increasing use of the College Pass.

**Institutional:** We will partner with individual colleges to develop policy recommendations to discourage SOV travel and encourage use of other transportation options. This will include review of human resources materials, policies for supporting students' use of transit and other options and parking cost structures.

**Individual:** we will host experiential learning events for students and faculty/staff focused on overcoming barriers and increasing internal

transportation expertise. We will also design site-specific materials and use targeted marketing strategies to encourage behavior change.

Smart Trips is currently finalizing a merger with Transit for Livable Communities that will be fully in place before the beginning of this project. By expanding our geographical scope and our internal expertise, we will be able to approach this work from a holistic, regional perspective.

We cast a region-wide net for colleges to participate in this stage of the project, with a focus on colleges with high degree of connection to existing transportation options. While many colleges meet these criteria, we have strategically identified Augsburg College, Macalester College, Minneapolis Community and Technical College (MCTC), the University of St. Thomas, and Saint Paul College. All five have expressed initial interest in and support for this project. Because we are in early planning stages, commitments are not final, and we may approach other colleges as needed, such as Metropolitan State University, North Central University, St. Catherine University, or Hamline University.

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

<b>TIP Description Guidance (will be used in TIP if the project is selected for funding)</b>	N/A
<b>Project Length (Miles)</b>	0

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## Project Funding

<b>Are you applying for funds from another source(s) to implement this project?</b>	No
<b>If yes, please identify the source(s)</b>	
<b>Federal Amount</b>	\$132,000.00
<b>Match Amount</b>	\$33,000.00

Minimum of 20% of project total

**Project Total** \$165,000.00

**Match Percentage** 20.0%

Minimum of 20%

Compute the match percentage by dividing the match amount by the project total

**Source of Match Funds** Transit for Livable Communities, fee for service from participating colleges, Metro Transit (in-kind)

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:** 2019

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

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## Specific Roadway Elements

<b>CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES</b>	<b>Cost</b>
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
<b>Totals</b>	<b>\$0.00</b>

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## Specific Bicycle and Pedestrian Elements

<b>CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES</b>	<b>Cost</b>
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
<b>Totals</b>	<b>\$0.00</b>

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## Specific Transit and TDM Elements

<b>CONSTRUCTION PROJECT ELEMENTS/COST ESTIMATES</b>	<b>Cost</b>
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
<b>Totals</b>	<b>\$0.00</b>

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## Transit Operating Costs

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

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## Totals

Total Cost	\$0.00
Construction Cost Total	\$0.00
Transit Operating Cost Total	\$0.00

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## 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.

Goal C: Access to Destinations (p. 2.8)

Objective: Increase the availability of multimodal travel options, especially in congested highway corridors

Objective: Increase transit ridership and the share of trips taken using transit, bicycling, and walking

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

Strategy C4: Regional transportation partners will promote multimodal travel options and alternatives to single-occupant vehicle travel and highway congestion through a variety of travel demand management initiatives, with a focus on major job, activity, and industrial and manufacturing concentrations on congested highway corridors and corridors served by regional transit service.

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

Goal E: Healthy Environment (p. 2.12)

Objective: Reduce transportation-related air emissions

Objective: Increase the availability and attractiveness of transit, bicycling, and walking to encourage healthy communities and active car-free lifestyles



Strategy E1: Regional transportation partners will plan and implement a transportation system that considers the needs of all potential users, including children, senior citizens, and persons with disabilities, and that promotes active lifestyles and cohesive communities. A special emphasis should be placed on promoting the environmental and health benefits of alternatives to single-occupancy vehicle travel.

Strategy E6: Regional transportation partners will use a variety of communication methods and eliminate barriers to foster public engagement in transportation planning that will include special efforts to engage members of historically underrepresented communities, including communities of color, low-income communities, and those with disabilities to ensure that their concerns and issues are considered in regional and local transportation decision making.

*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.*

## St. Paul Comprehensive Plan - Transportation

### Strategy 2: Provide Balance and Choice (p. 10)

In order to provide an excellent transportation system, there must be balance and choice? Transportation choice can maximize the efficiency of the existing system by providing options that better utilize the existing road infrastructure and transit investments.

### 2.7: Expand commuter options with Travel Demand Management (TDM) (p. 12)

Effective TDM strategies can help employers provide a competitive benefit to their employees, mitigate congestion, and reduce the need for parking infrastructure or subsidies. Colleges and other institutions should likewise expand travel options and incentives for students, staff, and visitors.

#### List the applicable documents and pages:

- a. Require a TDM Plan as a part of the site plan review process for larger developments or for large employers using City assistance or other City approvals. Research best practices within the region to determine at what size (measured in area, employees, and/or dwelling units) a development would be required to complete a plan;
- b. Explore individual incentives, employer programs, and parking policies that encourage alternatives to the single-occupancy automobile;
- c. Support the work of public agencies and the private sector to market transit, carpooling, biking and walking, flexible work hours, and telecommuting;
- d. Support transportation management

organizations, such as St. Paul Smart Trips, in their work to identify, develop, and support a variety of transportation options; and  
e. Support programs that encourage regular transit use, such as the Metropass program.

## Minneapolis Comprehensive Plan - 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. (p. 2-1)

*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**

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## 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. Yes**

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## Project Information-Transit and TDM

County, City, or Lead Agency

N/A

Zip Code where Majority of Work is Being Performed

0

(Approximate) Begin Construction Date

**(Approximate) End Construction Date**

**Name of Park and Ride or Transit Station:** N/A

*i.e., MAPLE GROVE TRANSIT STATION*

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

**From:** N/A  
**(Intersection or Address)**

**To:** N/A  
**(Intersection or Address)**

*DO NOT INCLUDE LEGAL DESCRIPTION*

**Or At:** N/A

**Primary Types of Work** N/A

*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.*

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**Measure A: Project's Use of Existing Infrastructure**

A central goal of the project is to shift single-occupant vehicle trips to other modes, making use of existing facilities. We have therefore prioritized campuses that are already well connected to the regional transportation network. Through our initial review, we have selected colleges with a high level of access not only to transit routes and stations, but also to multimodal options such as bikeshare, carshare, and high-quality pedestrian facilities. The colleges we have selected:

- Are within a half mile of at least 4 transit routes. Two are located near Blue and/or Green Line stations, and two are located near stations for the newly constructed A Line rapid bus route.

- Are located on or near current and planned bikeways. Augsburg and MCTC will be connected to the network of protected bikeways the City of Minneapolis intends to build by 2020; St. Thomas and Macalester benefit from the bike lanes on Summit Ave, as well as the soon-to-be-constructed Cleveland Ave bikeway; and Saint Paul College has access to bike facilities on Marshall Ave and John Ireland Blvd, which will enjoy easier connection to the rest of downtown St. Paul with the future construction of the Capital City Bikeway.

- Have at least one Nice Ride station on or adjacent to campus.

- Are within zones served by carshare services, such as Car2go and HOURCAR

- Have immediate or nearby access to a ZAP Twin Cities reader

- Are in areas with a robust sidewalk system and walking access to important amenities, including restaurants, grocery stores, and other shops and

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

services.

In addition to these physical transportation amenities, this project also capitalizes on intangible resources such as the institutional knowledge, expertise, and relationships with transportation providers that Smart Trips has developed over its history as the St. Paul TMO. These connections will enable us to draw on partnerships with regional transportation providers to offer a comprehensive array of options.

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## **Measure A: Average Weekday Users**

Average Weekday Users

45136

Calculated using total enrollment at each school (Fall 2015) + number of faculty and staff (estimated by using the colleges' published student-to-faculty ratios and publically available staff ratios at peer schools of similar size/budget)

3,423 Augsburg students + 2,073 at Macalester students + 12,773 MCTC students + 11,000 Saint Paul College students + 10,245 St. Thomas students

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

= 41,640 students

450 Augsburg faculty/staff + 310 Macalester faculty/staff + 830 MCTC faculty/staff + 670 Saint Paul College faculty/staff + 1,263 St. Thomas faculty /staff

= 3,496 faculty/staff

41,640 students + 3,496 faculty = 45,136 users

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## Measure A: Project Location and Impact to Disadvantaged Populations



This project's goal is to improve access to transportation options for students at our partner colleges, with a focus on reducing inequities that curtail transportation access for students from low-income households and students of color. We seek to analyze student needs, existing policies, and alternative approaches in order to implement highly effective strategies for each college's unique context. In the process, we will work closely with Metro Transit to study how college transit passes could be differently priced/structured to increase equity in students' transportation access.

For many low-income students in the metro area, affordable transportation is an often overlooked piece of college accessibility. Policies on transportation fees and subsidies vary from school to school; at some, a one-size-fits-all approach doesn't meet the needs of all students, such as a requirement that students pay into parking facilities they may not use, decisions on whether transit passes will be subsidized at all, and providing or not providing secure bicycle parking.

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

For this project, we sought a spectrum of colleges that represent the varying needs and approaches of colleges in the Twin Cities. Our five partner colleges differ significantly in their policies for making transportation more accessible to students, such as the level of subsidy they can put into student transit passes. Student transportation patterns differ greatly as well, shaped by factors such as student age, employment outside of school, night vs. daytime courses, on- vs. off-campus residency, and others. The colleges also diverge in the socio-economic status of the colleges' student bodies, as measured by the percentage of students receiving Pell Grants (which mostly go to students with a total family income

below \$20,000). These percentages range from 17% receiving Pell Grants at Macalester to 62% Pell-eligible at Saint Paul College, with a median of 38% at Augsburg.

We intend for the project to benefit low-income students, students of color, and first-generation college students by improving access to transportation options. With regard to staff/faculty, our review of HR policies will enable the colleges to better recruit and retain employees who may not own a car. One of the colleges is located in a concentrated area of poverty and the other four are in areas above regular concentrations of race/poverty; however, as the students/staff most affected will likely be commuters, it is hard to determine until after surveying is complete whether these students/staff live in census tracts identified as Concentrated Areas of Poverty. We don't envision this project will have significant positive or negative impacts on the other disadvantaged populations highlighted in this section.

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## Measure B: Affordable Housing

### City/Township

Saint Paul

Minneapolis

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## 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

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

Total Population in City	0
Total Housing Score	0

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

The colleges we have identified are located in areas that feature relatively high density of employment and housing. Collectively, they are served by a number of principal arterials that have been identified as congested in the 2040 Transportation Policy Plan, including I-35W, I-394, I-94, and I-35E. These highways, as well as the A-minor arterials that supplement and add capacity along these corridors, are heavily stressed at peak travel times due to the high volume of commute trips.

As major destinations for SOV trips by students and staff, colleges in these areas are prime targets for TDM. In both our past TDM work and in case studies at universities around the country, we have seen that parking availability/cost is a central factor in motivating transportation behavior change. The cost of supplying parking is also a major concern of many college administrators. One of our primary TDM strategies in this project, therefore, will be to evaluate the impact of parking policies on travel behavior. For example, past studies by transportation researchers have shown that for every 10% increase in parking prices there is a subsequent 3% reduction in demand for parking. Part of our project will be developing and standardizing TDM strategies that are effective across colleges and transcend their differences in demographics, size, and academic offerings, enabling the colleges to share and adopt proven practices for reducing SOV trips. By concurrently working to shape policies and increase knowledge related to other modes, we will avoid a scenario in which reducing parking demand on campus simply pushes SOV trips into on-street parking in the surrounding neighborhoods.

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

At schools like MCTC and Saint Paul College

where many students commute from elsewhere in the metro area, there is considerable potential to collect and use travel data to shift student behavior. We will test the effects of incentives, subsidies, and marketing/educational campaigns on student mode choice. At more heavily residential colleges such as Augsburg and Macalester, there may not be the same frequency of student commute trips, but case studies from elsewhere in the country indicate that there are powerful opportunities to use research-based policy changes to shift faculty and staff behavior. At Stanford, a suite of TDM programs established in the early 2000s enabled the university to cut their faculty and staff's 72% drive-alone rate to 47% by 2013. We anticipate that by applying data-driven models with our partner colleges, the reduction in SOV trips will only grow over time.

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## Measure B: Emissions Reduction

Number of Daily One-Way Commute Trips Reduced:

2257

Average Commute Trip Length (Default 12.1):

12.1

We anticipate a 5% mode shift away from SOV trips to other modes.

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

$5\% * (41,640 \text{ students} + 3,496 \text{ faculty/staff})$   
 $= 2,257 \text{ one-way daily commute trips reduced}$

$2,257 \text{ trips reduced} * 12.1 \text{ miles}$   
 $= 27,307 \text{ daily VMT reduced}$

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## Measure: Innovation

Colleges present a unique opportunity for innovative TDM work because of their high degree of autonomy and control over many different aspects of campus life. Important supply-side considerations such as parking availability and cost are generally handled in-house. They have limited resources and are eager to reduce extraneous costs. Thus, as relatively controlled environments with a strong need for TDM, they are ideal laboratories for innovation. Tools developed at these self-contained hubs have the potential to apply not only at other colleges and schools but also much more broadly across a wide range of employers, office parks, corporate campuses, and other institutions.

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

In the past several years, universities around the country have been embracing TDM as a means of saving on parking and reducing their environmental footprint. Stanford, MIT, and the University of Colorado at Boulder have emerged as success stories of using smart TDM strategies to cut single-occupancy vehicle trips and conserve the resources that would otherwise have gone into building new parking facilities.

So far, however, collegiate TDM efforts in the Twin Cities metro region have been limited, especially at small liberal arts colleges and public community colleges. In our project, we will be testing the transferability of other regions/universities' successes while simultaneously adapting them to the new context. While Smart Trips have completed some exploratory work at certain colleges in St. Paul, current resources are insufficient for the kind of comprehensive programming that has been effective elsewhere in the nation. Current capacity for evaluation is also limited, which curtails our ability to measure and share the short- and long-

term effects of this work.

In this project, the expanded scope and capacity will enable the depth of data collection and analysis needed to produce a tested model for TDM planning to colleges in the region. We look forward to working closely with Metro Transit, as well as other Twin Cities transportation partners, to share and apply the outcomes of this project.

Additionally, we see this project as a promising launch point for a potential longitudinal study of how TDM efforts at the college level affect future student transportation behavior. For many students, coming to college is a major life event that disrupts their previously established travel habits. How do TDM strategies change the way they make transportation choices after college? How does it affect where they choose to live and work? The ramifications on long-term VMT reduction are enormous, but so far they have not been studied. By collecting baseline data, this project creates the opportunity for a groundbreaking study in this area.

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## **Measure A: Organization's Experience and Resources**

St. Paul Smart Trips has a long history of effectively delivering TDM programming. Our Workplaces program consults with St. Paul-based employers on sustainable commuter transportation options. Since the mid-1990s, we have worked with over 400 employers large and small, providing customized services tailored to the geographic location and business. We have built strong relationships through past projects at Augsburg, Macalester, and St. Thomas, and all five of our target colleges have expressed support and eagerness to participate in work.

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

Project lead Becky Alper has over six years of professional transportation planning and marketing experience in both the public and private sectors. She most recently worked at Jefferson Bus Lines and the Minnesota Department of Transportation, and since joining Smart Trips as its Workplaces Program Manager, she has instituted a fee-for-service model for providing employers with TDM services.

Additional support will be provided by Jessica Treat, current Executive Director of Transit for Livable Communities and future executive director of the merged organization. Jessica has a considerable breadth of experience with managing TDM program delivery, having served as St. Paul Smart Trips Executive Director of from 2008 to 2015. She has over ten years of experience in working to shift transportation attitudes and behaviors in the region.

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## 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:

After the two-year pilot phase, the bulk of our work with the five initial colleges will come to a close, and we will evaluate the project to determine next steps. We envision that this will likely involve transitioning to a new phase with additional metro-area colleges.

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

St. Paul Smart Trips' new fee-for-service model has been a part of our recent work with employers, including Augsburg College and Macalester College, and we intend for this to be a major source of funding for future work on this project. We have budgeted for a portion of this project's local match to come from fee for service, and we anticipate that this contribution will grow as a portion of the budget in future years.

At colleges in the area, the need for transportation options is growing increasingly urgent; in looking to build new buildings and expansions, they are finding that land adjacent to campus is severely restricted in its availability. They are therefore considering eliminating and reducing surface parking lots, which creates an immediate need for proven TDM strategies. The outcomes this project will enable us to approach these colleges with data-supported estimates of cost savings and modal shifts for various TDM options, allowing us to make a strong case for the value of the services we provide.

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## Measure A: Cost Effectiveness

Total Project Cost (entered in Project Cost Form):

\$0.00

<b>Enter Amount of the Noise Walls:</b>	\$0.00
<b>Total Project Cost subtract the amount of the noise walls:</b>	\$0.00
<b>Points Awarded in Previous Criteria</b>	
<b>Cost Effectiveness</b>	\$0.00

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## Other Attachments M

<b>File Name</b>	<b>Description</b>	<b>File Size</b>
Augsburg letter of support.pdf	Augsburg letter of support	64 KB
Macalester letter of support.pdf	Macalester letter of support	1014 KB
MCTC letter of support.pdf	MCTC letter of support	65 KB
Metro Transit Letter of Support.pdf	Metro Transit letter of support	18 KB
Project budget.pdf	Project budget	222 KB
St Paul College letter of support.pdf	St. Paul College letter of support	43 KB
ST Socio-Econ map.pdf	Map of college locations with Socio-Econ overlay	332 KB
St. Thomas letter of support.pdf	St. Thomas letter of support	203 KB
TLC letter of support - CMAQ_Smart Trips.pdf	TLC local match letter	134 KB

July 6, 2016

Regional Solicitation Grant Program  
Metropolitan Council  
390 Robert Street N  
St. Paul, MN 55101

To whom it may concern:

I am writing on behalf of Augsburg College to support St. Paul Smart Trips and their proposed project for the 2016 Regional Solicitation for Travel Demand Management funding. Their project is to work with colleges and universities within the Twin Cities area to reduce drive alone travel to campus.

As noted by Augsburg President Paul Pribbenow, "The Augsburg College community is deeply committed to what it means to build a sustainable urban environment. We are uniquely situated in a city neighborhood and are privileged to have a variety of opportunities to explore the interconnectedness of urban life with both human and natural forces." In the Twin Cities Metro Area, pollutants come from mobile source pollutants, such as cars and trucks. With hundreds of people coming to our campus daily, we recognize that even a small shift in how people access our campus facilities can have a positive impact on the environmental health of the region.

Recently, with the construction of our new Center for Science, Business and Religion, we've engaged the campus community in discussions as reduced parking space provided us the opportunity to invigorate use of transit options to best accommodate all students, staff and faculty. By ensuring sound development of our campus, we create a better living, working and learning environment not only for those coming to campus, but also for everyone in the surrounding community.

St. Paul Smart Trips was a valuable partner in this work and we have appreciated their thoughtful approach to both helping shape institutional transportation policy and "boots on the ground" outreach and education. We support their proposal and believe they will be able to make a difference in how people access Augsburg's educational offerings and work opportunities, as well as to set the groundwork for sustainable transportation for our students, faculty and staff.

If you have questions or need additional information, please call me at 612-330-1168 or write [garvey@augsborg.edu](mailto:garvey@augsborg.edu).

Sincerely,



Ann Garvey  
Vice President for Student Affairs



Regional Solicitation Grant Program  
Metropolitan Council  
390 Robert Street N  
St. Paul, MN 55101

To whom it may concern:

I am writing on behalf of Macalester College to support St. Paul Smart Trips and their proposed project for the 2016 Regional Solicitation for Travel Demand Management funding to work with Colleges and Universities within the Twin Cities to reduce drive alone travel to campus.

Our school is committed to combatting climate change. As a signatory of the American College and University President's Climate Commitment, we are working to become climate neutral by 2025. We also recognize that we cannot build enough parking to accommodate all students, staff and faculty. By ensuring sound development of our campus, we create a better living, working and learning environment not only for those coming to campus, but also for everyone in the surrounding community, all while working to provide access to a world-class education and high quality jobs to as many students, staff and faculty as possible.

Based on previous experience working with St. Paul Smart Trips, we have appreciated their thoughtful approach to both helping shape institutional transportation policy and "boots on the ground" outreach and education. We have every confidence that they would be able to make a marked difference in how people are able to access our college and set the groundwork for sustainable transportation once they leave our halls and move into the wider world through this project.

Sincerely,

A handwritten signature in blue ink, appearing to read "D. Wheaton".

David Wheaton  
Vice President of Administration and Finance



July 12, 2016  
Regional Solicitation Grant Program  
Metropolitan Council  
390 Robert Street N  
St. Paul, MN 55101

To whom it may concern:

I am writing on behalf of Minneapolis Community & Technical College to support St. Paul Smart Trips and their proposed project for the 2016 Regional Solicitation for Travel Demand Management funding to work with Colleges and Universities within the Twin Cities to reduce drive alone travel to campus.

Our school is committed to combatting climate change. In the Twin Cities Metro, nearly 30 percent of pollutants linked to global climate change come from mobile source pollutants, like cars and trucks. With hundreds of people coming to campus daily, we recognize that even a small shift in how people access our facilities can have a major positive impact on both the short-term and long-term environmental health of the region.

We also recognize that we cannot build enough parking to accommodate all students, staff and faculty, especially as our learning community continues to grow. By ensuring sound development of our campus, we create a better living, working and learning environment not only for those coming to campus, but also for everyone in the surrounding community, all while working to provide access to a world-class education and high quality jobs to as many students, staff and faculty as possible.

We have every confidence that they would be able to make a marked difference in how people are able to access our college and set the groundwork for sustainable transportation once they leave our halls and move into the wider world through this project.

Sincerely,

Mike Christenson  
Interim Director, MCTC Foundation  
AVP Workforce Development and Strategic Partnerships  
1501 Hennepin Avenue Suite M.3000  
Minneapolis, MN 55403  
(p) 612-659-6499  
mike.christenson@minneapolis.edu





July 13, 2016

Regional Solicitation Grant Program  
Metropolitan Council  
390 Robert Street N  
St. Paul, MN 55101

To whom it may concern:

I am writing on behalf of Metro Transit to support St. Paul Smart Trips' "College As Hubs for TDM Innovation" project for 2016 Transportation Demand Management (TDM) funding. Metro Transit and the Transportation Management Organizations (TMOs) across the region have worked together for many years to educate individuals, employers, and institutions about the personal and public benefits of sustainable transportation. We see great potential in Smart Trips' proposed project and its concentration on institutions of higher learning. While our agency is unable to provide matching funds, we strongly support the work and look forward to reviewing the outcomes.

Sincerely,

A handwritten signature in black ink, appearing to read 'Bruce Howard'.

Bruce Howard  
Director of Customer Services and Marketing

A service of the Metropolitan Council

**2016 CMAQ Budget****INCOME**

	<b>Notes</b>
CMAQ Conditional	\$132,000.00 Pending
Fee for Service	\$18,000.00 Pending
Transit for Livable Communities	\$10,000.00 Committed
Metro Transit (in-kind)	\$5,000.00 Pending
Total Income	\$165,000.00

**EXPENSE****Direct Expenses**

	<b>Notes</b>
Staff time	\$107,000.00 Hiring new staff person for two years plus supervisory time
Contracting and consulting	\$24,000.00 Surveying, data analysis, mapping & design
Materials	\$4,000.00 Printing costs
Event costs & marketing	\$5,000.00 Food, social media, rental space
Sub Total Direct	\$140,000.00
Indirect Expense- Admin @ 18%	\$24,999.80
Total Expense	\$164,999.80
Net	\$0.20



for current staff members



# SAINT PAUL COLLEGE

A Community & Technical College

235 Marshall Avenue  
Saint Paul, MN 55102

Start here. Go anywhere.

July 7, 2016

Regional Solicitation Grant Program  
Metropolitan Council  
390 Robert Street N  
St. Paul, MN 55101

To whom it may concern:

I write this letter of support on behalf of Saint Paul College to support St. Paul Smart Trips and their proposed project for the 2016 Regional Solicitation for Travel Demand Management funding to work with Colleges and Universities within the Twin Cities to reduce drive alone travel to campus.

Our school is committed to combatting climate change and initiatives that support clean air quality by mitigating air pollution. In the Twin Cities Metro, nearly 30 percent of pollutants linked to global climate change come from mobile source pollutants, like cars and trucks. With hundreds of people coming to campus daily, we recognize that even a small shift in how people access our facilities can have a major positive impact on both the short-term and long-term environmental health of the region.

We also recognize that we cannot build enough parking to accommodate all students, staff and faculty, especially as our learning community continues to grow and expands. By ensuring sound development of our campus, we create a better living, working and learning environment not only for our college community coming to campus, but also for everyone in the surrounding community, all while working to provide access to a world-class education and high quality jobs to as many students, staff and faculty as possible.

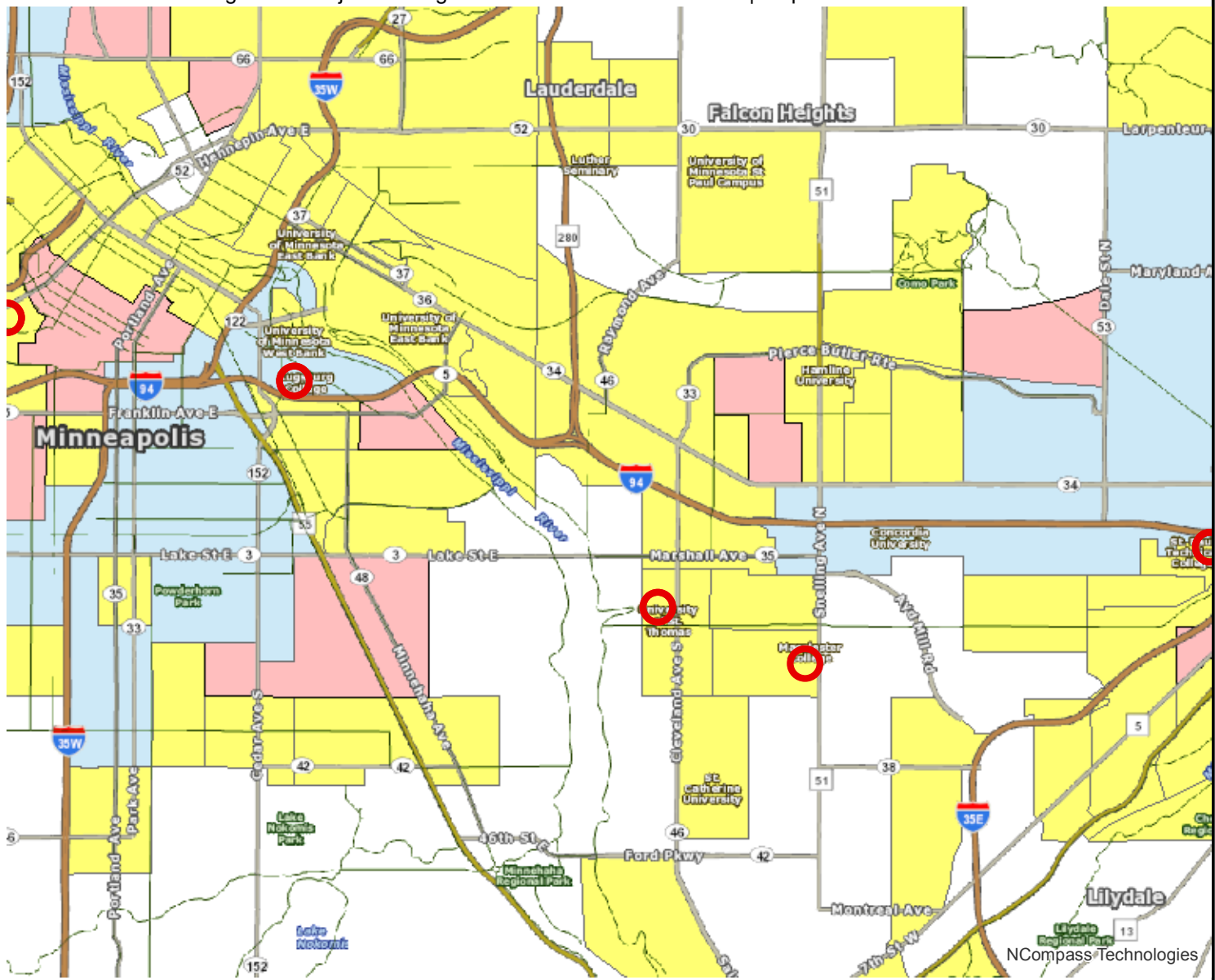
Based on previous experience working with St. Paul Smart Trips, we have appreciated their thoughtful approach to both helping shape institutional transportation policy and "boots on the ground" outreach and education. We have every confidence that they would be able to make a marked difference in how people are able to access our college and set the groundwork for sustainable transportation once they leave our halls and move into the wider world through this project.

Sincerely,

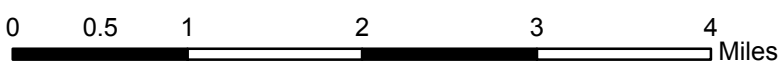
Rassoul Dastmozd, PhD  
President/CEO

Results

Project located IN  
 Area of Concentrated Poverty  
 with 50% or more of residents  
 are people of color (ACP50):  
 (0 to 30 Points)



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



Created: 7/14/2016  
 LandscapeRSA2



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



NCompass Technologies

July 11, 2016

Regional Solicitation Grant Program  
Metropolitan Council  
390 N. Robert St.  
St. Paul, MN 55101

To whom it may concern:

I am writing on behalf of the University of St. Thomas to support the St. Paul Smart Trips proposal for Regional Solicitation for Travel Demand Management funding to work with colleges and universities to reduce drive-alone travel to campuses.

St. Thomas is committed to combatting climate change and is making steady progress on its pledge to be carbon neutral by 2035. With thousands of students, faculty, staff and visitors arriving at our St. Paul and Minneapolis campuses every day, we recognize that even a small shift in transportation habits can have a positive impact on our region's short-term and long-term environmental health.

We also recognize we cannot build enough parking to accommodate everyone. We provide discounts on Metro Transit passes for students and employees, encourage bicycle commuters and run intercampus buses that last year had 200,000 riders.

We have had a positive experience working with St. Paul Smart Trips, including a traffic demand management plan after we opened our Anderson Student Center in 2012. The organization has been influential in shaping transportation policy, and we appreciate its "boots on the ground" outreach and education. We have every confidence that Smart Trips would make a marked difference in how people are able to access St. Thomas in the years ahead.

Sincerely,



Doug Hennes  
Vice President for University and Government Relations



# TRANSIT

*for Livable Communities*

2356 University Avenue West, Suite 403, Saint Paul, MN 55114  
651-767-0298 | [tlc@tlcminnesota.org](mailto:tlc@tlcminnesota.org) | [www.tlcminnesota.org](http://www.tlcminnesota.org)

July 14, 2016

Regional Solicitation Grant Program  
Metropolitan Council  
390 Robert Street N  
St. Paul, MN 55101

To whom it may concern:

I am writing on behalf of Transit for Livable Communities to support St. Paul Smart Trips' proposed project for the 2016 Regional Solicitation for Travel Demand Management funding to work with colleges and universities within the Twin Cities to reduce drive-alone travel to campus.

Transit for Livable Communities is a nonpartisan, nonprofit organization leading the movement for transportation reform in Minnesota. Through advocacy, community engagement and collaboration, innovative programming, and research, we promote a balanced transportation system that encourages transit, walking, bicycling, and thoughtful development.

We know the region cannot build ourselves out of our congestion issues and recognize the important role that colleges and universities play in the future of the workforce, the region's residents and as hubs of innovation. Programming like the project proposed by St. Paul Smart Trips will help shape the future of TDM programming and trip reduction in the region.

St. Paul Smart Trips and Transit for Livable Communities are currently engaged in merger negotiations, which we expect to be completed in advance of beginning this project. Because of this merger, Transit for Livable Communities commits \$10,000.00 from our cash reserves to partially fund the 20 percent local match requirement of the grant proposal.

We are excited to see this project get off the ground and the resulting improvements to our region's roads, congestion and quality of life.

Sincerely,

Jessica Treat  
Executive Director  
Transit for Livable Communities